

IN-HOME TARGETED MARKETING

THE MOST "ENGAGED" SAMPLING PROGRAM

Black Box has been successfully engaging consumers in New Zealand and Australia with our iconic namesake boxes since 2014.

Our goal is to engage and convert an audience that is picked to meet your brands profiling requirements.

Getting the product into the home is the first part of the campaign. Getting consumers to engage with your brand the way you want them to will ensure the product goes from being a "sample" to being an "experience"!

Our ability to amplify campaigns via digital and social sharing makes the ROI on your campaign increase exponentially.

BLACKBOX

Black Box In-Home Marketing is so much more than just sampling. It is a marketing campaign that reaches consumers at all possible points of contact, enabling brands to maximise conversion and engage them in a wide variety of ways.

Talk to us to understand the full extent of the campaign deliverables.

BENEFITS:

- High levels of conversion to purchase
- Targeted recipient selection
- In-home engagement and brand experience
- Consumers opt to try and adopt
- Social and digital amplification
- Black Box recommendation accolades for the best products
- Big Data consumer feedback to prove ROI
- Bespoke campaign research; qualitative and quantitative
- Expert research team
- Comprehensive reporting
- Very competitive pricing
- 1000's of authentic reviews via www.blackboxreviews.co.nz

**45% AVERAGE CONVERSION TO
PURCHASE FOR YOUR PRODUCT***

*Source - Black Box 2019/2020 post trial survey results

The image features a dense crowd of umbrellas, all in shades of teal, creating a textured, layered effect. In the lower right foreground, a single, bright yellow umbrella stands out prominently, contrasting sharply with the surrounding teal. The text 'STAND OUT IN A CROWD' is positioned in the upper left quadrant, and the 'BLACKBOX' logo is in the bottom right corner.

**STAND OUT
IN A CROWD**

BLACKBOX