

# Unboxing Brand-Authentic Experiences

Manage five essential details  
to ensure kit & gift unboxing  
are brand authentic.



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# Gifting can be a powerful strategic lever.

Done correctly, it can foster a more emotional connection with customers and employees while reinforcing messaging, brand affinity, and authenticity. In turn, this can improve engagement, retention and ultimately, business performance.

## Unfortunately, too many business gifts don't perform to their potential.

Too many gifting efforts begin and end with gift selection. Huge mistake! No matter how brilliant your gift might be, it won't light up emotions and reinforce brand connections on its own. Optimal success depends on controlling the entire gifting experience. Leaving small details to chance could result in a gifting experience that contradicts your brand's values.

**For gift experiences that pull your brand into the hearts of customers and employees, be sure to manage these five essential details:**

- 1. The most sustainable gifting is effective gifting**
- 2. Sustainable packaging is mandatory**
- 3. Invest in premium shipping & packaging materials**
- 4. Control the unboxing experience**
- 5. Never shortchange the note**



# 1 The most sustainable gifting is effective gifting.



When selecting gifts and kit components, prioritize utility and quality, then sustainability. Why? There's no official universal definition of what a sustainable product is. Some recipients simply won't regard your gift as sustainable. Some will regard business gifting in general as unsustainable.

But...if recipients genuinely like and use your gift, you are creating positive brand experiences. Your gift investment is more sustainable because it is effective. Conversely, consider what happens if the gift isn't valued by the recipient because it's not useful or the quality is lacking. That is wasted money, effort, and carbon...no matter what sustainability attributes the gift may have had.

## 61%

of consumers say surprise gifts & offers are the most important way a brand can interact with them.

## 86%

say an emotional connection with a customer service agent would make them continue to do business with the company.

\*Forbes

# 2 Sustainable packaging is mandatory.

Why pick out the perfect gift, only to wrap it in an unsustainable experience? When materials are compact and ecologically responsible, the recipient authentically “feels” your commitment to sustainability. Those feelings associate to the gift inside, and by extension, your brand. Your gift experience will reinforce brand authenticity instead of contradicting it. Further, a 2020 study by Dotcom Distribution found that sustainable packaging would make 47% of respondents “more likely to shop with a brand.”

## Here’s how you can ensure your packaging associates sustainability with your brand:

- Cartons should be precisely sized for contents so minimal void-fill is required
- Don’t bury the gift under a messy pile of void fill
- Use cartons made from post-consumer waste
- Make sure cartons are clearly marked to proclaim their sustainable attributes
- Don’t use plastic for outer shipping bags, or for any packaging element if it can be avoided

## Which factor would make you more likely to shop with a brand?

### Sustainable Packaging

47%

### Ethically sourced products

28%

### Natural/Chemical-free/Plant-based products

17%

### Fuel-efficient transportation methods

9%

# 3 Invest in premium shipping materials.

Packaging is the front end of gifting & kit experience. This first impression can increase or decrease perceived value. A study by the University of Wisconsin documented that respondents opening a premium shipping package perceived a product value 45% higher than those opening an economy shipping package. The incremental expense for the premium package was less than a quarter! The same study documented that premium packaging was associated with 19% higher trust, and 25% less frustration and letdown.



# 4 Control the unboxing experience.

A gifting experience should be easy, client-focused, pleasant, and rewarding—just like your brand. The box should open to a carefully planned, intentional gift and brand presentation, not a haphazard random jumble.

- **Packaging should be sturdy and secure, but not frustrating to open**
- **A note should neatly reside on top of the products. Or maybe printed or affixed to the underside of the lid**
- **Your gift supplier should provide you with options that make the unboxing experience worthy of your brand**

## UNBOXING EMOTIONS: Premium vs. Economy packaging

**+19%**



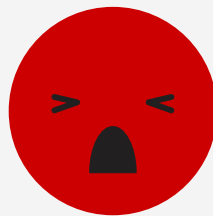
**Trust**

**+15%**



**Excitement**

**-25%**



**Frustration**

**+5%**



**Joy**

**-31%**



**Letdown**



# 5 Never shortchange the note!

It's not uncommon for the gift note to get lost in the details and rushed at the end. Don't make this mistake! A thoughtful note connects the dots between the experience you created and the brand impression you intended. It doesn't have to be long—Just thoughtful and authentic.

What do you want recipients to think or feel about the gift? What changes in thoughts or behavior do you want to inspire? How does this relate to your brand? This is your chance to exert more control over brand connection and amplify the gift's emotional appeal.

**Here are some tips to be strategic and tactful about making your note concise, sincere & brand authentic.**

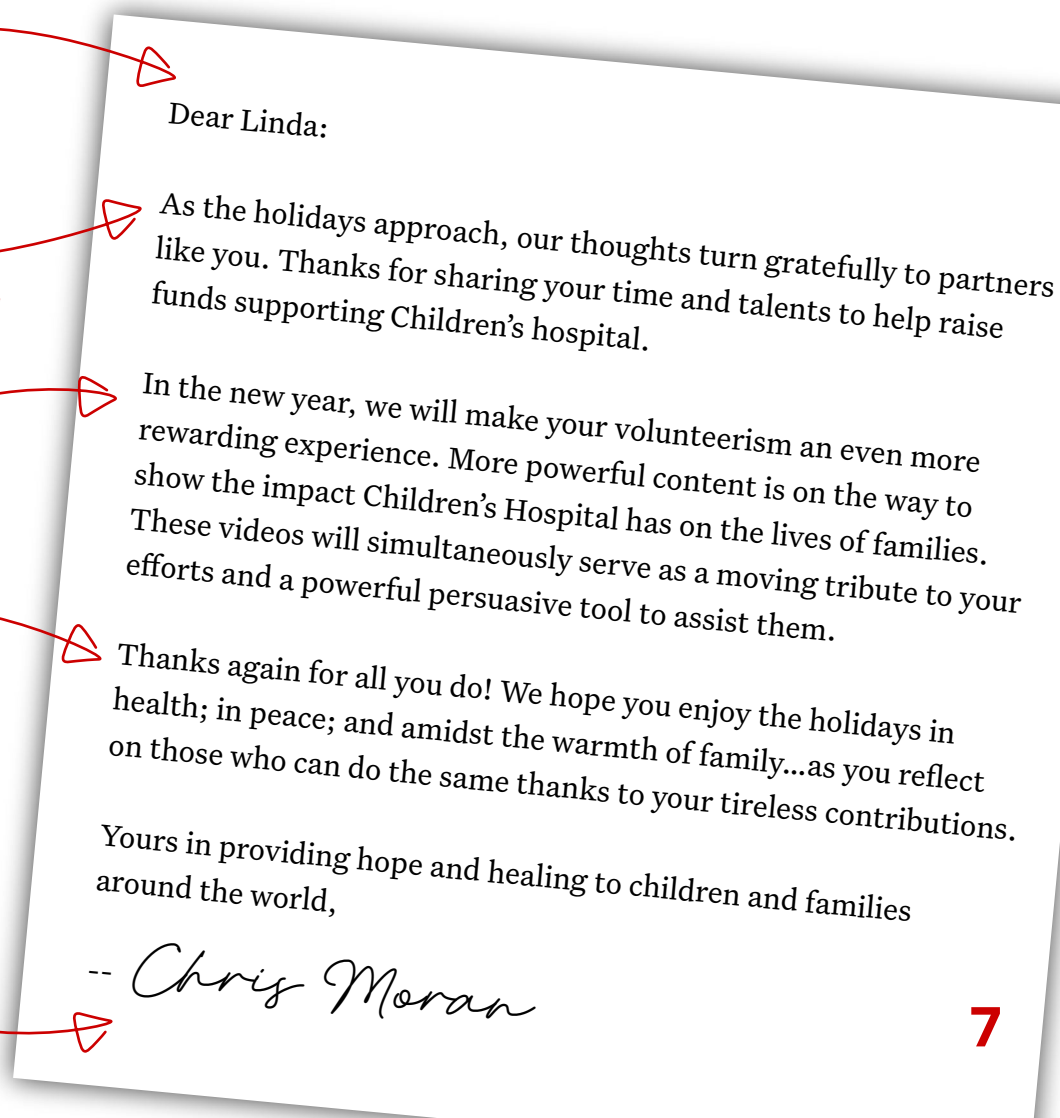
**Personalize the greeting—Gifting should be personal; not generic!**

**Reference something specific about your interaction — Gratitude for their business or for their work contributions?**

**Express aspirations to continue a relationship or the mutual benefits thereof.**

**Avoid generic signoffs—Reference occasions or commonalities or brand connection.**

**Personal Signature.**



# Depend on Staples for Merchandise Experiences That Keep Your Brand Promises

**Our decoration & distribution center provide most sustainable merchandise experiences in the industry!**

- 1** It all starts at our 500,000 square-foot Distribution Facility. Its location, in Orange City IA, means over 75% of the US population is within 2 days or less using standard ground transit time. That means standard distribution requires less fuel and less time
- 2** Merchandise decoration occurs adjacent to the distribution center so secondary transit time and fuel use is eliminated for SPP-decorated products
- 3** The entire facility runs on 100% renewable energy
- 4** Progressive efficiency investments enabled Staples to reduce energy use by double digits last year
- 5** All decoration & distribution performed at Staples produces zero-waste-to-landfill
- 6** Everything decorated at Staples is with water-soluble inks and phthalate-free materials
- 7** We document EPA compliance with all decoration waste materials
- 8** All ink screens are recycled
- 9** Plastic bags are never used as outer shipping containers
- 10** Shipping boxes are made from recycled-post consumer waste
- 11** We use Packsize® technology to make smaller, more-precise cartons when standard sizes are too big for an order. This reduces cardboard use 40%
- 12** Packsize® reduces package sizes, so more can travel on the same trucks using the same fuel
- 13** Packsize® reduces reliance on void-fills such as Styrofoam peanuts

In total, these controls mean every product produced and shipped from our zero-waste-to-landfill distribution center reaches your stakeholders with minimal fuel, corrugate and plastic consumption.

This gives you merchandise experiences AND delivery experiences that keep your sustainability brand promises and are truly worthy of your brand.



# Thank You

To create your next custom gifting experience, visit  
**[StaplesPromo.com/Seasons-Of-Gifting](https://StaplesPromo.com/Seasons-Of-Gifting)**  
or contact your Staples Promo Representative