

## GLS launches new consumer campaign “That Parcel on Your Mind? We’ve got it.”

- GLS launches the *That Parcel on Your Mind? We’ve got it.* campaign, emphasising its expertise in B2C logistics and the benefits of Out-of-Home (OOH) delivery solutions for consumers.
- The campaign focuses on showcasing GLS’ OOH solutions as the hassle-free, reliable choice for parcel deliveries, highlighting the convenience and flexibility for consumers.
- This is the first part of a two-part campaign series, with the second focused on showcasing the benefits of GLS delivery solutions for e-tailers.

**Amsterdam, May 27, 2025** - GLS, a leading parcel service provider in Europe and North America, has launched its latest consumer campaign, *That Parcel on Your Mind? We’ve got it.*, designed to show how Out-of-Home (OOH) delivery offers a smarter and more efficient way to receive parcels. Built around real-life scenarios, the campaign shows how parcel delivery can seamlessly fit into consumers' daily lives without causing disruption.

The campaign video opens on Eleanor, seated at a romantic dinner, struggling to connect with her date because of a large cardboard box planted squarely between them. From there, we meet Erik, cheering on his young daughter’s first solo bike ride, only to be distracted by a giant parcel trundling down the road, missing the moment entirely. In the final scene, Sarah delivers a big presentation to a room full of colleagues who are inexplicably wearing cardboard boxes on their heads. As reality sets in, she’s shown later using GLS’ app to select a nearby pick-up point and collect her parcel with ease. The message is clear: GLS ensures parcel delivery is seamless and doesn’t disrupt your life.

Dr. Karl Pfaff, Chief Executive of GLS Group, said: “With the growing demand for flexible delivery options, we are proud to offer solutions that seamlessly fit into the modern lifestyle. Our Out-of-Home network ensures customers have the freedom to pick up their parcels at a time and place that works best for them, providing a hassle-free, convenient experience from start to finish.”

The campaign highlights how GLS’ OOH delivery options make life easier for consumers, by offering:

- **Flexible pick-up:** Collect your parcel from a nearby GLS Point at your convenience.
- **Strong footprint:** There’s always a GLS Point close by to receive your parcel for you.
- **Flexible redirection:** Change your delivery to a GLS Point up to 20 minutes before it arrives.
- **Live tracking:** Track your parcel in real time—even when it’s headed to a GLS Point.
- **Easy returns:** Return your parcel quickly and conveniently at a GLS Point.

The *That Parcel on Your Mind? We’ve got it.* campaign launches across select markets on 27 May 2025 through our owned channels, including video, display, print, radio and DOOH. It is part of GLS’ wider commitment to improving the delivery experience and strengthening its position as a consumer-centric parcel delivery provider.

This campaign is part of a two-part initiative, with the second part focusing on GLS' commitment to supporting e-tailers with seamless delivery solutions tailored to their business needs.

#### **CAMPAIGN CREDITS**

Creative agency: Dentsu Creative Amsterdam  
Strategy: Gerben van der Zwaard & Sanne Mak  
Creative Director: Jasper Janssen & Vincent Versluis  
Creatives: Maria Maturana Arroyo & Vinicius Biss

#### **FILM**

Production: Canada  
Director: Alex Gargot  
Editor: Xavi Santolaya  
Sound: Bumblebeat  
Post-production: Post Office Amsterdam

#### **OOH & PHOTOGRAPHY**

Photographer: Alexandra Cepeda  
Production: Canada  
Agent: Canada  
Retouching: Ferdy Harmsen

#### **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](http://www.gls-group.com)

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