

PAXCOM

## Billboard in a Box: Decoding the Amazon On-Box Advertising



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#### Description

Storytelling has always been considered an art, and when combined with advertising, it can do wonders for brands and customers. Not only does it pique interest, but it also takes the customer on a nostalgic journey. In this modern-day era, Amazon has elevated the concept of print advertising with its smart and innovative technology to offer new experiences.

#### What is Amazon On-Box Advertising?



Amazon On-Box Advertising is a part of Amazon's custom advertising solution and is widely known as Amazon Out-Of-House Advertising. The sole motto behind every advertising campaign, whether it be traditional or digital, is gaining traction and brand visibility.

Through its marketing campaign, Amazon prints millions of customized boxes for the brand and rolls them out among consumers. These boxes serve as mini billboards to tap new customers whom digital ads cannot reach.

## Effectiveness of Amazon Box Ads

Moving forward, let's discuss the effectiveness of Amazon on-box advertisements and how brands can drive awareness on a larger scale. The impact of on-box advertising combined with Amazon India gets amplified as the retail giant delivers approximately 100 million packages every year, increasing exponentially. What makes it more unique are the innovative designs and QR placements to attract interested people online and measure the campaign's success.

## Benefits of On-box Advertising

On-box advertising offers several benefits for brands in India. Here are some of the key advantages:

- **Increased Brand Visibility:** On-box advertising allows brands to reach a large audience and drive brand awareness. Amazon's on-box ads provide a unique way to engage with customers and deliver relevant marketing at scale.
- **Innovative Branding:** It offers an innovative branding opportunity, allowing businesses to reach audiences through creative and customized branding on delivery boxes. This can help brands stand out and create a memorable experience for customers.
- **Unique Customer Engagement:** On-box advertising provides a unique experience for customers, allowing brands to engage with them uniquely and positively. It can prompt customers to explore the brand further and drive product awareness.

- **Cost-Effective Marketing:** The boxes are mini billboards, enabling brands to deliver one-to-one, relevant marketing at scale. This can be a cost-effective way to reach a large audience and drive brand consideration.
- **Measurable Success:** The effectiveness of on-box advertisements is measured by innovative designs and QR placements to attract interested people online and measure the campaign's success. This allows brands to measure the impact of their advertising efforts.

## Important Guidelines for On-Box Advertising with Amazon.

As the aim is to provide intriguing elements and experiences to the customers receiving the campaign boxes, Amazon ensures that the surprise factor is there for the customers in one form or another. Below are regulations to follow while opting for On Box ads with Amazon.

### 1. Amazon Connection and Customer Benefit.

Since the advertisement is associated with Amazon, placements, and content are of the utmost importance. Amazon is dedicated to offering its customers a unique experience; hence, the brand must meet certain parameters during the campaigns.

- Packaging must be composed of some game or craft.
- Unique rewards, discounts, or exclusive monetary benefits for Amazon customers.
- Exclusive entertainment-style content like a blooper or a behind-the-scenes reel
- QR codes leading to brand stores or offering promotional discounts also fit the bill.

### 2. Copy, Design, and Style

Low-quality, blurry, and distorted images are a big no. All the images or visuals must be of high-end resolution, and the advertiser's logo should be placed correctly. The ads must be concise as well as accurate. The claims made in the ads must be truthful and relevant.

A good ad is persuasive but not forceful and should be drafted carefully, fully, and reviewed thoroughly. The QR codes placed in the ad copy or on the box must not track customer identity or geographical data.

### 3. Prohibited Content and Products

It is equally important to comply with Amazon's ad policies. Amazon prohibits ads for charities, non-profits, and PSAs. However, in cases of integration with non-profit organisations, there are chances that the campaigns may be approved as per the guidelines.

Entertainment advertising is allowed; however, it must be appropriate for all audiences and must be pre-approved in advance.

## Case Study: Asian Paints x Amazon on-box Advertising

Amazon introduced its on-packaged advertising in 2023 in India, and brands are scaling up their advertising tactics to get the most out of it. Asian Paints, a decor company, worked with Amazon ads for its first-ever on-box advertising campaign.

The campaign was widespread, featuring exterior paint, i.e., Ultima Protek, and brand ambassador Ranbir Kapoor. Through the campaign, the brand aimed to inform customers about the top-notch quality of the paint as it protects them in harsh weather conditions. Meanwhile, the fourth side of the box consisted of a sketch of a house for customers to color in or draw themselves. The company urged customers to participate and share their original ideas on social media using the hashtag #LaminateYourDream so that the lucky winner could win an Asian Paints exterior.

## HSBC X Amazon Ads



Canara HSBC Life Insurance became the second brand to team up with Amazon Ads for On-Package advertising campaigns to spread awareness about their savings-cum-insurance plan, “iSelect Guaranteed Future Plan,” focusing on key metropolitan cities including Mumbai, Delhi, Bangalore, Hyderabad, Kolkata, and Chennai.

The campaign strengthened HSBC’s digital presence, and this unique approach allowed them to engage with new and potential customers. Box ads served as mini-billboards and reached their intended audience in a cost-effective manner.

QR codes placed in compliance with Amazon’s policy helped the brand elevate its customer experience into a seamless journey. Customers were redirected to HSBC’s online buying platform by scanning the QR code. HSBC and Amazon Ads’ collaboration unleashed the innovative side of brilliance and captivating thinking, along with nurturing both traditional and non-traditional marketing

methods and challenging themselves to experience advertising solutions for greater success.

## **How do brands measure the success of their on-box advertising campaigns?**

To effectively measure the success of on-box advertising campaigns, brands employ a multifaceted approach incorporating various strategies and metrics. Here's a structured breakdown of key elements:

### **1. Innovative Design and QR Placements:**

Objective: Attract interested individuals online through creative on-box designs and strategic QR code placements.

Method: Utilize visually appealing designs on packaging and strategically position QR codes for easy scanning.

Outcome: Increased online engagement and interest.

### **2. Amazon Custom Advertising Solution:**

Objective: Gauge the impact of advertising efforts on the Amazon platform.

Method: Leverage Amazon's custom advertising solution.

Outcome: Detailed insights into campaign effectiveness on the Amazon marketplace.

### **3. Key Metrics for Evaluation:**

#### **a. Brand Visibility:**

Method: Monitor how prominently the brand is displayed during the campaign.

Outcome: Assess the overall visibility and recognition achieved.

#### **b. Customer Engagement:**

Method: Analyze the level of interaction and engagement with the audience.

Outcome: Measure the effectiveness of capturing customer attention.

#### **c. Conversion Rate:**

Method: Track the percentage of viewers who take the desired action.

Outcome: Evaluate the campaign's ability to convert interest into action.

#### **d. Click-Through Rate (CTR):**

Method: Measure the ratio of clicks to impressions.

Outcome: Determine the effectiveness of encouraging further exploration.

**e. Cost Per Lead (CPL):**

Method: Calculate the cost incurred for each generated lead.

Outcome: Evaluate the efficiency of lead generation efforts.

**f. Marketing Qualified Leads (MQL) and Sales Qualified Leads (SQL):**

Method: Classify leads based on marketing and sales criteria.

Outcome: Assess the quality of leads generated through the campaign.

**g. Return on Investment (ROI):**

Method: Calculate the financial return relative to the investment made.

Outcome: Provide a comprehensive view of the campaign's profitability.

**4. TV Attribution Tools:**

Objective: Measure the ROI of television advertising campaigns.

Method: Implement TV attribution tools to track viewer response and conversions.

Outcome: Insight into the effectiveness of TV advertising efforts.

**5. Account-Based Marketing (ABM) Metrics:**

Objective: Evaluate the impact of an account-based marketing strategy.

Method: Analyze ABM-specific metrics, such as personalized outreach and account-specific engagement.

Outcome: Understand the success of targeting high-value accounts.

**Measuring Success with Paxcom**

Our proficiency in ecommerce content and design ensures the creation of compelling campaigns tailored to your platform. Through strategic consulting, we develop comprehensive ecommerce strategies, including impactful advertising initiatives, to drive growth and success for your brand. Leveraging our expertise in ecommerce data analytics, we enable brands to measure the effectiveness of on-box advertising campaigns and optimize marketing efforts for maximum impact. Connect with us at [info@paxcom.net](mailto:info@paxcom.net) or [Schedule a free call with us](#).