YOUR MAILER IS A WALKING BILLBOARD

Dozens of eyes see your package while moving through the mail stream, making a branded shipping package a walking billboard.

Put your brand right into your customers' hands, don't waste that precious space.

BRAND CONSISTENCY

Make your customers' experience consistent from your brick-and-mortar store, on-line store, social media platforms, to the package your product is shipped in.

According to Forbes, presenting a brand consistently across all platforms can increase revenue by up to 23%.
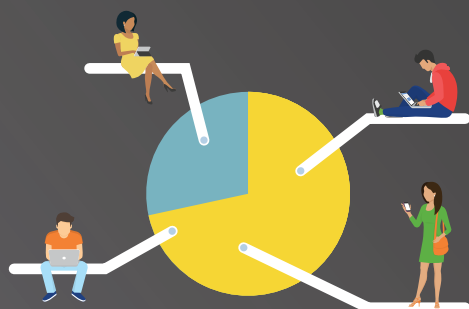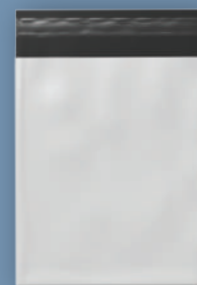
INCREASE
Revenue by
23%

INCREASE REPEAT CUSTOMERS

Customers are more inclined to re-order from companies that they recognize.

Increase brand recognition each time their shipment arrives.

The research by Onbuy.com has revealed that 71% of consumers said it was very or somewhat important that they recognize a brand before they make a purchase.

71%
OF CONSUMERS
Prefer to purchase products from brands they recognize

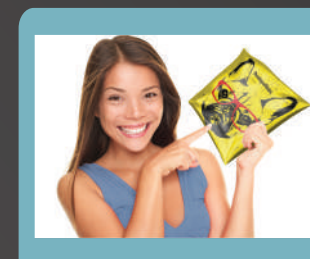## BRANDED SHIPPING PACKAGING:
is it worth it?

VS.

MEMORABLE CUSTOMER EXPERIENCE

An exciting package can create a viral "unboxing" experience on social media.

According to dotcom Distribution's eCommerce Packaging Study, 40% of consumers would love to share an image or talk about the product on social media if they find the packaging unique or different.

According to Tubularinsights, 64% of consumers purchase a product after watching a branded video on social networks.

MuseFind shows 92% of consumers trust an influencer more than an advertisement or traditional celebrity endorsement.

40%
SHARE

64%
PURCHASE

92%
TRUST INFLUENCERS

ENHANCE YOUR BRAND IDENTITY AND STAND OUT FROM YOUR COMPETITION

An attractively branded package not only reinforces your brand, it generates excitement and positive feelings about your company, and further cements your place in the customers' psyche in today's crowded markets.

A premium "unboxing" experience shapes your customers' perception of your brand. **It makes your company feel exclusive and exciting,** giving you an edge over your competitors.

INCREASE BRAND RECOGNITION

According to Forbes, color improves brand recognition by up to 80%.

Go Bold! Stand out with distinctive design and colors that support your brand strategy.

80%
INCREASE
in Brand Recognition

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