

THE BIRTH OF BPACK.

The fastest way to send your parcel in Belgium.

Before

In the week before the birth of Bpack we sent a teasing mail to all companies in Belgium.



Message: "This parcel announces something delightful. Next Tuesday these napkins will come in quite handy."

After

A day later the facts and figures were in:

- **18000 companies** visited the website.
- **5568 signed up** for further contact.
- **286 new company clients** in one day.

October 11, 2011

00:00



The birth of the renewed bPost's Bpack.

06:00



An ad in the paper said:
Today bPost launches Bpack. The fastest way to send your parcel. Do the test and order some of Pierre Marcolini's delicious 'choukes'. If you win, they will be delivered at your company before 4 o'clock this afternoon.

07:00



An ad on the radio said the same thing.

09:00



Companies started placing orders massively.

10:00



Pierre Marcolini started to prepare 6000 'choukes', which could be watched **live on bpack.be**

14:00



The packing of the 'choukes' began.

15:00



All of the 'choukes' were on their way to the winning companies.

16:00

The job was done. Every 'chouke' was **delivered on time.**

