

## Press release

# GLS launches its international brand campaign

- *The campaign demonstrates GLS' unique personality: its personal approach to parcel delivery*
- *The campaign, created in collaboration with dentsuACHTUNG!, follows GLS' last year's brand refresh*

**Amsterdam, 30 May 2022** – Today, GLS starts rolling out an international brand campaign. After last year's brand refresh, GLS aims to set the next step in building its brand. With the campaign, created in collaboration with creative agency dentsuACHTUNG!, GLS demonstrates one of its most important characteristics: its personal approach towards parcel delivery.

The campaign is constructed from GLS' belief that for both senders and receivers 'it's never just a parcel'. The campaign is built around key interaction moments with customers: the pick-up or delivery of a parcel. It illustrates that any shipment contains so much more than just its contents: the hopes, dreams and ambitions in each GLS parcel. The short-format videos revolve around a special delivery displaying the meaning of GLS' services in people's everyday lives.

The campaign, rolled out across Europe and North America, actively communicates GLS' refreshed brand, that was recently revealed. Marleen Rooders, Senior Manager Group Strategy, Marketing & Communications at GLS says: "In the past year, we have made some important steps to further strengthen our brand and to stand out in the market, sharpening our brand promise to become people's favorite parcel partner. An international brand campaign is an important next step in telling the GLS story across our markets."

The GLS story was translated into a campaign by dentsuACHTUNG!. Diederik Mulder, Art Director at dentsuACHTUNG! says: "To show GLS' people-centric attitude, we chose to use a different perspective of parcel delivery: the person receiving the parcel. For them it's not just a parcel, because its content brings value to their lives. In all situations that we show in the campaign, something as simple as a parcel delivery means the world to a specific person. The brand line 'Parcels to People' sums that up in three words."

Kristina Jevtić Špoljar at GLS Croatia says: "We are very excited to introduce our international brand campaign in Croatia. The campaign reflects GLS' personal approach to parcel delivery and it will help us even more to show our customers who we are."

The campaign consists of video, print, Out-of-Home (OOH) advertising, social channels, and digital advertising, and will be rolled out across Europe and North-America, with first markets starting from May 30<sup>th</sup>.

**CREDITS:****Client:** GLS**Agency:** dentsuACHTUNG!

Creative Directors: Samyr Souen &amp; Bern Hunter

Creatives: Diederik Mulder &amp; Daniel Bunde-Pedersen

Strategy Director: Gerben van der Zwaard

Account Directors: Ralph Balk, Manon Patty

Agency Production: Joze Rikken, Marc Elbers

Production house: Halal

Director and photographer: Noel Loozen

Offline: 21jumpcut/ Arthur Ivens

Music: Sjam Sjamsoedin

Sound: Sharkee HaaiFaai

Grading: Laurens Orij/ Crabsalad

DOP: Tim Kerbosch

**About GLS**

GLS Group is one of the largest self-reliant 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 is proactive regarding network management, connecting its markets flexibly and agilely to respond to their fast-changing and dynamic nature. The company takes pride in providing its customers across about 40 countries with high-quality service that best suits their needs. The GLS network consists of over 120 hubs and more than 1,600 depots, supported by approximately 37,000 final-mile delivery vehicles and 4,500 long-distance trucks. This offers network resilience, superior flexibility, and extended reach. In 2021/22, GLS generated record revenues of 5 billion euros and delivered 870 million parcels across the markets. For more information, visit: <https://gls-group.com>

**About dentsuACHTUNG!**

dentsuACHTUNG! operates at the intersection of brand and experience bringing together four disciplines: Positioning & Identity, Products & Experiences, Social & Content and Campaigns & Activations. With 'fearlessly forward' as their steering principle they are a partner for brands that want to move forward away from the status quo. The agency has been awarded for creativity and effectiveness with a.o. Dutch Creativity Awards, ADCN, Esprix, Effie, D&AD, Eurobest, Cannes Lions and Webby. dentsuACHTUNG! is part of dentsu.