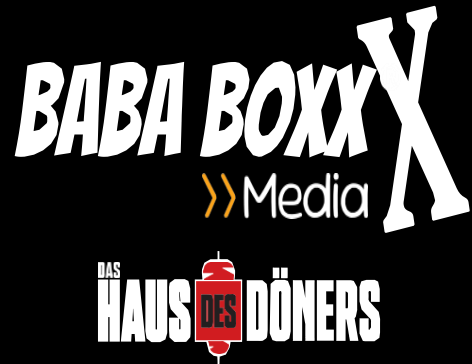


THE FUTURE OF PHYSICAL ADVERTISING

Urban Culture meets High Attention Media



GAMING. INFLUENCER. CONTENT.
COMMUNITY. CULTURE.



THE SOLUTION

ADVERTISING YOU CAN HOLD

BABA BOXX transforms packaging into



A **PHYSICAL** MEDIA PLACEMENT



A **SOCIAL** OBJECT



A **HIGH-ATTENTION** BRAND EXPERIENCE

NOT JUST IMPRESSIONS.
REAL INTERACTION.



HELD.

Physical contact
guaranteed.



CARRIED.

On the go.
In their world.



LOOKED AT.

During the meal.
Full attention.



SHARED.

Photographed.
Posted. Amplified.



ACTIVATED.

QR connects to
digital experiences.

THE NETWORK

GERMANY`S LARGEST DÖNER ADVERTISING NETWORK



< 200
LOCATIONS



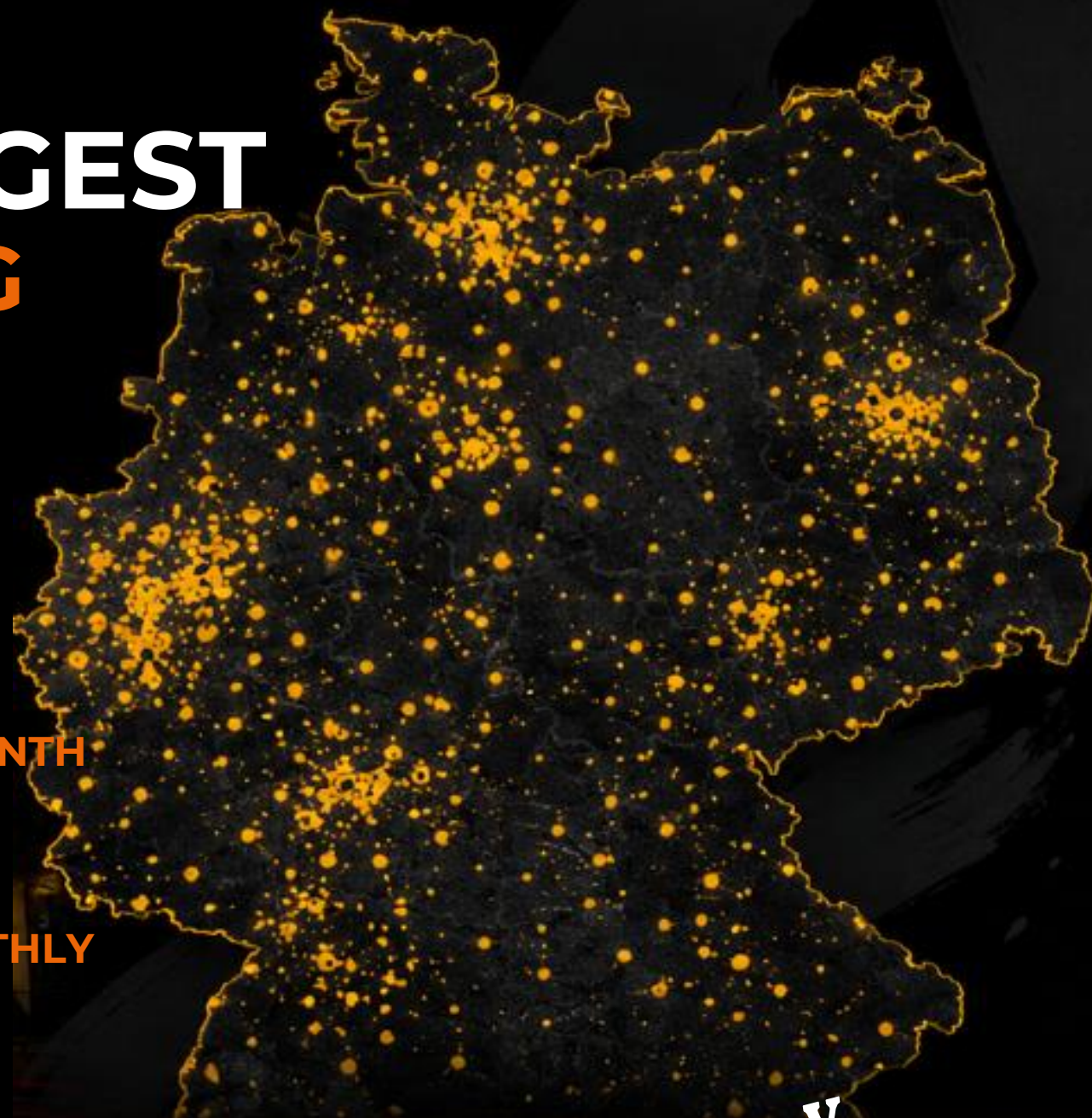
1M+
DÖNER PER MONTH



100+
CITIES



3.1M+
GROSS MONTHLY
REACH



WHY BRANDS LOVE IT

WHY BRANDS LOVE IT

HIGH ATTENTION. LOW WASTE.



TRADITIONAL OOH

Seconds of visibility

Passive exposure

Easy to ignore

No physical connection

Limited engagement



BABA BOXX

Minutes of interaction

Active handling

Impossible to skip

Real-world touchpoint

QR & social activation



SUSTAINABILITY ADVERTISING WITH RESPONSIBILITY



**72% CO₂
REDUCTION**

compared to foil + plastic
bag packaging.



FSC-CERTIFIED



PLASTIC-FREE



RECYCLABLE



RESOURCE-SAVING



SUSTAINABLE MEDIA FOR MODERN BRANDS.



MORE THAN PACKAGING

A 360° URBAN MEDIA PLATFORM



SOCIAL EXTENSION

SOCIAL EXTENSION

FROM THE STREET INTO THE FEED

INTEGRATED SOCIAL REACH



TIKTOK + INSTAGRAM

250K+

COMMUNITY REACH



REELS



STORIES



CREATOR INTEGRATIONS



VIRAL CONTENT OPPORTUNITIES



PHYSICAL + DIGITAL

IN-STORE IMPACT

IN-STORE IMPACT

DOMINATE THE POINT OF SALE



DIGITAL DISPLAYS



MENU SCREENS



COUNTER BRANDING



QR ACTIVATIONS



PROMOTIONS



GIVEAWAYS

MAXIMUM VISIBILITY WHERE
PURCHASE DECISIONS HAPPEN.



GAMING & YOUTH CULTURE

GAMING & YOUTH CULTURE

REACH THE HARDEST AUDIENCE TO REACH

GAMING MEDIA INTEGRATION

EUROGAMER

SPONSORED CONTENT

IGN

DISPLAY CAMPAIGNS

PLAY3.DE

LAUNCH CAMPAIGNS



URBAN CULTURE MEETS GAMING CULTURE.

GAMING & ENTERTAINMENT

REACH GAMERS WHERE THEY SPEND THEIR TIME



GAMING CHANNEL

DACH

GERMANY +
AUSTRIA +
SWITZERLAND



8.3M

MONTHLY VISITS



16.8M

MONTHLY PAGE
VIEWS



GAMING CULTURE MEETS DIGITAL CONSUMERS.

The websites in our portfolio are aimed at gamers and entertainment enthusiasts with a strong consumer consciousness.

This attractive target group is not only interested in gaming software and hardware, but also in all products and services that enrich their lifestyle.

We have the entire gamer network in our portfolio and can run campaigns internationally with the latest targeting standards.

INFLUENCER

INFLUENCER MARKETING

01

ATTENTION
HAS SHIFTED



TRADITIONAL ADVERTISING
INTERRUPTS.
INFLUENCER BUILD
COMMUNITIES

02

WE DON'T
RUN ADS



WE BUILD CULTURAL
MOMENTS

03

WHAT WE CREATE



- INFLUENCER ACTIVATIONS
- GAMING CAMPAIGNS
- VIRAL CONCEPTS
- ENTERTAINMENT MARKETING
- COMMUNITY ENGAGEMENT

GLOBAL REACH



50M+

CREATORS IN
OUR NETWORK



1B+

GLOBAL IMPRESSIONS



100+

COUNTRIES



REAL PEOPLE. REAL STORIES. REAL IMPACT.

REACH ALONE NO LONGER SELLS.
COMMUNITIES DO.

FLEXIBLE BRANDS INTEGRATIONS

CHOOSE YOUR IMPACT. SCALE YOUR REACH.

01 STREET IMPACT BOX BRANDING



- Branded BOX
- High-Attention Placement
- Mass Reach in Real Life

starting at:
15 k €

02 STREET IMPACT + BOXES + POS



- Branded BOX
- POS Branding
- In-Store Visibility

starting at:
30k €

03 CULTURE BOOST BOX + POS + SOCIAL



- Branded BOX + POS
- Social Media Amplification
- QR & Community Activation

starting at:
40k €

04 GAMING DOMINANCE GAMING + SOCIAL INTEGRATION



- Branded BOX + POS
- Gaming Media Campaigns
- Content Integration
- Social Amplification

starting at:
50k €

05 FULL TAKEOVER 360° BRAND DOMINATION



- Full Ecosystem
- Boxes + POS + Spcial
- Gaming + Creator + DOOH
- Maximum Market Domination

Starting at:
70k €



SAMPLE CAMPAIGNS

SAMPLE CAMPAIGNS

PERFECT FOR



GAMING



ENERGY DRINKS



STREAMING PLATFORMS



STREETWEAR



MOVIES & SERIES



MOBILE APPS



FMCG



MOBILITY



LIFESTYLE PRODUCTS

» ECOMMERCE



» MOBILITY



» GAMING



» STREAMING



» SNACKS



» BEVERAGE



ONE BOX. ENDLESS POSSIBILITIES.

» LIFESTYLE



» EVENTS



» TRAVELING



» OFFERS



FORTNITE Halloween Special



RED BULL



CONTACT

CONTACT

LET'S BUILD THE NEXT
CULTURE CAMPAIGN



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REAL WORLD. REAL IMPACT.