

GLS launches new e-tailer campaign "Bring Your Business Everywhere. We've Got it."

- *GLS launches Bring Your Business Everywhere. We've got it. campaign to promote Out-of-Home (OOH) delivery solutions for e-tailers, enhancing convenience and customer satisfaction.*
- *The campaign features two videos highlighting the flexibility of GLS Parcel Lockers and Parcel Shops for pick-up and returns.*
- *This is the second part of a two-part campaign series, with the first focused on showcasing the benefits of GLS delivery solutions for consumers.*

Amsterdam, May 27, 2025 - GLS, a leading parcel service provider in Europe and North America, has launched its latest campaign aimed at small and medium-sized e-tailers. Titled *Bring Your Business Everywhere. We've got it.*, the campaign shows how GLS helps e-tailers improve delivery success, reduce customer service issues and offer a more convenient experience through Out-of-Home (OOH) options.

The campaign speaks directly to e-commerce businesses that ship directly to consumers and want to offer more flexibility at checkout. By showcasing real-life e-tailer challenges, from missed deliveries to rising customer service demands, the campaign demonstrates how GLS' OOH solutions are an extension of their business. Every GLS Point serves as a front store for their business, reducing stress for sellers and increasing satisfaction for shoppers.

The campaign features two videos that highlight the advantages of GLS OOH solutions for e-tailers:

- **Parcel Lockers:** The first video follows a growing online retailer offering locker delivery as a smart, self-service option that reduces missed deliveries and customer complaints. A young woman, Annie, picks up her parcel from a well-lit GLS Parcel Locker in the evening, while a humorous scene unfolds inside the locker, bringing to life a miniature store with a friendly seller. This surreal, yet light-hearted moment emphasises the ease and convenience of GLS' delivery solutions.
- **Parcel Shops:** The second video centres on a family-run webshop that benefits from sending parcels to local GLS Parcel Shops, letting customers pick up their deliveries when it suits them. The video features Tom, who receives a notification on his phone to pick up a parcel, leading him to a GLS Parcel Shop that magically transforms into different types of stores as he approaches. He leaves on a hoverboard, adding a light-hearted touch that reflects the smooth, flexible experience GLS brings to both e-tailers and their customers.

Dr. Karl Pfaff Chief Executive of GLS Group, said: "At GLS, we're committed to delivering smart solutions that make life easier for e-tailers and their customers. Our Out-of-Home delivery options, like Parcel Lockers and Parcel Shops, offer the



flexibility and convenience that today's consumers demand, while helping businesses simplify their operations and improve customer satisfaction."

The campaign highlights how GLS' OOH delivery options make life easier for e-tailers and their customers, by offering:

- **Flexible pick-up:** Deliver to your customers at any hour through parcel lockers and parcel shops.
- **Delivery on first attempt:** Never miss a delivery with convenient OOH options.
- **Customer satisfaction:** Happy customers thanks to greater flexibility and convenience.
- **Flexible redirection:** Let your customers decide when, where and how they receive their parcels.
- **Speed:** 97% of parcels delivered in just one day.
- **Live tracking:** Customers can follow their parcels in real time.
- **Footprint:** Bring your business to over 100,000 locations across Europe.
- **Easy integration:** Effortlessly add GLS Points to your checkout with minimal setup required.
- **Fast and custom-made quote:** Get a personalised offer to activate GLS Points quickly and easily.

The *Bring Your Business Everywhere. We've got it.* campaign launches across select markets on 27 May 2025 through our owned channels, including video, display and print. It is part of GLS' ongoing effort to provide e-tailers with flexible and reliable delivery solutions that help improve customer experience and support business growth.

This campaign is part of a two-part initiative, with the first focusing on the convenience and flexibility of GLS delivery solutions for consumers.

CAMPAIGN CREDITS

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OOH & PHOTOGRAPHY

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SOCIAL & DIGITAL

Director: Alex Gargot

Post-production: Post Office Amsterdam

About GLS Group

GLS Group is one of the largest parcel services providers in Europe, with a strong local presence in almost all countries across the continent. It also operates through wholly-owned subsidiaries in Canada and on the USA's West Coast within one GLS network. This allows GLS to seamlessly connect its customers and communities with millions of parcels and stories every day. GLS' network connects its markets with high velocity and flexibility to respond to their fast-changing and dynamic nature. The company provides its customers across 40 countries high-quality service that best suits their needs. The GLS network consists of over 120 hubs and more than 1,600 depots, supported by more than 35,600 walkers, light vehicles and vans, and 6,100 trucks. This offers network resilience, superior flexibility, and extended reach. In 2023/24, GLS generated record revenues of 5.6 billion euros and delivered 905 million parcels across the markets. For more information, visit www.gls-group.com

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