

# IMPACKD

A person wearing a blue short-sleeved shirt is holding a large cardboard box. The box is light blue on the top and sides, and a darker blue on the front. On the front of the box, there is a large, stylized white letter 'I' inside a dark blue circle. The person's hands are visible, gripping the sides of the box. The background is dark and out of focus.

YOUR BRAND  
IN THE HOME OF MILLIONS



# Did You Know



EVERY DAY, MILLIONS OF PARCELS  
ARE DELIVERED TO HOMES

WITH POTENTIAL TO SERVE AS QUALITY  
ADVERTISING SPACE THAT REACHES MILLIONS



# Ads on Boxes



CAPITALISE ON MILLIONS OF UNIQUE  
'IN-HOME' MARKETING MOMENTS

WHEN YOUR AUDIENCE IS  
IN A STATE OF EXCITEMENT



# Ads on Boxes

VALUE PROPOSITION

VALUABLE EXPOSURE

EASY EXECUTION

CAMPAIGN VALUE

## ADVERTISER



Mass Reach



In-Home Marketing



Long Exposure Moments



Opportunity to post box



State of Excitement



100% Viewability

Turn home-delivered boxes into prime advertising space to reach and engage people in their homes



EASY/FAST EXECUTION



FULL COLOUR ADS



NO COMPLICATIONS



ENVIRONMENTAL FRIENDLY

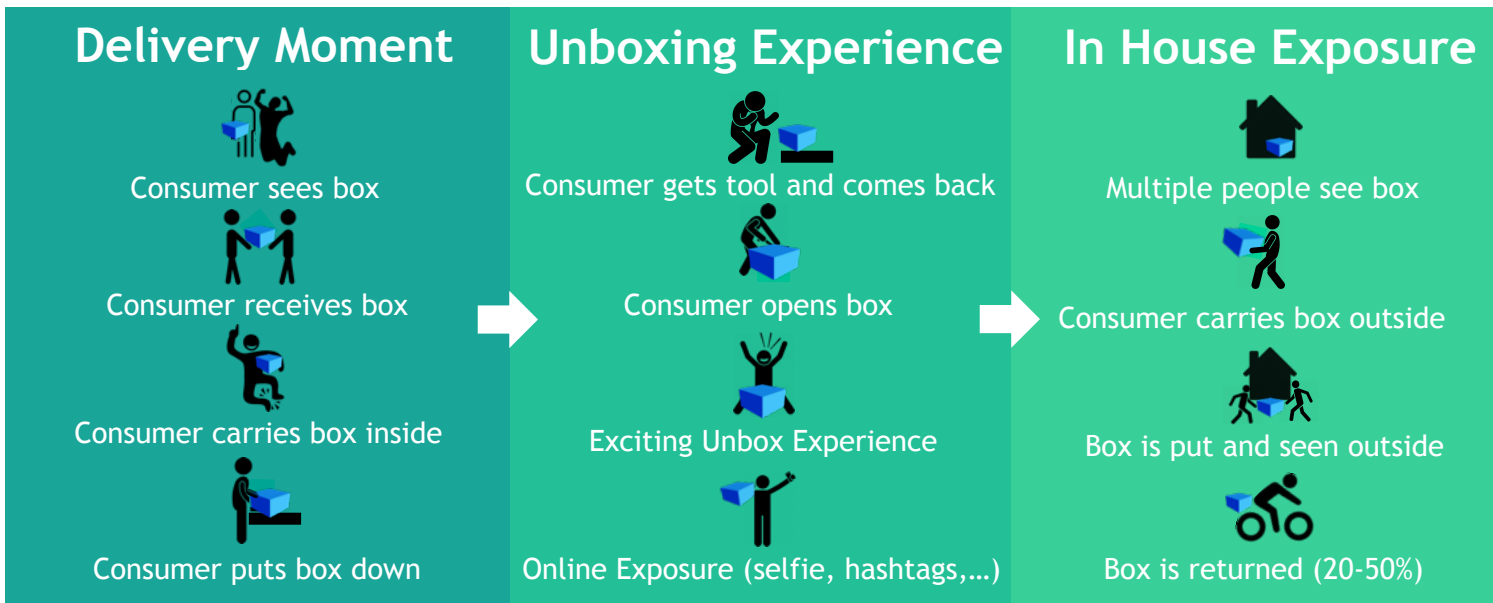
# Ads on Boxes

## VALUE PROPOSITION

## VALUABLE EXPOSURE

## EASY EXECUTION

## CAMPAIGN VALUE



- **MULTIPLE MOMENTS OF EXPOSURE PER BOX**
- **LONG MOMENTS OF EXPOSURE PER BOX**
- **INTERACTION WITH BOX AND ADVERTISEMENT**
- **ONLINE EXPOSURE BY PRINTING CALL-TO-ACTIONS**

# Ads on Boxes

VALUE PROPOSITION

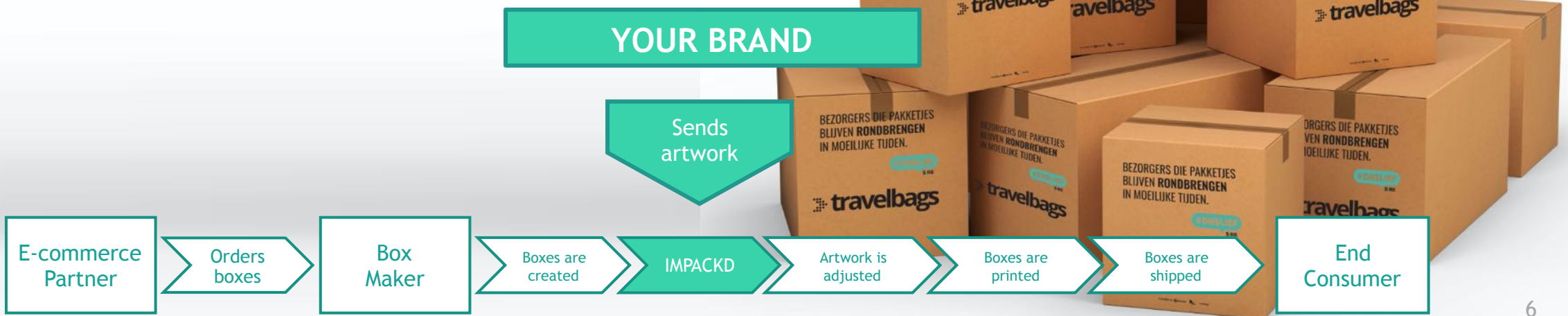
VALUABLE EXPOSURE

EASY EXECUTION

CAMPAIGN VALUE

**YOU GIVE THE GO, WE TAKE CARE OF THE REST:**

1. MATCH YOU WITH PREMIUM E-COMMERCE BRANDS
2. ADJUST YOUR ARTWORK TO MATCH BOXES
3. COORDINATE PRODUCTION, PRINT & DELIVERY OF BOXES



# Ads on Boxes

VALUE PROPOSITION

VALUABLE EXPOSURE

EASY EXECUTION

CAMPAIGN VALUE

500.000  
Advertised Boxes

10.000.000  
marketing impressions

4.000.000  
interactions with billboard

2.000.000  
unique locations reached



5.000.000  
unique people reached

2.000.000  
Opportunities to Post (OP's)

2.500.000  
banners in circulation

# Why Ads on Boxes



Mass  
Reach



Audience at  
home



Physical (3D)  
ad in hand



High Customer  
Dwelling Time



100%  
Visibility



Audience in state  
of Excitement

<b>IMPACKD</b>	✓	✓	✓	✓	✓	✓
Print Media	✓	✓				
Online/Social	✓	✓				
Broadcast Media	✓	✓				
Out-of-Home	✓					





# Use Cases

“Creative campaigns that integrate Offline and Online”

## Chrysler Silverado

7,1 Million boxes

2019 Campaign for Chrysler’s newest model

## Amazon Minions

Total deal of \$35M

Advertiser was prepared to pay \$0,30 per box

18K posts on Instagram

Leveraging rewards to post #minionboxes online.



## The Love Project

10M branded boxes

‘Shipping-box takeover by Revlon in 2017.

#Lovein3words

Social activation leveraging the box to post pictures online.

# Use Cases

“Non-profit campaigns that integrate Offline and Online”

**MediaMarkt**  
BEZORGERS DIE PAKKETJES  
BLIJVEN RONDBRENGEN  
IN MOEILIJKE TIJDEN.  
#DASLIEF  
DE ALLEMAAN BEZORGER DIE NIET VERWACHT  
MediaMarkt

ALTIJD OP  
ZOEK NAAR  
DE WOW  
VOOR JOU

BEZORGERS DIE PAKKETJES  
BLIJVEN RONDBRENGEN  
IN MOEILIJKE TIJDEN.

**travelbags**  
BEZORGERS DIE PAKKETJES  
BLIJVEN RONDBRENGEN  
IN MOEILIJKE TIJDEN.  
#DASLIEF  
SRE

**lobbes**  
Spelen, Geristen en Ontwikkelen  
#DankAanDeZorg  
Samen met je kind onze  
zorgverleners bedanken?  
Deel een berichtje met een foto van  
jullie robot op dankandezorg.nl

lobbes.nl  
Spelen, Geristen en Ontwikkelen  
"Wie je wilt en  
wanneer de zorg?"  
TREK NIET  
OPEN  
#DankAanDeZorg  
Samen met je kind onze  
zorgverleners bedanken?  
Deel een berichtje met een foto van  
jullie robot op dankandezorg.nl

Hier ben ik dan.  
Klaar voor je volgende avontuur!

BEZORGERS DIE PAKKETJES  
BLIJVEN RONDBRENGEN  
IN MOEILIJKE TIJDEN.  
#DASLIEF  
SRE

**travelbags**

#DASLIEF  
SRE

**8.000** dozen  
**17.600** mensen bereikt

#DankAanDeZorg

**20.000** dozen  
**44.000** mensen bereikt

IMPACKD

DS  
Smith

Paardekooper  
Packmanefds

DSBO

# Sustainability Impact

**Paper based is already:**  
Biodegradable (2 to 6 months)

**100% renewable**  
vs. 42% of Plastics

**92% collected**  
vs. 75% of Plastics

**86% is recycled**  
vs. 42% of Plastics



**With IMPACKD:**  
Environmental donation per box

**Donation**  
5% per box

**Goal**  
create environmental impact  
without effort from webshop

**By**  
Planting trees

# Pricing

## Custom Options

A custom offer can be made based on volume and colour desires



		250.000 Boxes	500.000 Boxes	1.000.000 Boxes
Reach (# impressions)		5 Million	10 Million	20 Million
Reach (# people)		2,5 Million	5 Million	10 Million
2 Color Advertisement*	Price per Box (EUR)*	0,095	0,093	0,090
	Price Campaign (EUR)*	23.750 (CPM: 4,75)	46.500 (CPM 4,65)	90.000 (CPM 4,50)
3 Color Advertisement*	Price per Box (EUR)*	0,107	0,105	0,103
	Price Campaign (EUR)*	26.750 (CPM: 5,35)	52.500 (CPM 5,25)	103.000 (CPM: 5,15)

\* Price estimate; for each campaign a custom offer will be made

\* The base color of the cardboard can be used as a 'free color'

# IMPACKD

A person wearing a blue short-sleeved shirt is holding a large, light blue cardboard box. The box features a large, stylized white letter 'I' on its side, which is set within a dark blue circular background. The person's hands are visible, gripping the edges of the box. The background is a dark, solid color.

YOUR BRAND

IN THE HOME OF MILLIONS

Let's collaborate

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