



PennyBlack

EXAMPLES OF HIGH-PERFORMING PENNY BLACK CAMPAIGNS

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AS THE ONLY REMAINING PHYSICAL TOUCHPOINT IN THE BUYING JOURNEY, THE UNBOXING MOMENT IS THE ONLY TIME WHEN YOUR CUSTOMERS' ATTENTION IS 100% ON YOU.

This is why it's the perfect time to show them messages that motivate them to shop again and build their loyalty.

But, while it might seem obvious, many brands still fail to use this key moment to its full potential. They ship their orders out in boring brown boxes with basic in-package inserts that can't be tracked or personalised. **These experiences don't attract attention. They don't build emotional connections. And, they certainly don't motivate customers to purchase.** But, what's the alternative?

Penny Black gives brands the potential to use their packaging and unboxing experiences as their newest marketing channel. Our platform and print tech lets you personalise inserts to each shopper using store data, segments and campaigns, motivating them to return to make another purchase and become loyal shoppers for life.

Plus, these personalised in-package inserts perform better than classic retention channels: **Generally, 70% of people believe direct mail is more personal than email. And, the fact that their name is printed on mail increases response rates by 135%.** On a more granular level, they convert better and have a higher ROI than other post-purchase channels too:

	EMAIL POST-PURCHASE FLOWS	SMS MARKETING	PENNY BLACK INSERTS
OPEN RATE	59%	98%	100%
CONVERSION RATE	0.40%	0.11%	2.3%
REVENUE PER RECIPIENT	£0.18	£0.09	£1.60

So, hopefully, you're convinced that your unboxing moment needs an upgrade. But, with endless ways to personalise, you're probably wondering what's the best way to drive results.

Keep reading to see examples of Penny Black campaigns you should run that will help you drive more returns from your packaging spend.

UNBOXING EXAMPLES

1. DISCOUNT CAMPAIGN

Most shoppers are financially motivated and with inflation rising and economic uncertainty, customers are shopping even more mindfully. Using Penny Black, you can run discount campaigns that motivate your first-time customers to come back and make another purchase.

DISCOUNT CAMPAIGN EXAMPLE

The jewellery brand, **PAUL VALENTINE**, sends new customers a personalised insert with a 10% discount they can use on their second order. The insert thanks them for the first order, welcomes them to the community and describes the discount as being for a limited time (creating a FOMO effect).

PAUL VALENTINE



10% OFF
TURN OVER

THANK YOU

PAUL VALENTINE

Hello James,

Congrats on your first PAUL VALENTINE piece,
may it be a life-long love affair!

By the way, it's official:
you're now part of our global PV community!

For you to expand your stack and
design your layering, here's

10% OFF
your next purchase.

SCAN NOW
UNLOCK YOUR DISCOUNT

OR USE CODE: 10OFF



*Available for a limited time only.
*This discount code can only be applied to regular prices, it
is not valid during other promotional periods.

GET SOCIAL @PAULVALENTINE

f i p d



TRIGGER:

A new customer
makes a purchase



CTA:

"15% off your next
purchase"



URL:

New arrivals
(with discount code
applied)

2. WELCOME CAMPAIGN

The second way to use your Penny Black inserts to motivate new customers to make another purchase is through welcome campaigns. These thank your customers for shopping and bring them into your community, making them feel emotionally connected.

WELCOME CAMPAIGN EXAMPLE

The tea brand, **Bird & Blend**, uses its personalised inserts to welcome new customers to their brand with this New Year Wellness campaign. By promoting their sleepy and matcha teas, Bird & Blend are showing how their products can better their customers' lives.

On the right, they use the insert to show shoppers how they're B-Corp certified and to educate them about their eco values. This welcomes the customer into their community and makes them feel emotionally connected from the get-go.



Hey Mollie,

Happy New Year! Your wellness is important to us - take a moment with us to...



...Find peace & relax
Sleep dreaming with a cup & take a moment of calm



...Start the day right!
Get that oomph with Matcha!



...Remedy
Teas to nourish the body, soul & the palette (obvs!)



...Come say hi!
Pop in to your local B&B and share an experience with friends

Best taste, no waste.
#looseleaflife



And let's not forget to talk about (& celebrate!) the important stuff...

B Corp certified Since 2022.
Planet Over Profit Since Day 1

Certified



Corporation

The B stands for **Benefit**: We are part of a growing group of companies reinventing business by pursuing purpose, looking after people & not just profit.

What does this mean for you? Well, you can be assured that our product, service & operations are certified as ethical & sustainable.



Explore Wellness Teas





Scan to learn more about our Eco Values





TRIGGER:
A new customer makes a purchase



CTA:
"Explore our teas and learn about our values"



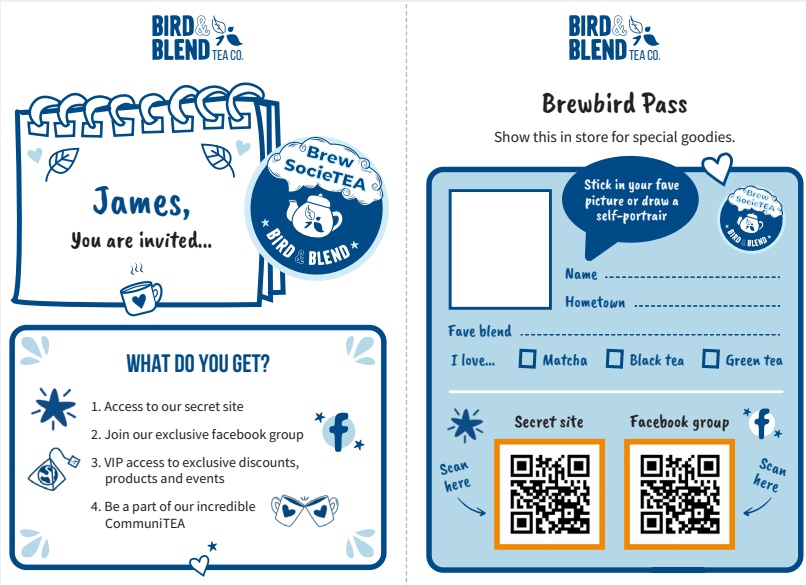
URL:
Wellness teas and info page




3. SOCIAL MEDIA FOLLOW CAMPAIGN

For customers who have made a handful of purchases, you could send them inserts that encourage them to engage and follow you on social media. You could even ask them to create user-generated content (UGC) of them unboxing their order on your behalf.

SOCIAL MEDIA CAMPAIGN EXAMPLE

Here, **Bird & Blend** invite their customers to their Brew SocieTEA which includes access to a secret site and private Facebook group. Customers can scan the QR code and directly go to the Facebook page. This way, Bird & Blend are making sure that their customers sign up and engage with the Facebook group, growing their presence on the platform.



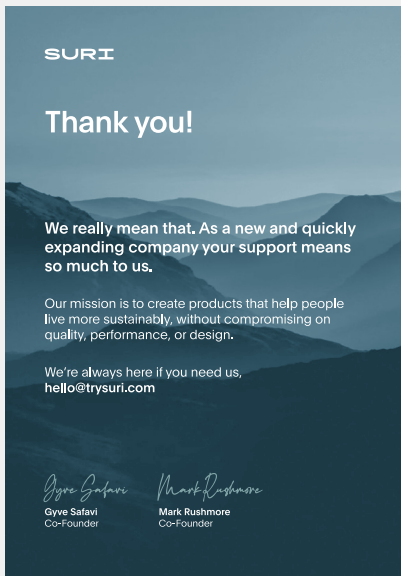
 TRIGGER: A customer makes three or more purchases	 CTA: "Join the Brew SocieTEA"	 URL: Facebook group
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4. REVIEW & REFERRAL REQUEST CAMPAIGNS

For your already loyal customers, who love and trust your brand, you can use your inserts to ask them to refer others. This will help you cost-effectively acquire and convert new customers as they'll trust the recommendation from their loved one.

REFERRAL REQUEST CAMPAIGN EXAMPLE

In the example, the sustainable toothbrush brand **SURI**'s inserts thanks the customer for their order and asks them to "share the love" by referring a friend to the brand. SURI have then included the shopper's unique referral URL on the design and tells them they'll earn rewards by completing the action.



SURI

Thank you!

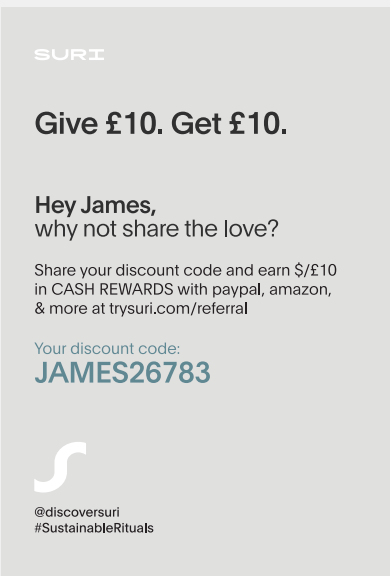
We really mean that. As a new and quickly expanding company your support means so much to us.

Our mission is to create products that help people live more sustainably, without compromising on quality, performance, or design.

We're always here if you need us,
hello@trysuri.com

Gyve Safavi
Gyve Safavi
Co-Founder

Mark Rushmore
Mark Rushmore
Co-Founder




SURI

Give £10. Get £10.

Hey James,
why not share the love?

Share your discount code and earn \$/£10 in CASH REWARDS with paypal, amazon, & more at trysuri.com/referral

Your discount code:
JAMES26783


@discoversuri
#SustainableRituals



TRIGGER:

A customer makes a purchase



CTA:

"Share your discount code"



URL:

Referral code

6. CROSS-SELL CAMPAIGNS

The unboxing moment is the perfect time to serve up personalised product recommendations to introduce your shoppers to more of what you have to offer. Start by creating custom segments in Penny Black for customers who buy specific products. These could be your best sellers or even new releases. Then, make sure the designs you send to this segment include related products to the item they've just bought.

CROSS-SELL CAMPAIGN EXAMPLE

The haircare brand, **ARKIVE**, has created Penny Black segments specific for customers who have bought their best selling shampoo and conditioner. The designs then recommend that the customer buys their haircare oil and tells them they'll get a discount when they buy it.



HAIRCARE FOR YOU, YOURS & THEIRS



TRIGGER:

A customer buys the best selling shampoo or conditioner



CTA:

"Get 10% off our Good Habit Hybrid Oil"



URL:

Haircare oil product page (with discount code applied)

7. EMAIL & SMS SUBSCRIPTION CAMPAIGNS

While you might have a winning email strategy or send super-clickable texts, they won't perform unless you get your shoppers' opting in to these channels. During the unboxing moment, serve your customers inserts that encourage them to subscribe to your newsletter or to opt-in for SMS messages.

SUBSCRIPTION CAMPAIGN EXAMPLE

Here you can see **PAUL VALENTINE's** subscriber campaign. The design welcomes the customer to the community and nods to the fact that they may be missing out on exclusive content by not being signed up to the newsletter. And, to motivate more registrations, they also promote that by signing up, customers will get a 10% discount to use on their next order.

PAUL VALENTINE



10%
OFF
TURN OVER

THANK YOU

PAUL VALENTINE

Hello James,

We're thrilled that you decided to shop with us again.
You're a highly valued member of the
PAUL VALENTINE community.

Make it official by signing up to our mailing list
and we'll also give you

10% off
your next order!

*Sign up*

Stay up-to-date with exclusive deals, product
launches and community events.
Scan now to unlock your discount!

Treat yourself

GET SOCIAL @PAULVALENTINE





TRIGGER:
A customer buys
for the first time



CTA:
"Sign up for our
newsletter"



URL:
Landing page where
customers can
subscribe for the
newsletter

GO FORTH AND PERSONALISE

So there we have it. A whole host of examples of the Penny Black campaigns that will get you started in personalising each and every unboxing moment.

INTERESTED IN PENNY BLACK?

Scan the QR code to book some time with a member of our team and to become an early adopter of the newest marketing channel.



◀ SCAN
HERE



PennyBlack

**PENNY BLACK IS THE
NEWEST MARKETING
CHANNEL THAT ALLOWS
BRANDS TO PUT DIGITAL
PERSONALISATION INTO
THE HANDS OF THE
CUSTOMER.**

Find out more at pennyblack.io