



EGE **EPIC** Growth Exchange

27th and 28th March 2025, Dublin, Ireland



Alex Boniface

Global Partner Marketing Manager at Smartbox

Value through Packaging - Case Study

WHO AM I



- **FRENCH**
- **COMMUNICATION & MARKETING**



- **MOVED TO DUBLIN 8 YEARS AGO**
- **SMARTBOX GLOBAL PARTNER MARKETING MANAGER**

WHAT'S SMARTBOX



WHAT'S SMARTBOX?



WHAT'S SMARTBOX?

- LEADER IN EUROPE IN EXPERIENCE GIFTING
- FOUNDED IN 2003 BY PIERRE EDOUARD STERIN
- OPENING NEW SALES CHANNEL TO BRICK AND MORTAR BUSINESSES (GIFTING, ONLINE AND RETAIL)



smartbox



Blissim

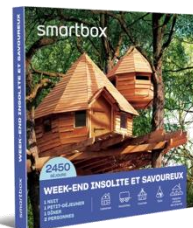


PUYDUFOU®

WHAT'S SMARTBOX?

MAIN BRANDS

smartbox



BONGO



odisseias



SECONDARY BRANDS

cadeaubox



DAKOTABOX



EMOZIONE



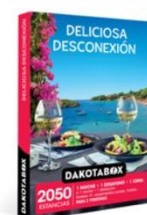
truestory



live it



DAKOTABOX



Weekendesk



WHAT'S SMARTBOX?

500+

employees creating, producing and distributing moments to live

15,000

points of sale (hypermarkets, specialists, etc.)

300+ million

Euros generated in 2024 TOTAL GROUP SBX

30,000+

partners across Europe

Every 9 seconds

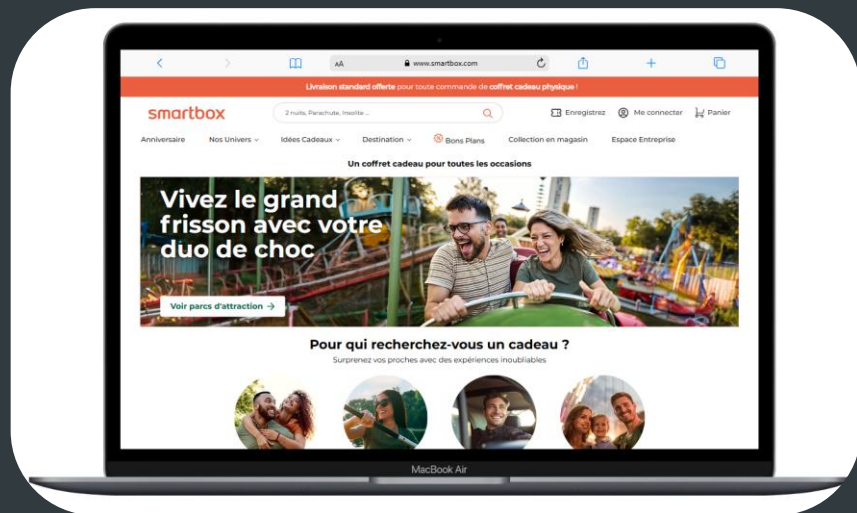
a Smartbox Group gift experience is sold in Europe

6+ millions

Expérience provided to our customers since our creation. Creating memorable moments for all!

SALES CHANNEL

ONLINE



RETAIL



COMPETITION AND MARKET



**Supplier
giftcard**



OTA



Direct

RETAIL CHALLENGES

CHALLENGE OF OUR RETAIL CHANNEL:

Side by side competition

Category perception

Little differentiation element

Quick decision making



LEVERAGE TO BE DIFFERENT

Product title & artwork
What you are gifting

Baseline, Promise
Where to use it



CHANGE OUR APPROACH

How to update our product from quantity to quality,
without impacting our market share?

Baseline

Lower baseline

Higher baseline

No baseline



Quality



Satisfaction

Artwork

**Count of
Experiences**



**Quality
Claim**

Marque: Smartbox.

1 menu gourmand pour 2 personnes

*Nombre
d'expériences:*

Plus de 7 500 restaurants à découvrir à travers toute la gamme

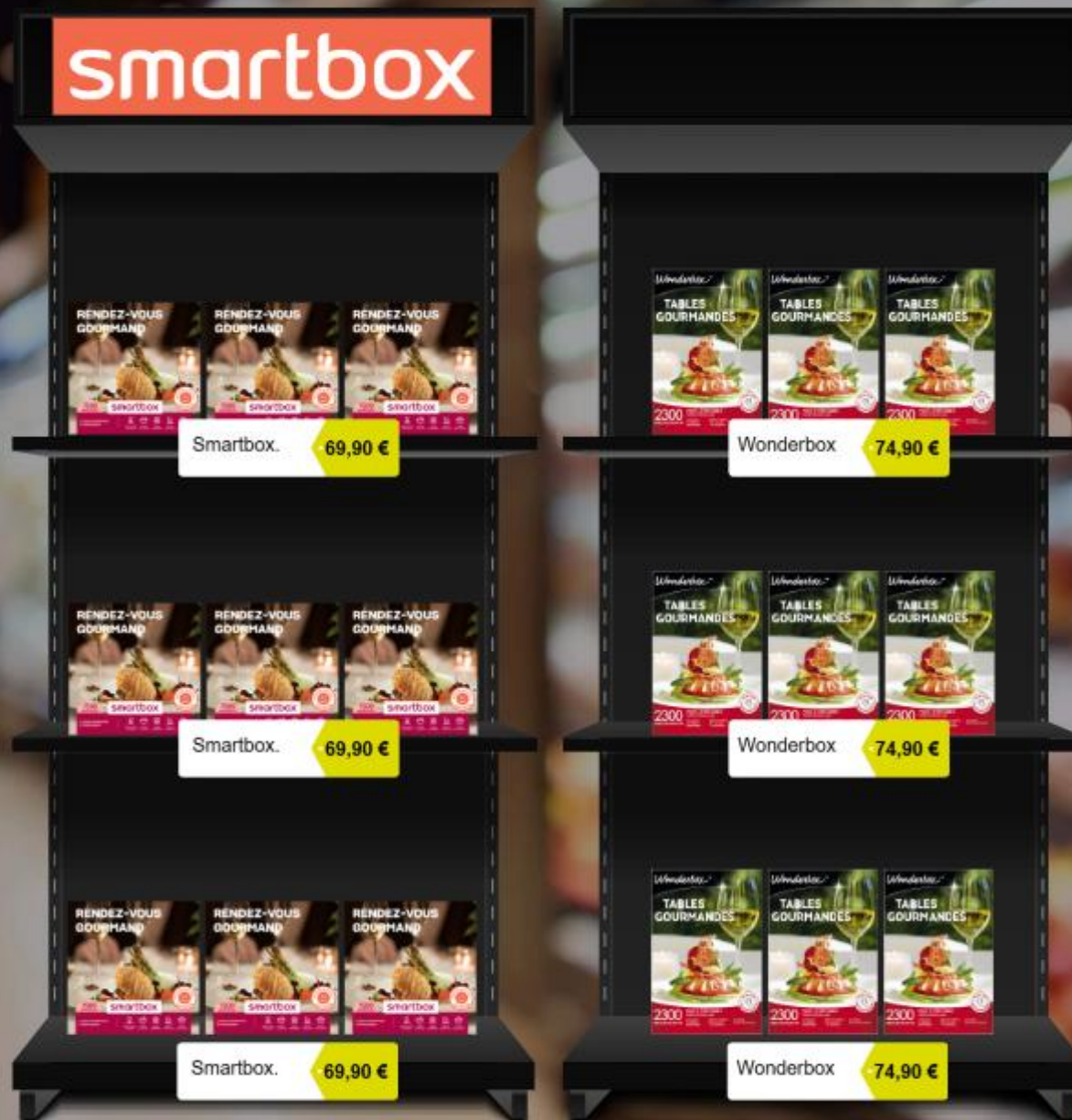
Message: Note minimale garantie de nos partenaires ●●●●○ sur TripAdvisor

Prix: 74,90 €

Price

 Retour au magasin

 Ajouter au panier



IMPACT OF CLAIM ON PERFORMANCE



smartbox

700
RESTAURANTS

Tripadvisor.
Note minimale garantie
de nos partenaires
Tripadvisor Traveler Rating

RENDEZ-VOUS GOURMAND

1 MENU GOURMAND
2 PERSONNES

- Gastronomie française
- Cuisine du monde
- Tables labellisées
- Décor chaleureux
- Paniers gourmands

+6pts
Predicted Share

VS



smartbox

Tripadvisor.
Note minimale garantie
de nos partenaires
Tripadvisor Traveler Rating

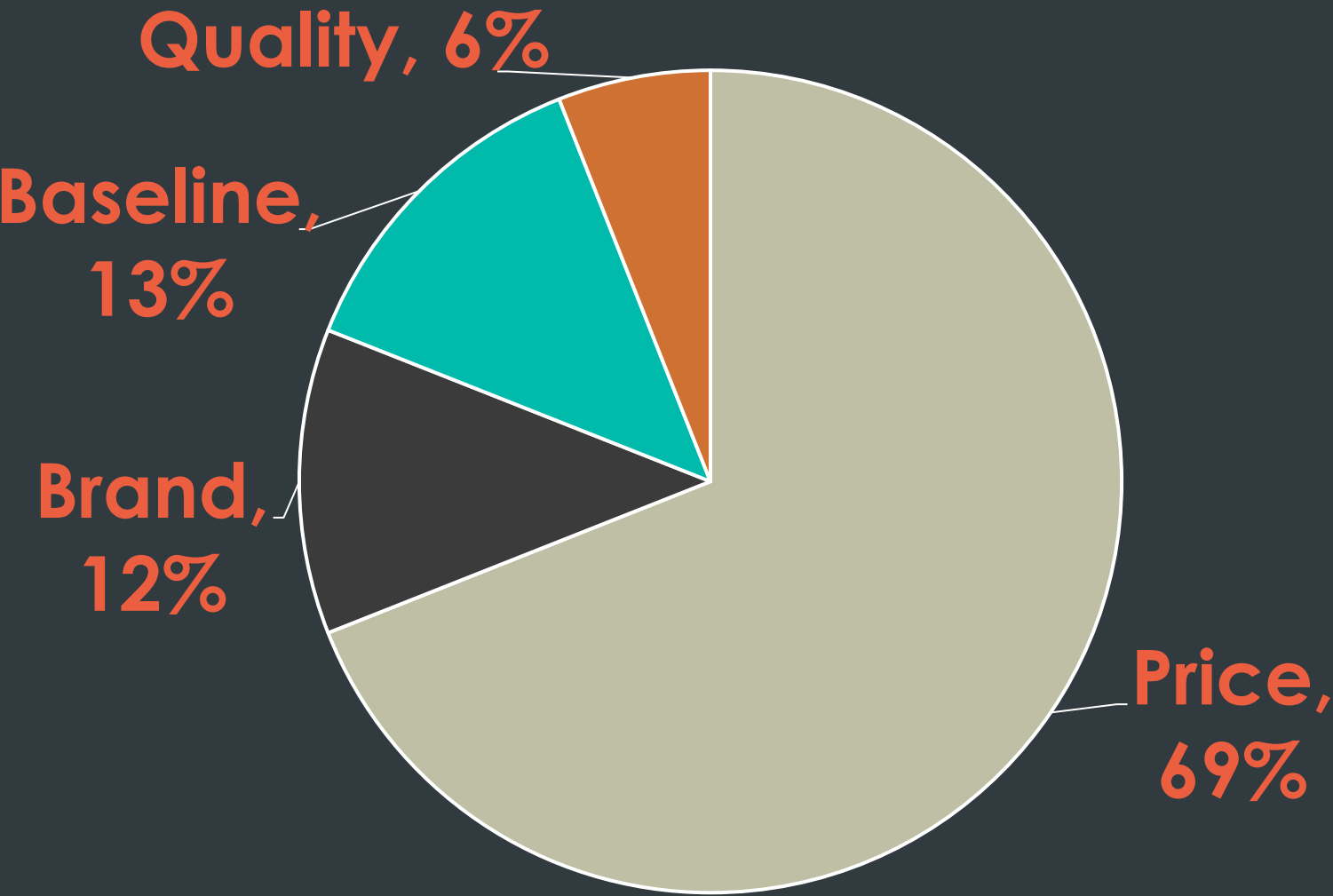
RENDEZ-VOUS GOURMAND

1 MENU GOURMAND
2 PERSONNES

- Gastronomie française
- Cuisine du monde
- Tables labellisées
- Décor chaleureux
- Paniers gourmands

-2pts
Predicted Share

PRICE AS DRIVER OF PREFERENCE



QUANTITATIVE CLAIM IS NOT SUSTAINABLE



Reduced quantity + TripAdvisor = +6 pts Market Share

REAL LIFE TEST & VALIDATION

Real life test in Italy with 1 retailer (35 POS)

Showing Epic accuracy in *MS* change prediction

TAKE AWAY

Given the seasonality of the business and the physical constraints, price changes and packaging changes really are make or break

Game changer in testing new packaging and potential
(2 weeks VS 4 months)

We use those insights internally to valid previous assumptions and shared with our key partners to emphasis on the importance of quality

THANKS

The logo consists of a solid orange rounded square with the word "smartbox" written in white lowercase letters in the center.

smartbox