

The Brownie Box enthusiastic user of letterbox parcel

'A surprise you don't have to stay at home for'



The tastiest gift through the letterbox. The Brownie Box sends fresh handmade brownies to customers in special letterbox packaging. Orders placed before 4 pm are often delivered the following day. The recipient doesn't have to be home but when they do arrive, they will find an undamaged, delicious gift on the doormat. It has proven to be a real success formula.

Anne Reijnen is Marketing Communication Specialist at The Brownie Box and deals with all marketing campaigns for both the corporate as well as private markets. 'Both target groups are of equal size and just as important to us. Because our product fits through the letterbox, it's perfect to give as a gift, also for companies to give to their employees.'

Devised for letterboxes

'The box of brownies is a real letterbox concept,' Anne says enthusiastically. 'Our product was specifically developed to fit through the letterbox. We have boxes for 6, 12 and even 24 brownies and even the largest packaging easily fits through the letterbox. That was a conscious choice. People don't have to stay home to receive it, the box is always delivered at home. And when they get home later, they find a lovely surprise on the doormat.'

Sustainably shipped

The aspect of sustainability played a significant role for Anne when choosing the letterbox package. Anne says, 'The box can always be

delivered. The delivery driver doesn't have to go by a second time, which saves many kilometres. There is hardly any air in the packaging, meaning many packets can be sent in one shipment. And they are easily stacked, so more fit on a trolley. Furthermore, PostNL sends them sustainably.' A good thing, Anne thinks. 'That's why it says on our shipping label: sustainably shipped.'

The success story of The Brownie Box

The Brownie Box is an online shop where you can order all kinds of brownies and have them sent by mail. Founder Natascha te Nijenhuis started baking from her own kitchen in 2018. Within a few years her endeavour has grown into an organisation employing around 30 people. By now, The Brownie Box bakes about **2,000,000** brownies a year.



'Our product is specifically designed to fit through a mailbox. we have boxes of 6, 12 or even 24 brownies and also our biggest package fits through the mailbox.'

Anne Reijnen, Marketing Communications Specialist





Good price, high quality

'One of the reasons we picked PostNL's letterbox package is because of the excellent price-quality ratio. It makes the shipping costs very reasonable. We like that and so do our customers of course. We also send standard parcels on occasion too, for example with our dog service, so we know that is charged at a different rate. But roughly 95% of what we send are letterbox packages.' Anne is also incredibly pleased with the packet itself, 'The box we buy from PostNL works really easily. They are like construction kits that have already been stickered and folded for us by people with limited employment potential. Our packaging team put them together within a few seconds. And very importantly, they hardly ever break.'

Close collaboration with PostNL

The Brownie Box not only works with us for logistics, but our collaboration is getting closer in terms of marketing as well. Anne explains, 'Lately, we have focussed more on the corporate target group. After a neuro-

marketing session with PostNL, we looked at how we could better reach this target group. We used the learnings for a direct mailing. We got many positive responses to that!'

Customer in focus

Naturally, The Brownie Box wants to keep increasing the brand awareness. By now, the company knows who buys their boxes. But where do you find new customers? 'Ninety per cent of our customers buy the product as a gift. We know exactly who they are. But the recipients...? We want to get to know them. That is why we have started using 'customer in focus'. PostNL linked our customer data to their database and to relevant address data. From that it appeared that the profile of our recipients is largely in line with our buyers and followers on social media. Now we have that insight, we know the best way to approach them.'

'We have also chosen for the letterbox parcel of postNL because of the great value for money. For example, the shipping costs are very competitive. We like that, but so do our customers, of course.'