

A man with curly brown hair is standing on a balcony, leaning against the railing with both hands. He is wearing a light green button-down shirt under a cream-colored cardigan. The background is a clear blue sky. The text 'Boozt' is overlaid in the center, with 'MEDIA PARTNERSHIP' below it and 'MEDIAKIT 2024' in a larger font at the bottom.

Boozt

MEDIA PARTNERSHIP

MEDIAKIT 2024

Contents

ONSITE PLACEMENTS

FRONT PAGE.....	6
PREMIUM BRANDING BANNER	7
BRANDING BANNER	8
PREMIUM BRAND CAROUSEL	9
BRAND CAROUSEL	10
PANORAMA BANNER.....	11
TWIN BANNER.....	12
PRODUCT PLACEMENT.....	13
BRANDING BANNER ENTRY PAGE.....	14

ONSITE PLACEMENTS / LISTING PAGE

SPONSORED PRODUCTS	16
CATEGORY BRANDING BANNER.....	17
CATEGORY SHOP THE LOOK	18

NEWSLETTER

BRANDING E-MAIL.....	20
CUSTOMER SEGMENTS E-MAIL.....	21
NEWSLETTER BRAND BANNER.....	22
NEWSLETTER PRODUCT CAROUSEL.....	23

APP PUSH

APP PUSH	25
----------------	----

BRANDWALL

PREMIUM BRANDWALL.....	27
COMPONENT: IMAGE CAROUSEL	28
COMPONENT: CATEGORY BANNER.....	29
COMPONENT: SHOP THE LOOK	30
COMPONENT: MAIN PORTRAIT TEXT.....	31
COMPONENT: FOUR IMAGES.....	32
SUBCATEGORY	33
LIVE SHOPPING	34

LIVE SHOPPING

LIVE SHOPPING PRODUCT PLACEMENT.....	36
--------------------------------------	----

ONLINE EDITORIAL

MICROSITE.....	38
ARTICLE ON THE EDIT	39
PRODUCT PLACEMENT ON THE EDIT	40

SOCIAL MEDIA

PAID SOCIAL MEDIA.....	42
SO-ME CREATIONS PACKAGE	43
INSTAGRAM STORYBOARD	44
INSTAGRAM VIDEOBOARD	45
VIDEO GUIDES	46
INSTAGRAM GIVEAWAY.....	47
TIKTOK VIDEO BOARD	48
TIKTOK GIVEAWAY	49

INFLUENCER

BOOZT INFLUENCER AMBASSADOR PACKAGE	51
INFLUENCER CAMPAIGN	52
BOOZT TIKTOK AMBASSADOR PACKAGE.....	53

OFFLINE

OFFLINE MEDIA	55
---------------------	----

CREATION

BOOZT CREATIVES.....	57
BOOZT STUDIO SHOOT	58
BOOZT DESIGN SHOOT	59
CUSTOMIZED PHOTOSHOOT.....	60

EVENTS

ELEVATE YOUR BRAND WITH BOOZT	62
ROYAL RUN	63
GÖTEBORGSVARVET	64
GULDKNAPPEN.....	65
CUSTOMIZED EVENTS	66
PR SEEDINGS	67

GET IN TOUCH!

MEDIAKIT 2024

Connect with your audience, whether on Boozt's own media or together with Boozt through external media channels.

Boozt Media Partnership wants you to explore your brand's full potential, both through media activities and creative concepts.

Utilize first party data and customer insights to target relevant in-market customers and secure performance.

There are a number of exciting ways to continuously reach your audience, increase brand awareness, and build a loyal customer base. The following Mediakit will present a wide range of media activities, from different newsletter activations to in listing category placements and on site banners. Premium high impact advertising formats will let you reach, engage, and inspire your audience. Tactical placements will secure conversions.

Get ready to grow your business together with Boozt Media Partnership!



ONSITE PLACEMENTS

FRONT PAGE

BRANDING BANNER A / B
More info and prices on page 8

PRODUCT PLACEMENT
More info and prices on page 13

PREMIUM BRAND CAROUSEL
More info and prices on page 9

PREMIUM BRANDING BANNER
More info and prices on page 7

BRAND CAROUSEL
More info and prices on page 10

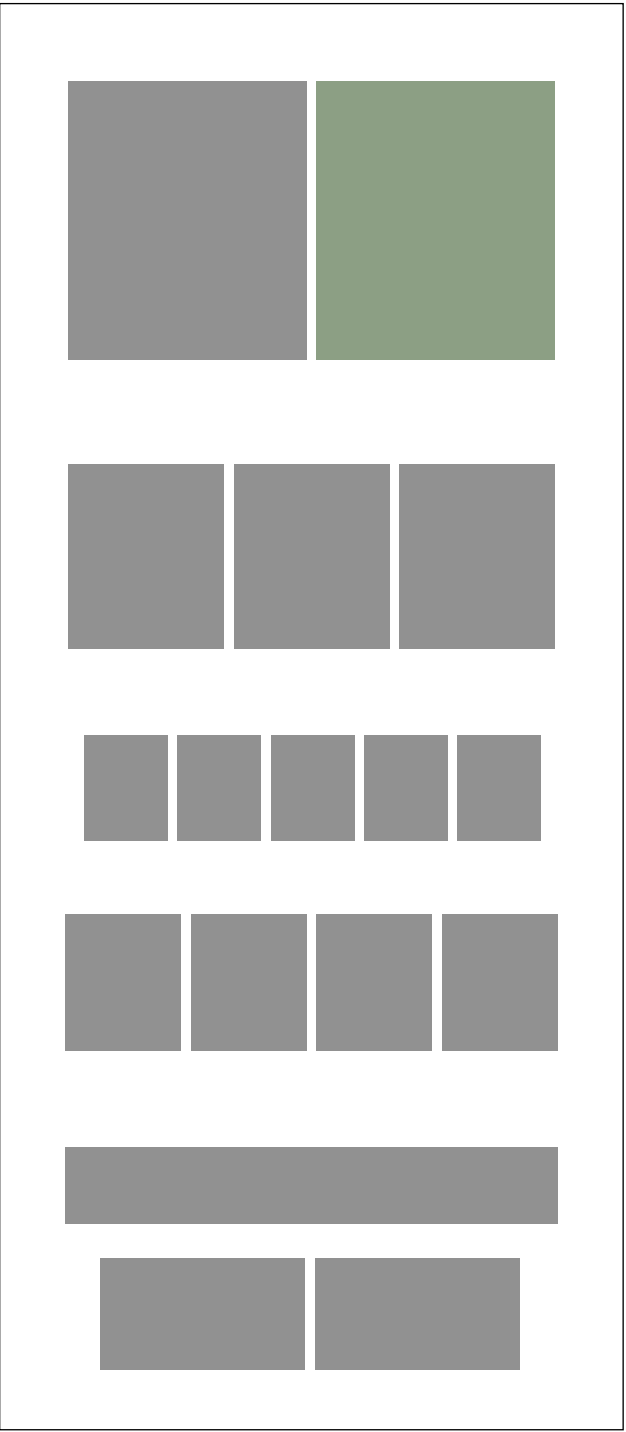
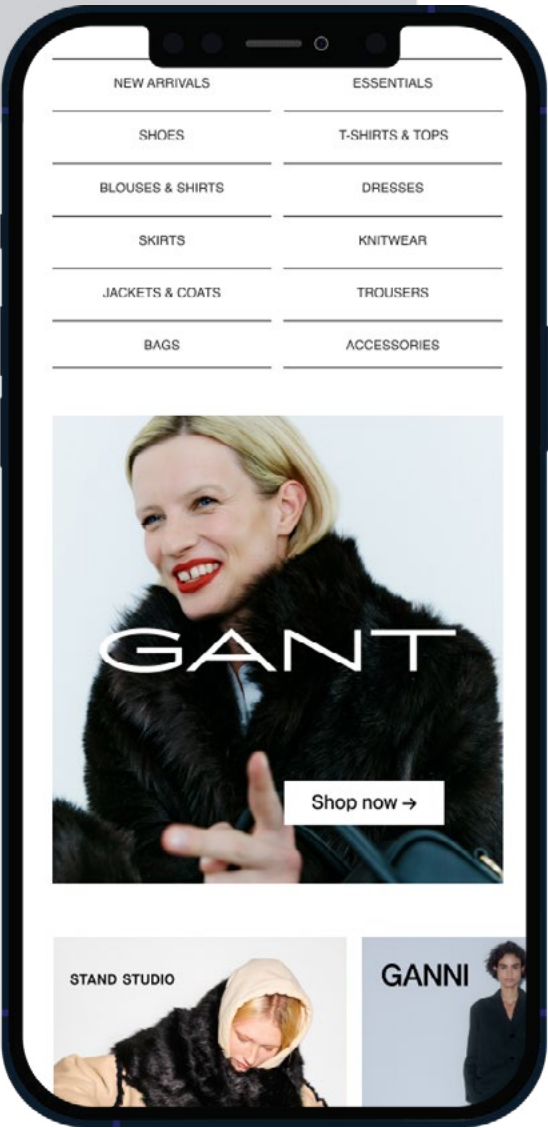
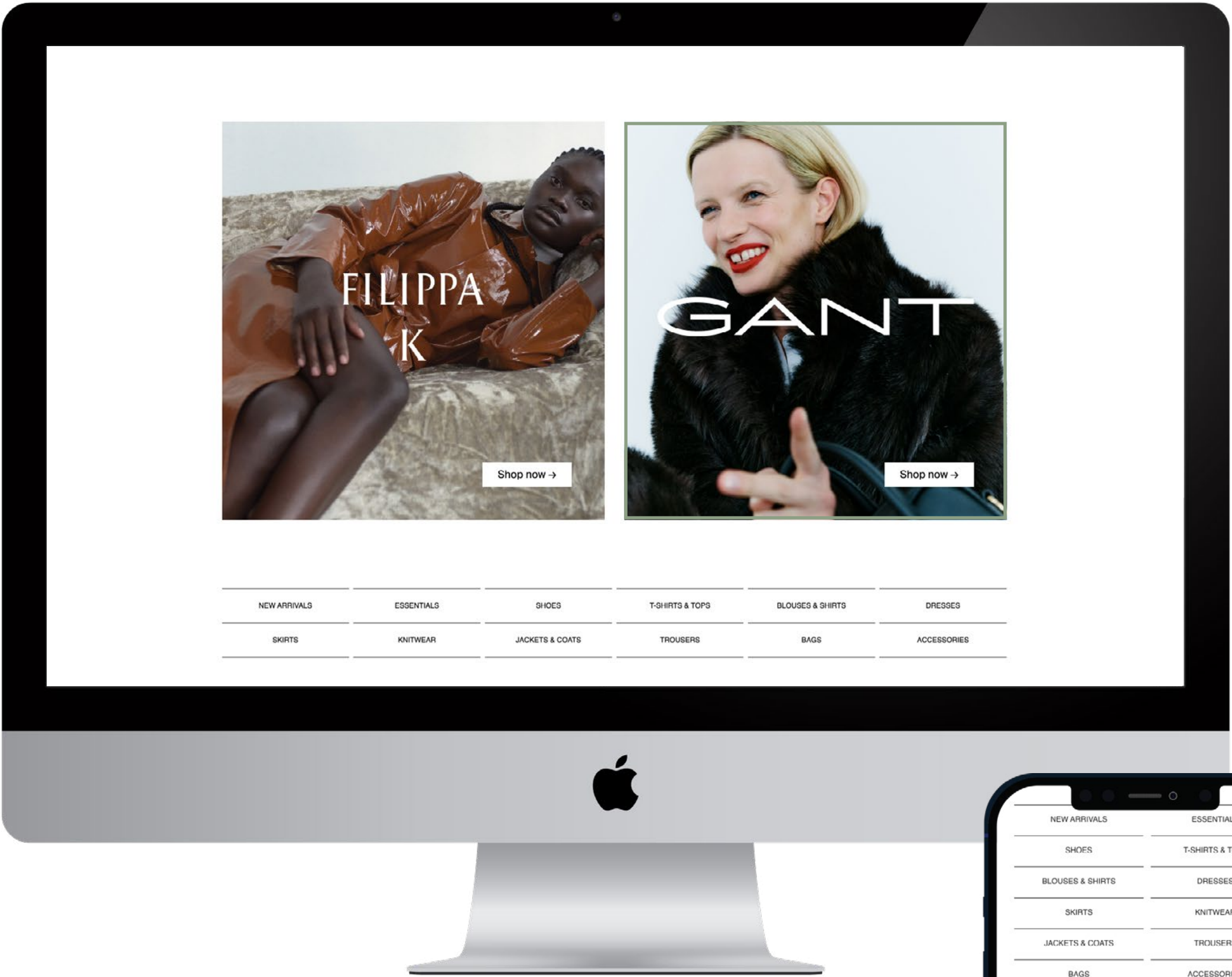
PANORAMA BANNER
More info and prices on page 11

TWIN BANNER
More info and prices page page 12



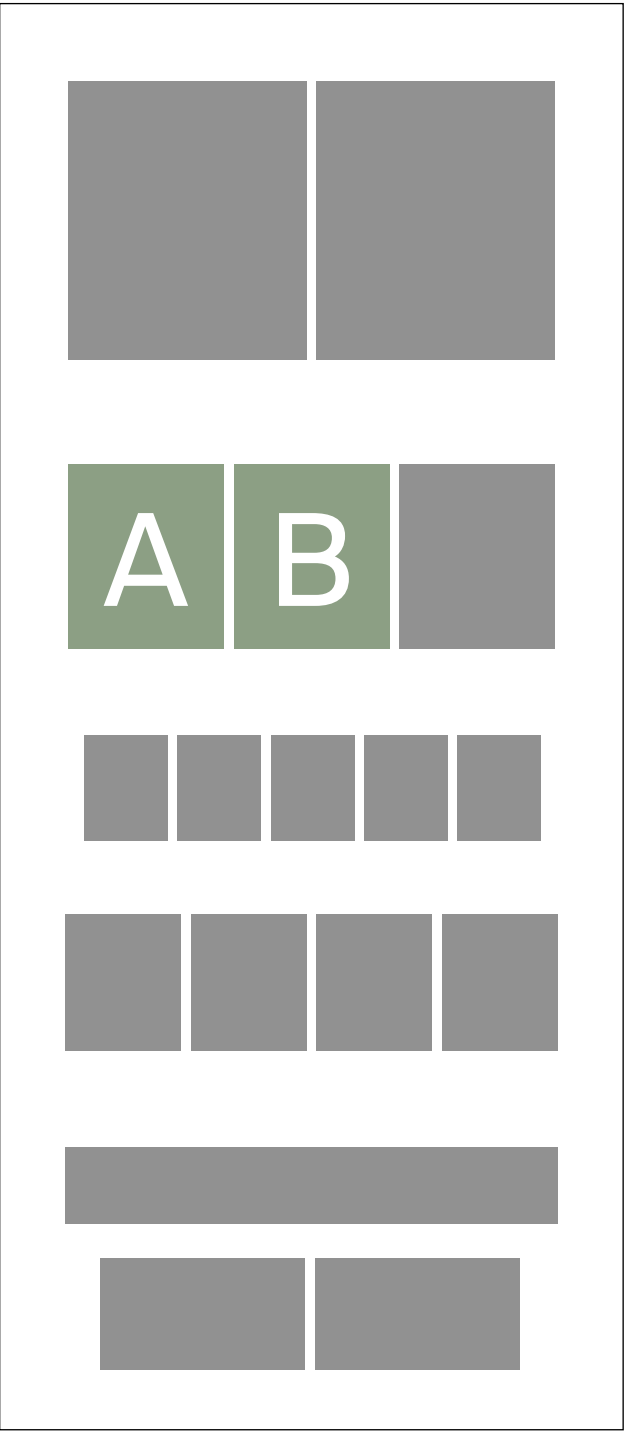
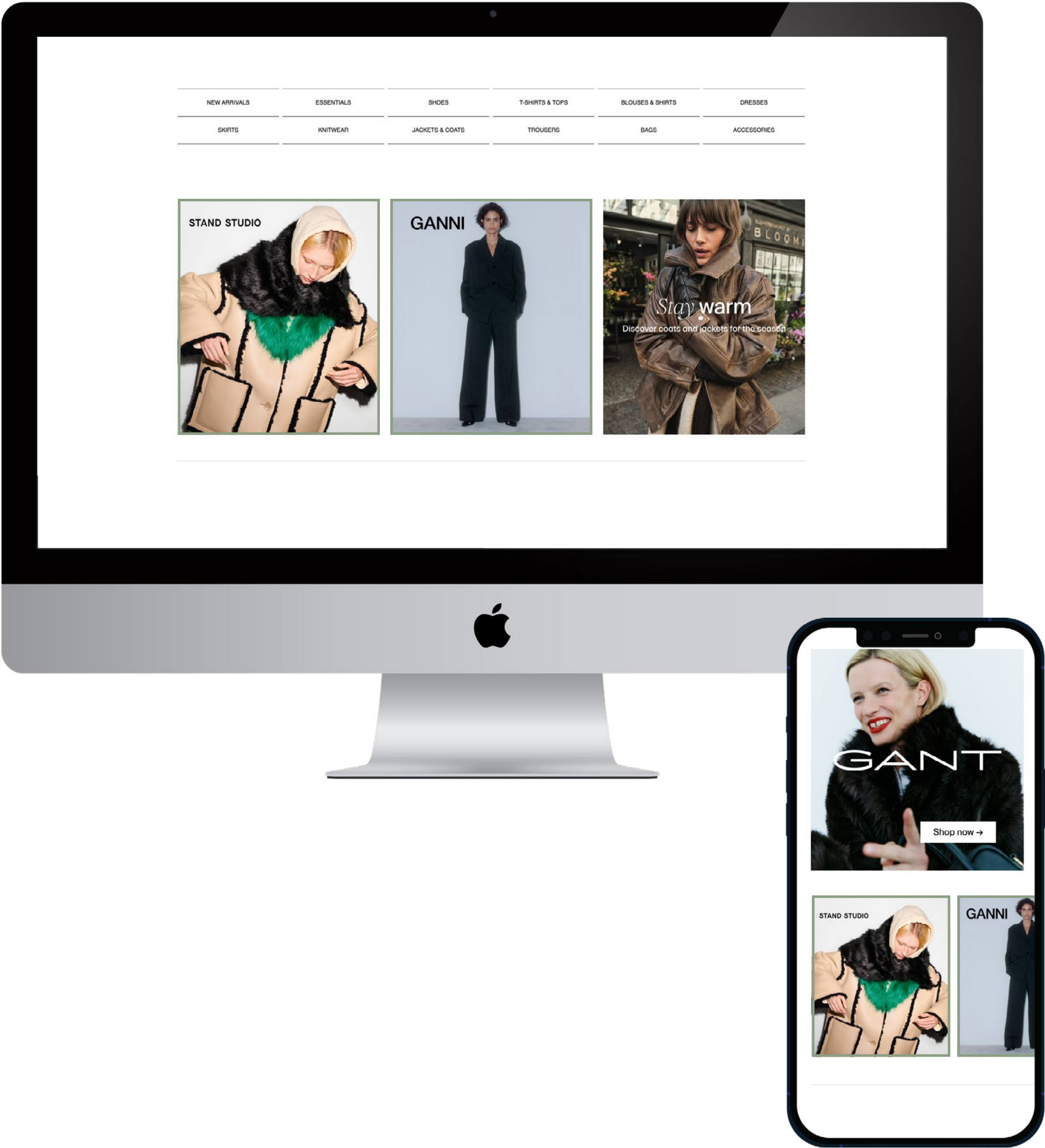
PREMIUM BRANDING BANNER

Largest onsite branding banner with the most impressions.



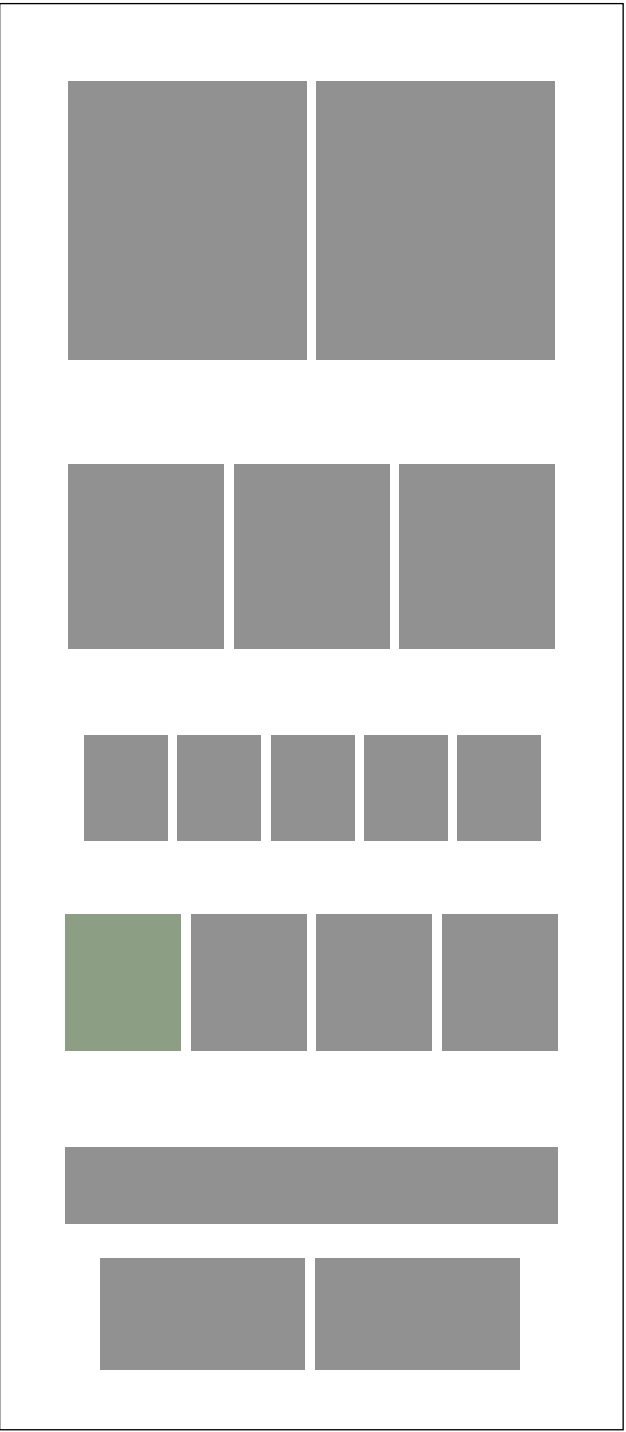
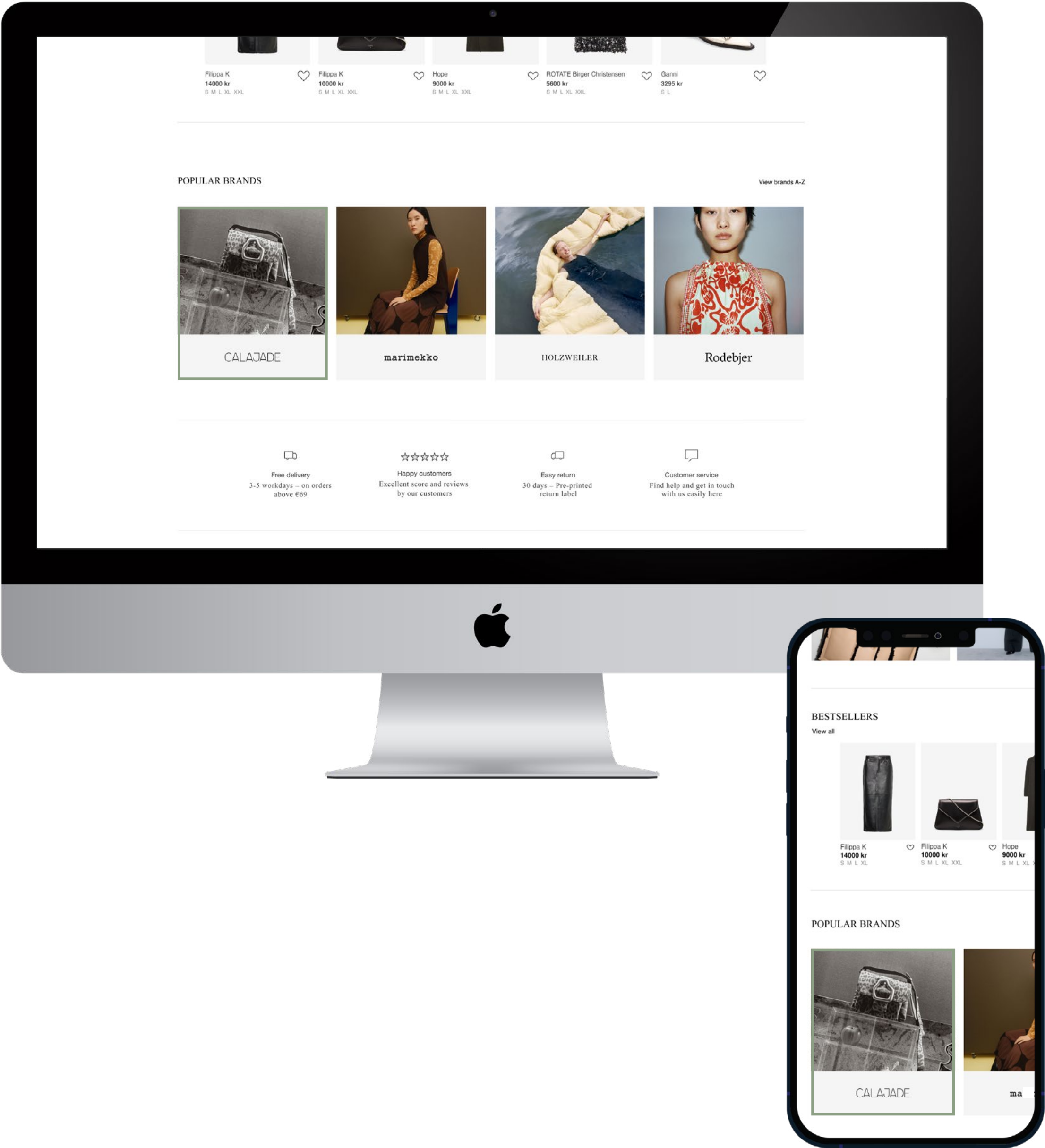
BRANDING BANNER

Onsite branding banner.



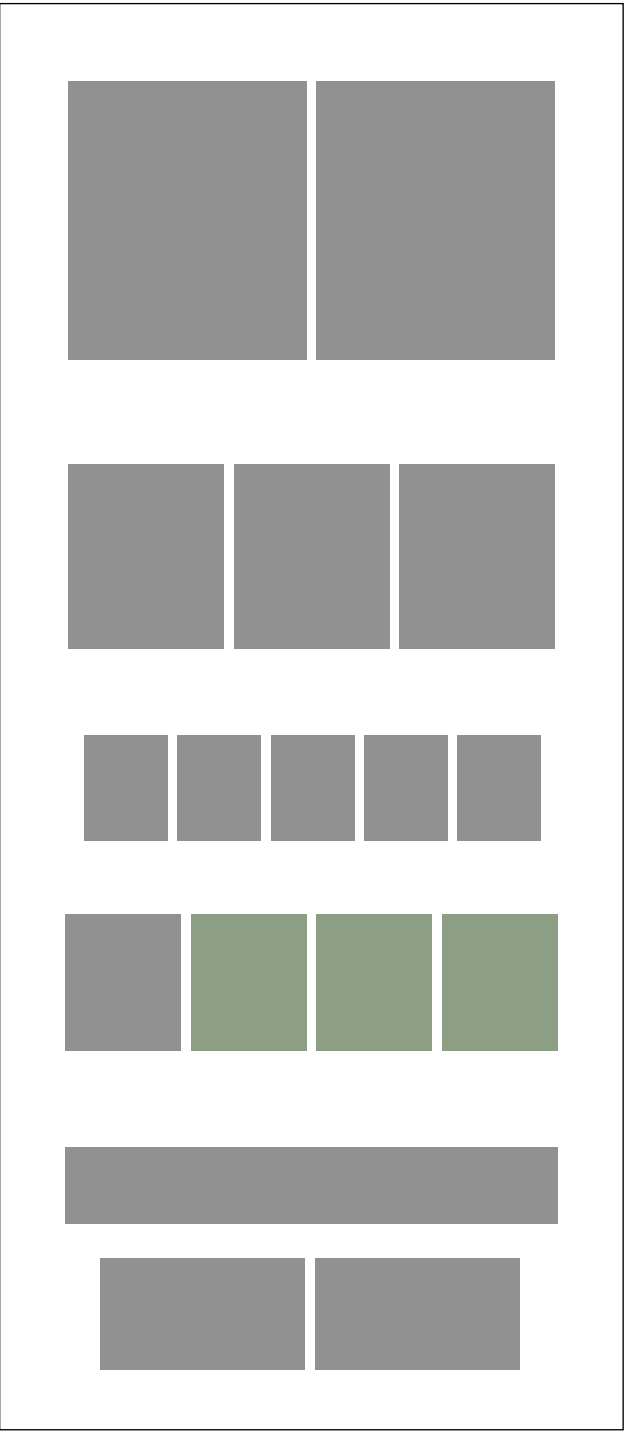
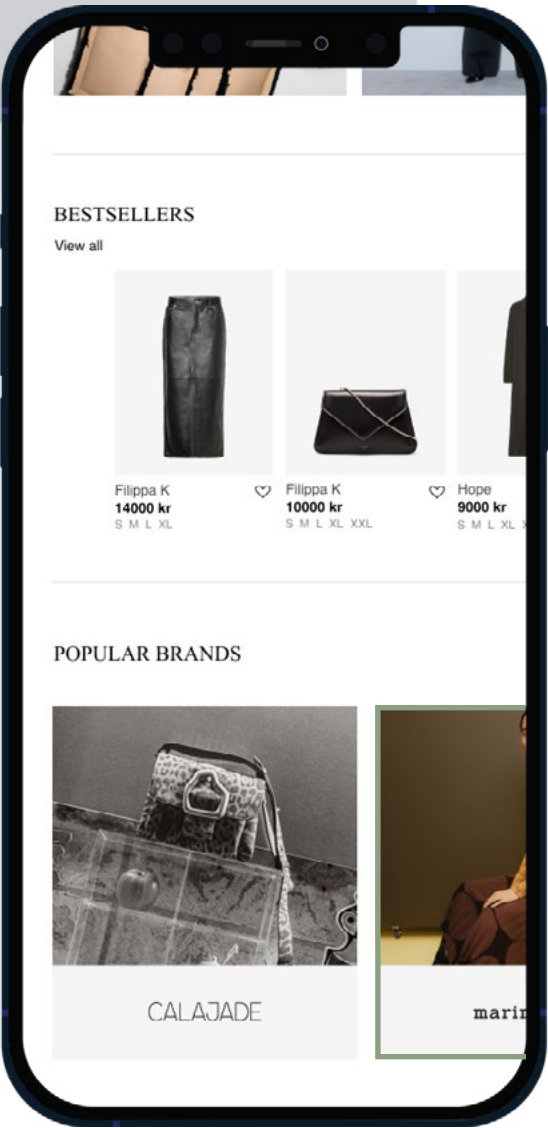
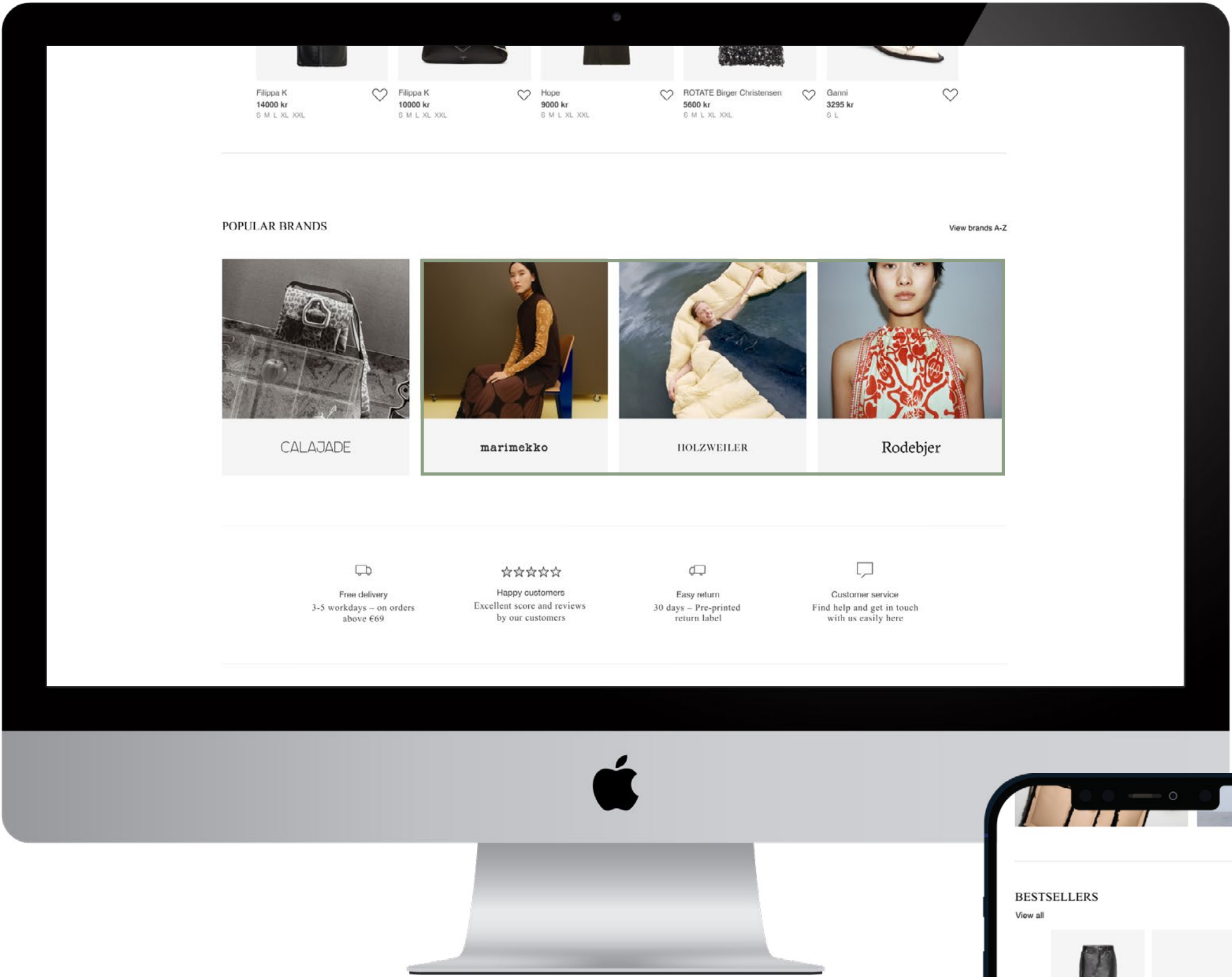
PREMIUM BRAND CAROUSEL

Onsite branding banner. First banner in the carousel on desktop, mobile, and app.



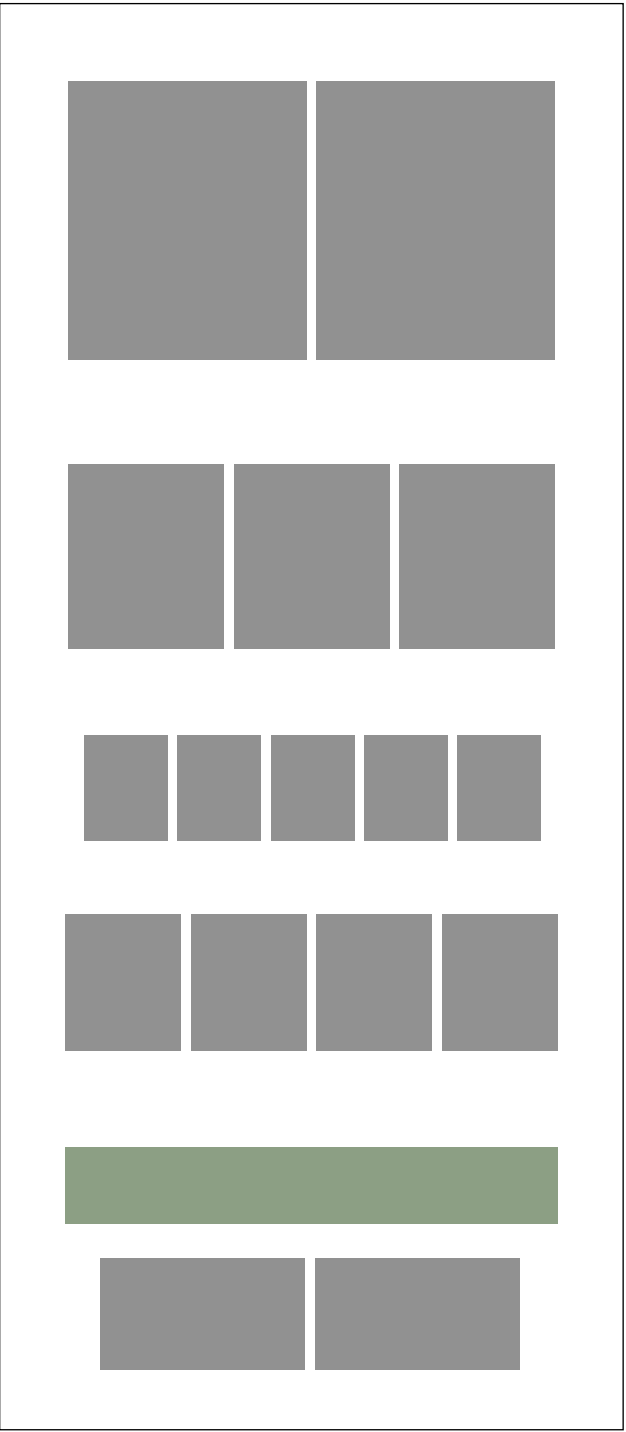
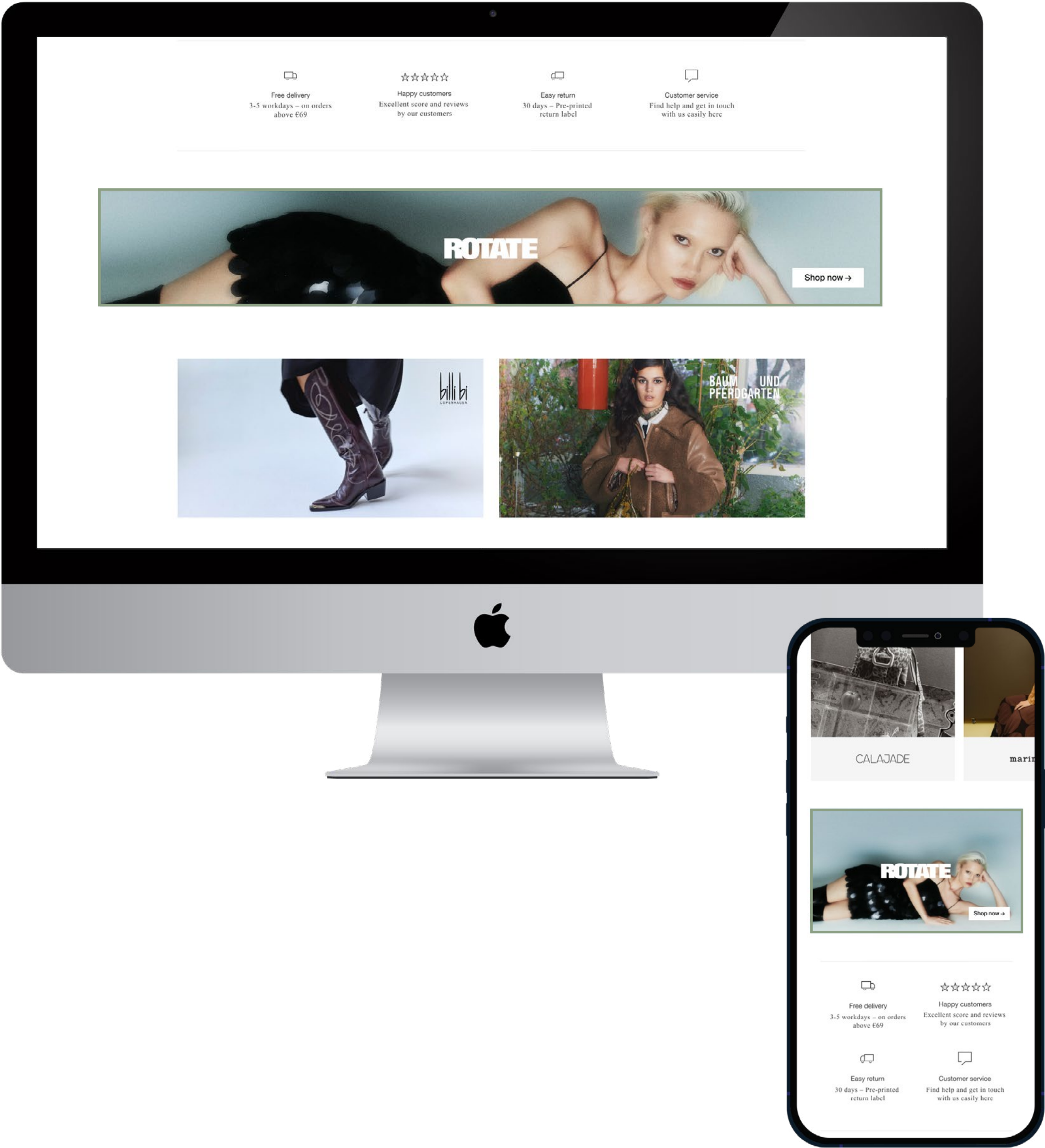
BRAND CAROUSEL

Onsite branding banner. Placement 2-4 in the carousel.



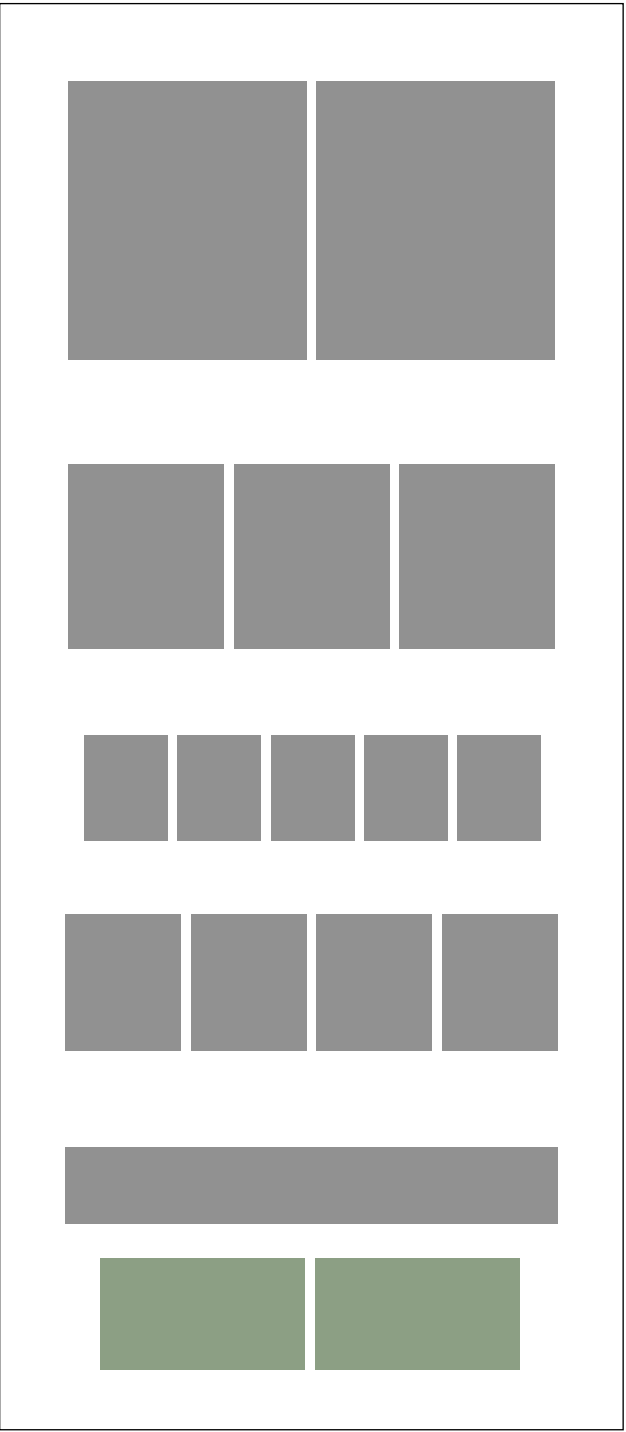
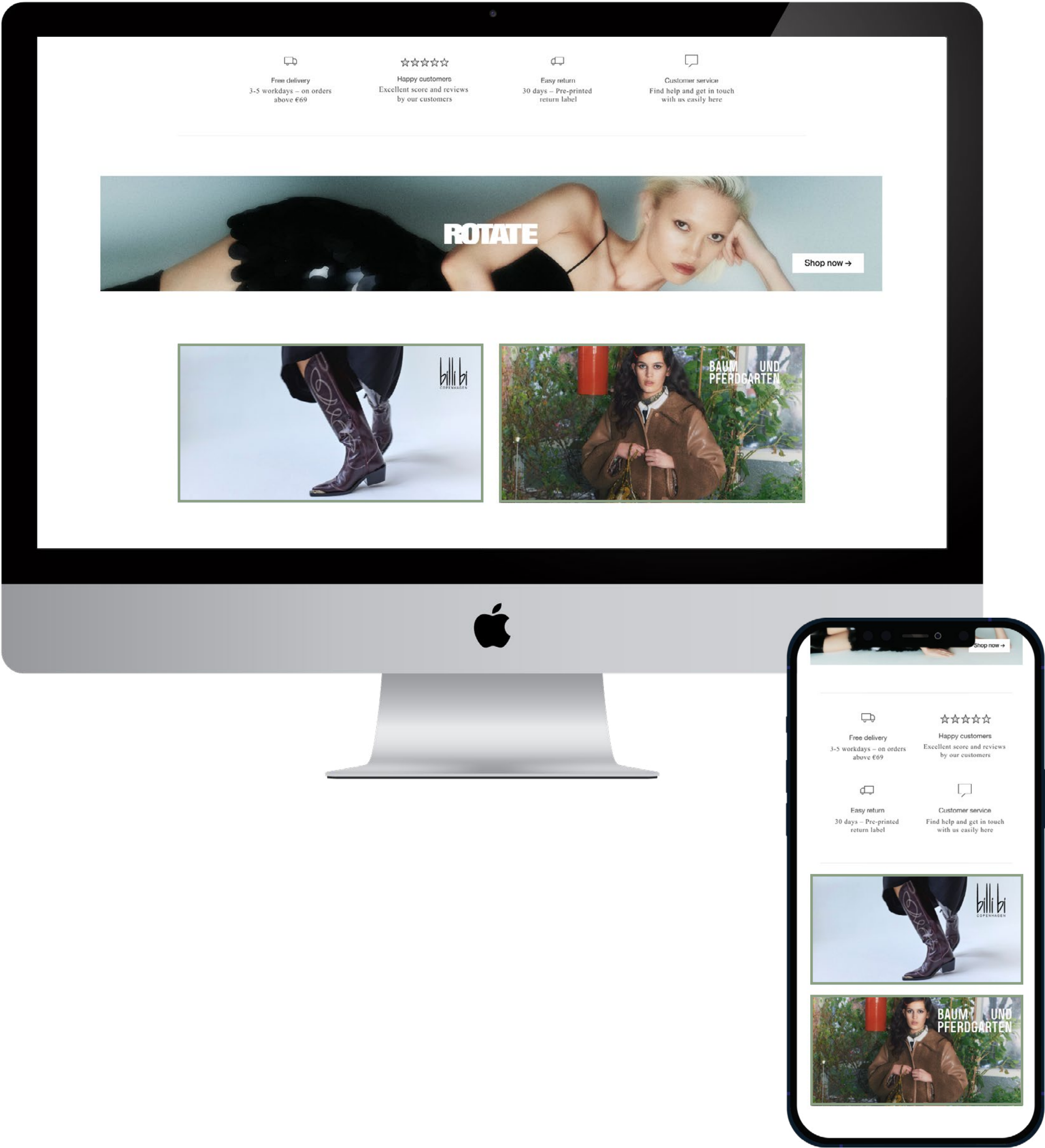
PANORAMA BANNER

Horizontal onsite branding banner.



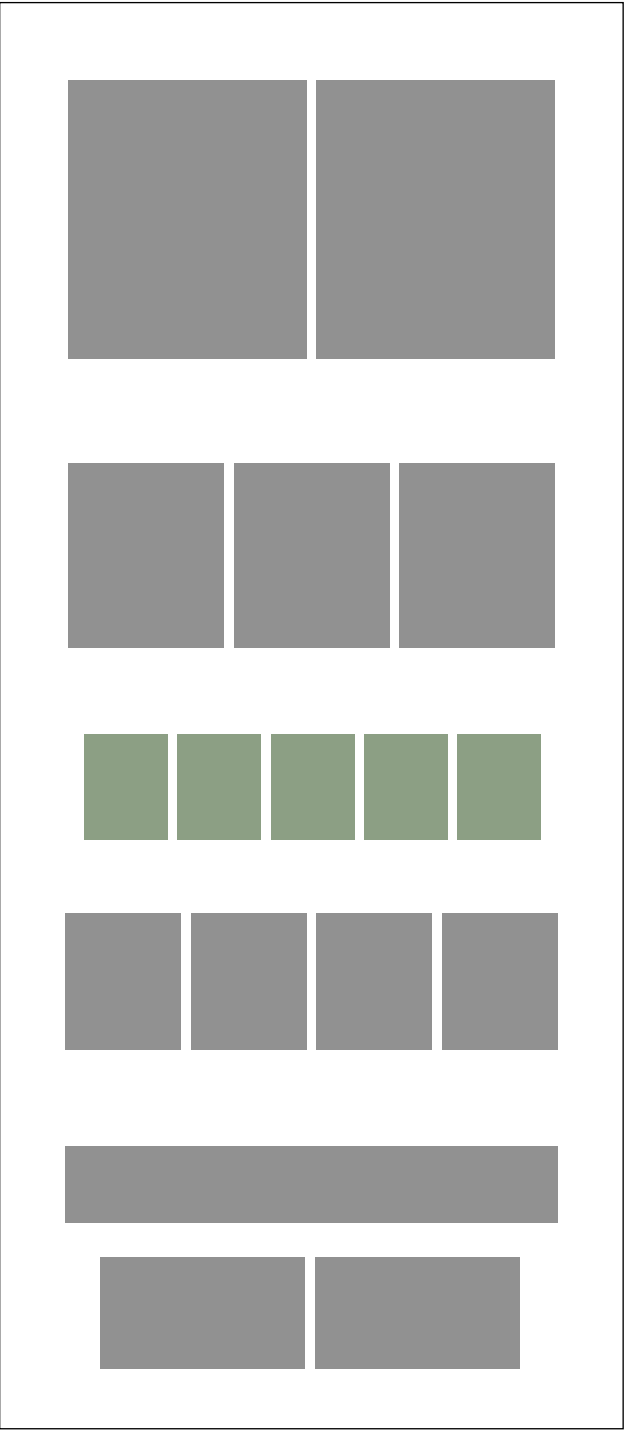
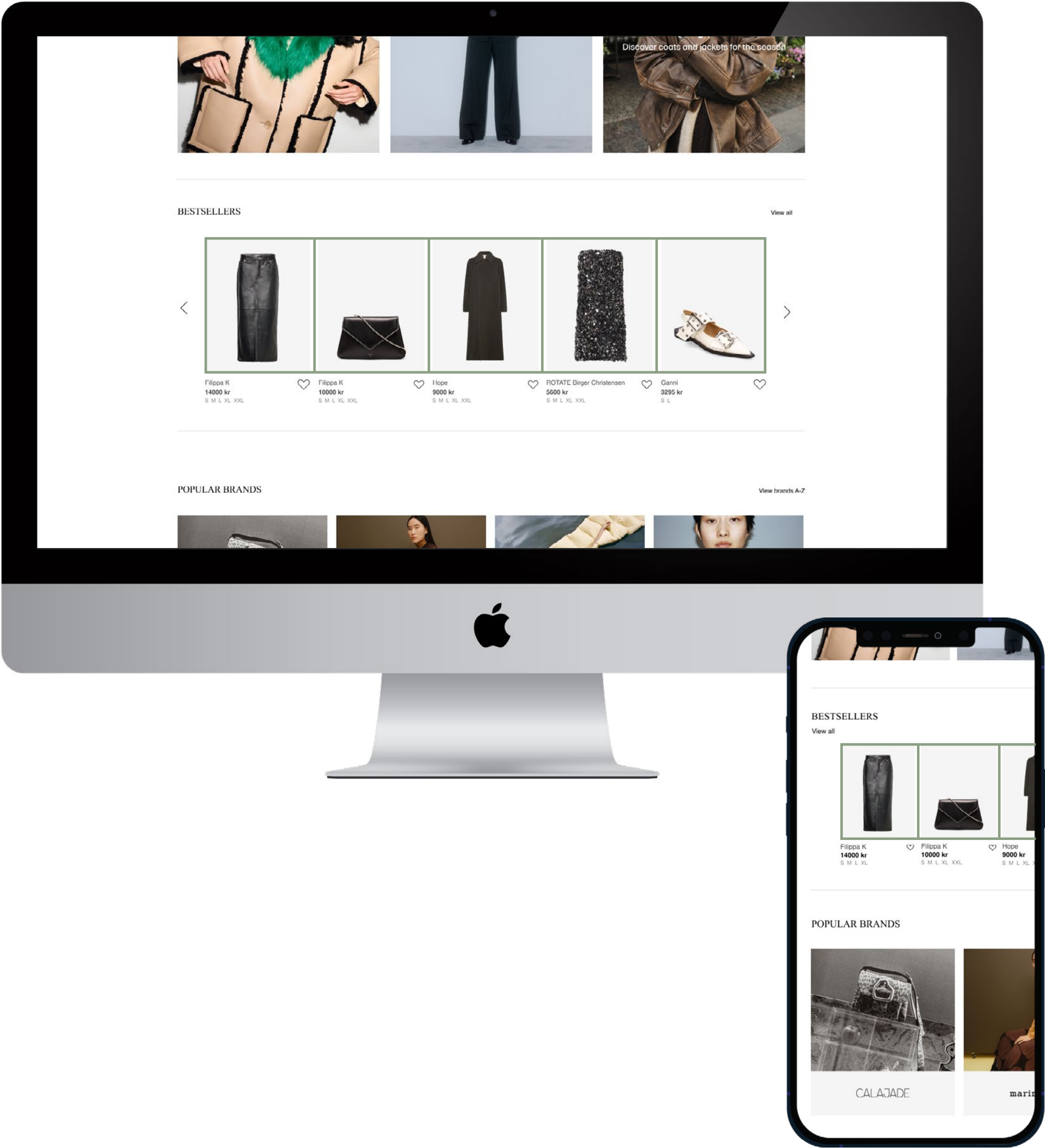
TWIN BANNER

Onsite branding banner (left or right) including inspirational text.



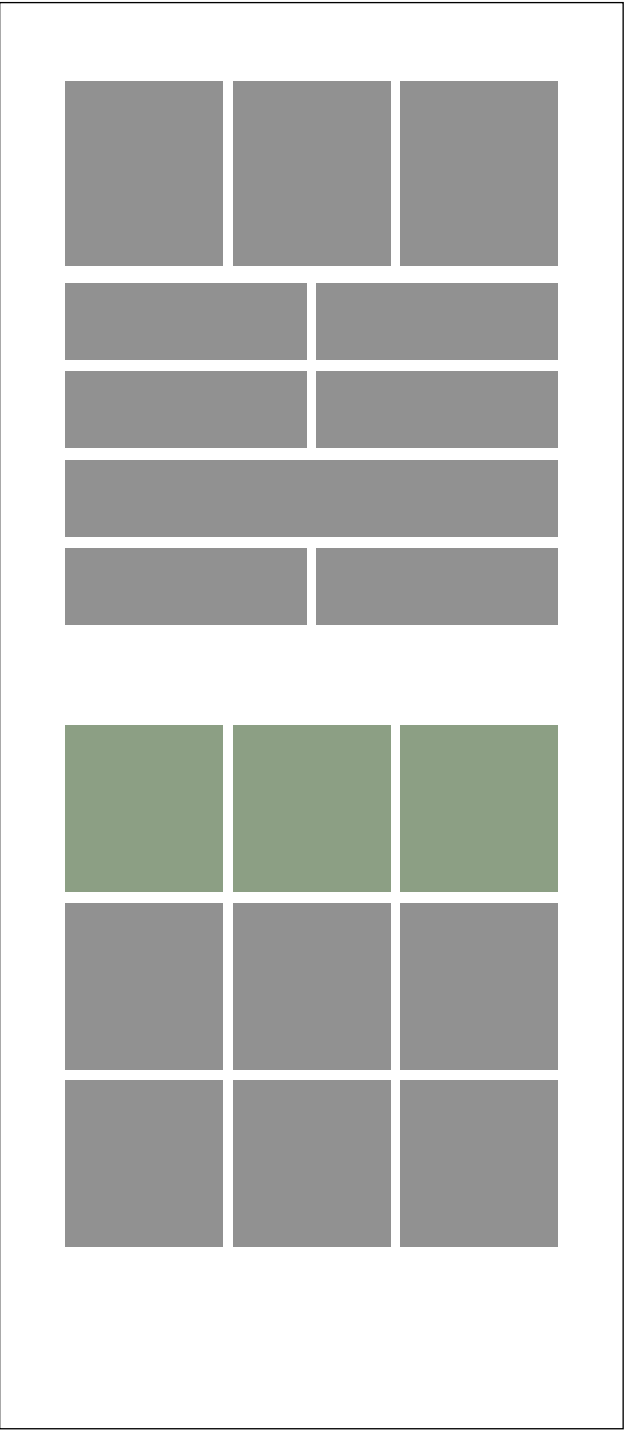
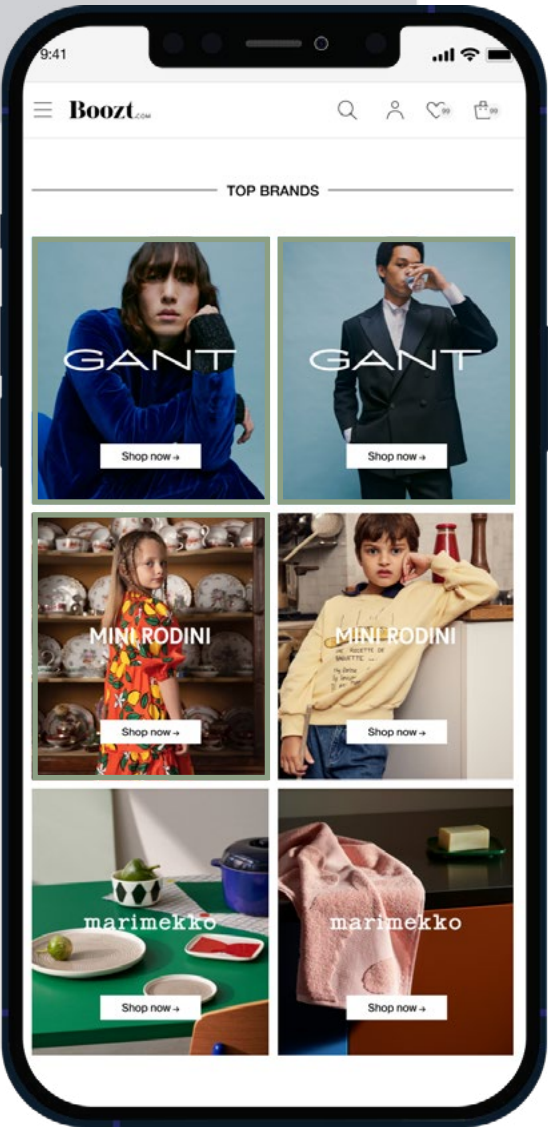
PRODUCT PLACEMENT

Feature a product as a bestseller on the category front page.



BRANDING BANNER ENTRY PAGE

Buy one whole row (3 tiles) for a month to secure awareness among new Boozt site entries.

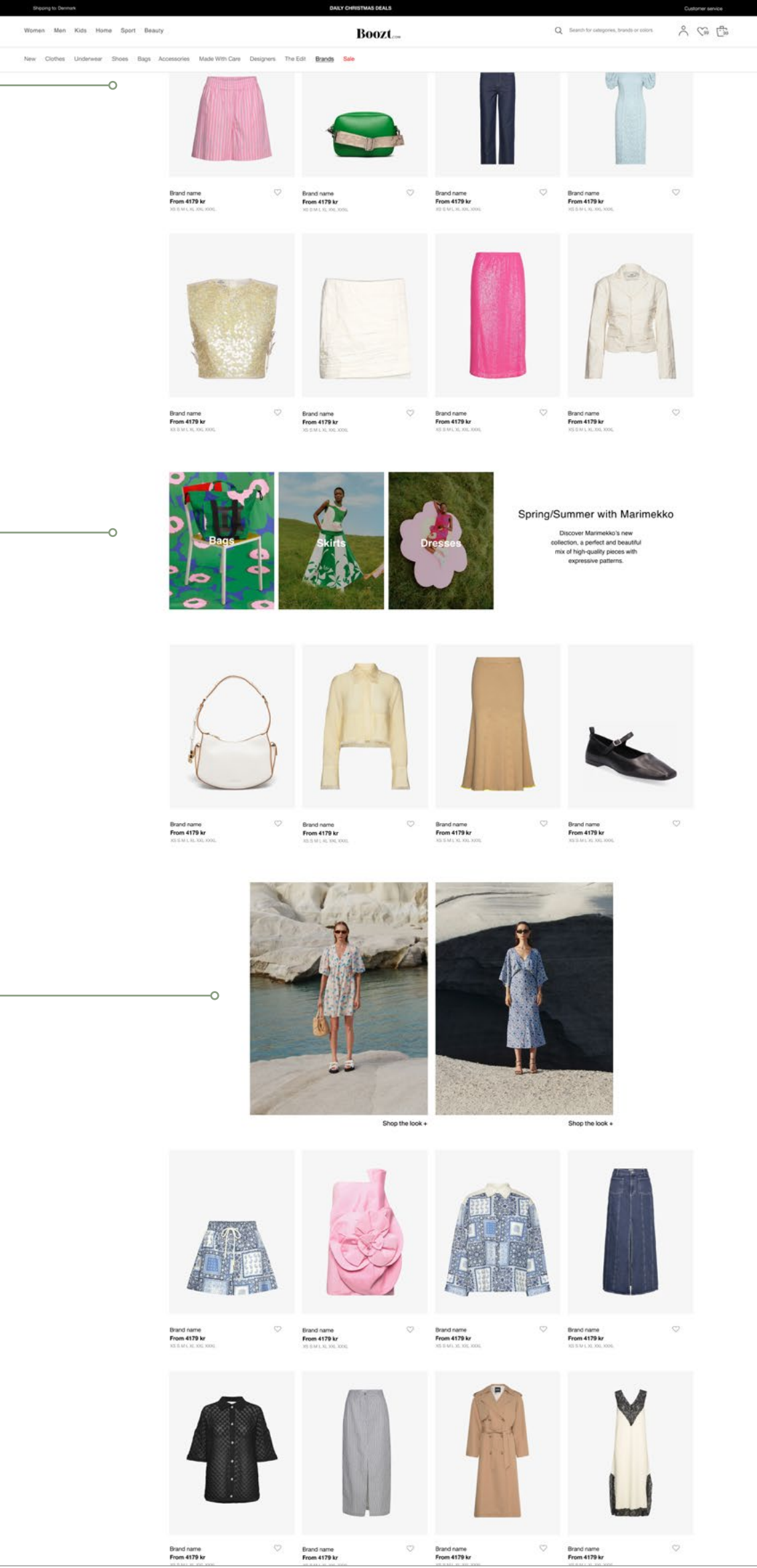


ONSITE PLACEMENTS / LISTING PAGE

SPONSORED PRODUCTS
More info and prices on page 16

CATEGORY BRANDING BANNER
More info and prices on page 17

CATEGORY SHOP THE LOOK
More info and prices on page 18

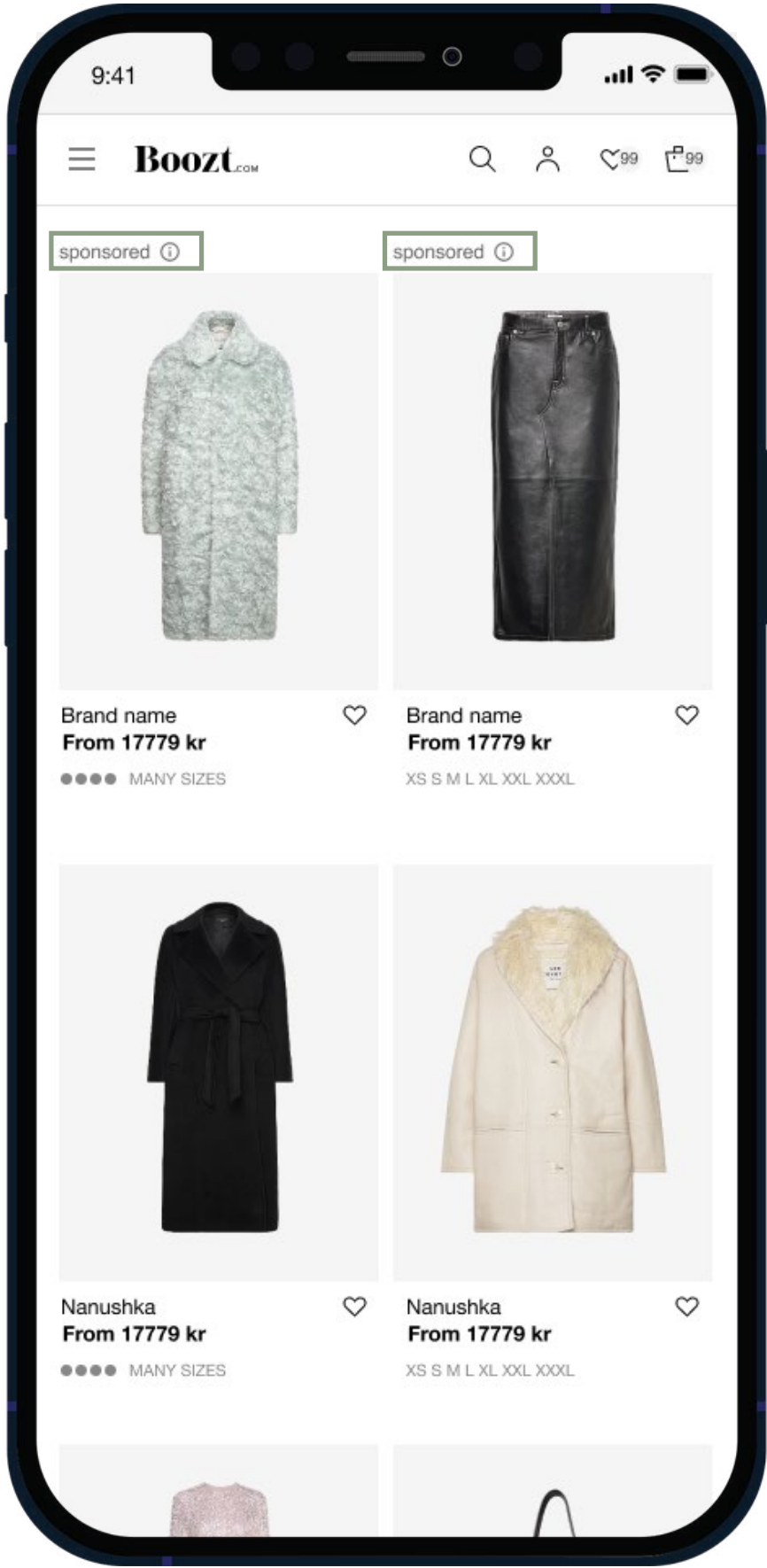
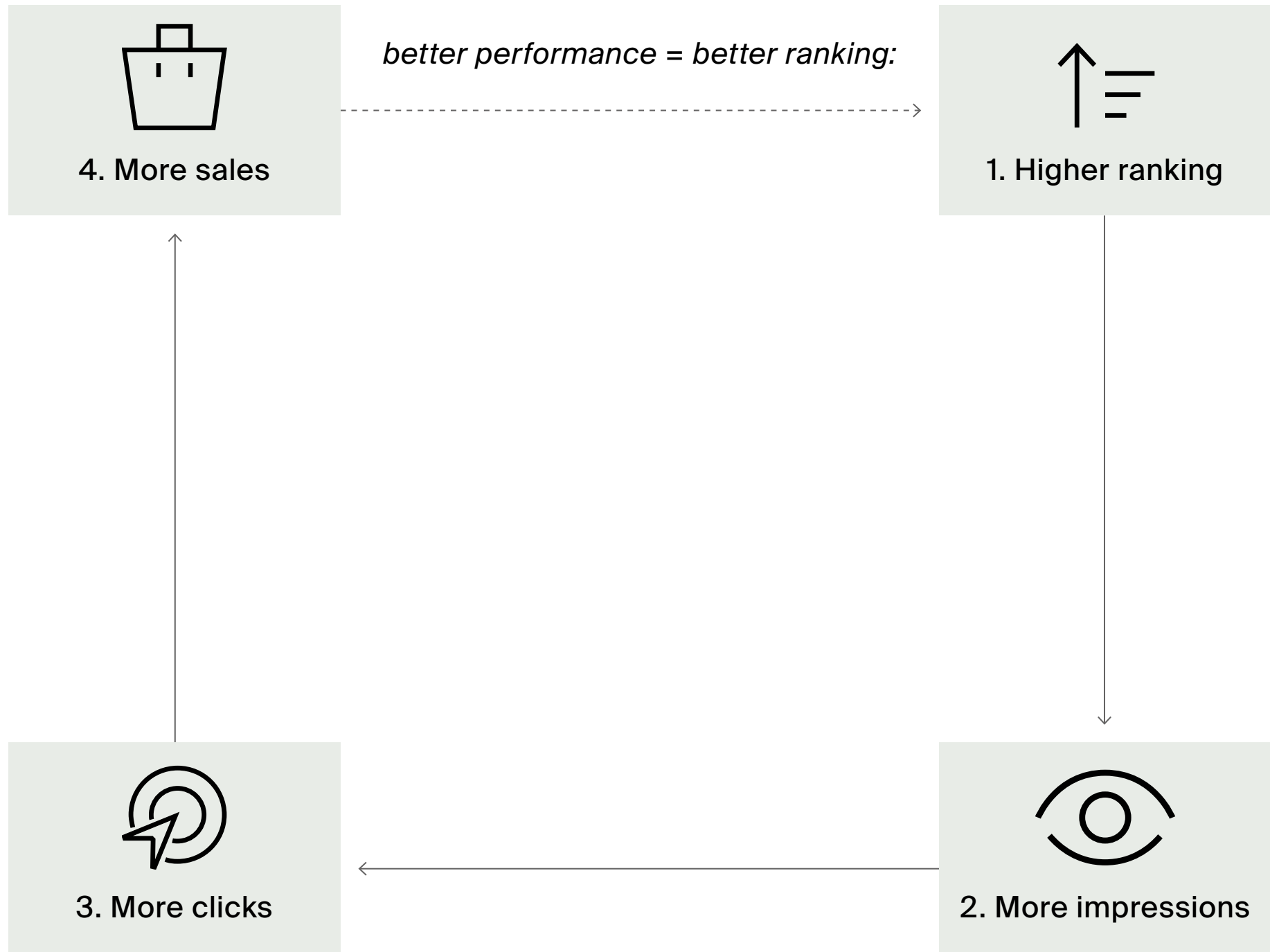


SPONSORED PRODUCTS

Grow your brand with Sponsored Products!
Sponsored products allow you to rank your products higher in the product positioning, bidding on a spot in the first positions in every listing. Sponsored products will give for a more inspirational shopping experience, and allow you to derive valuable insights on product performance.

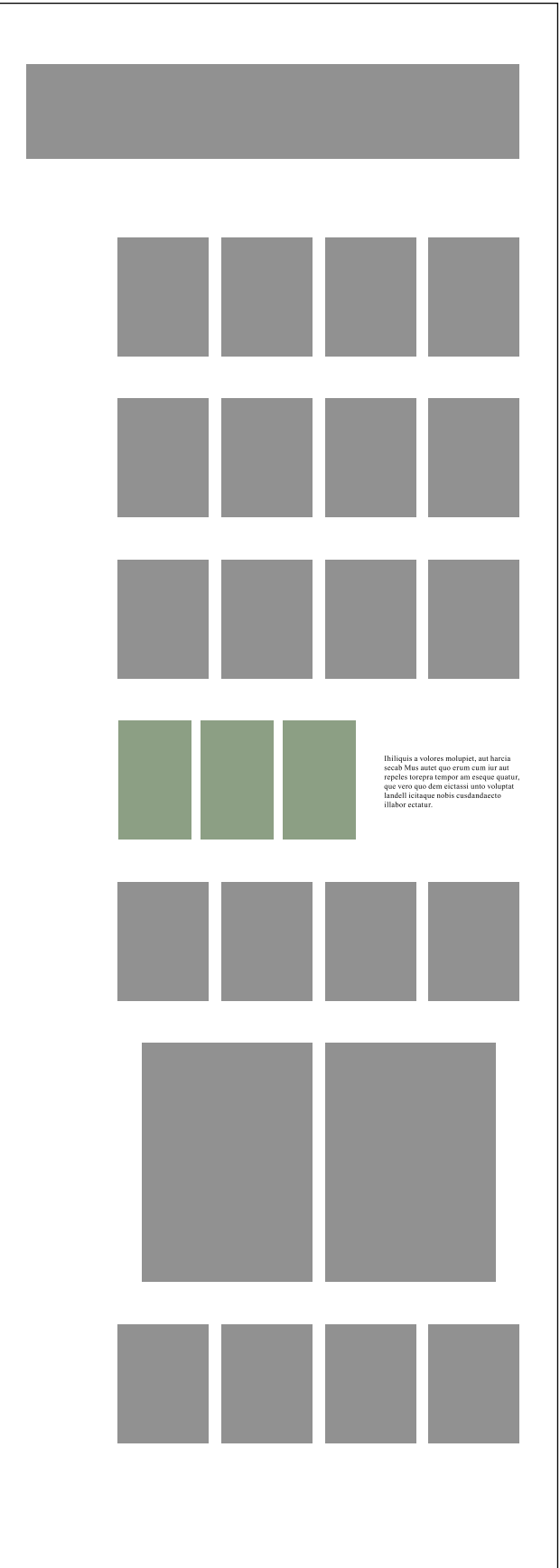
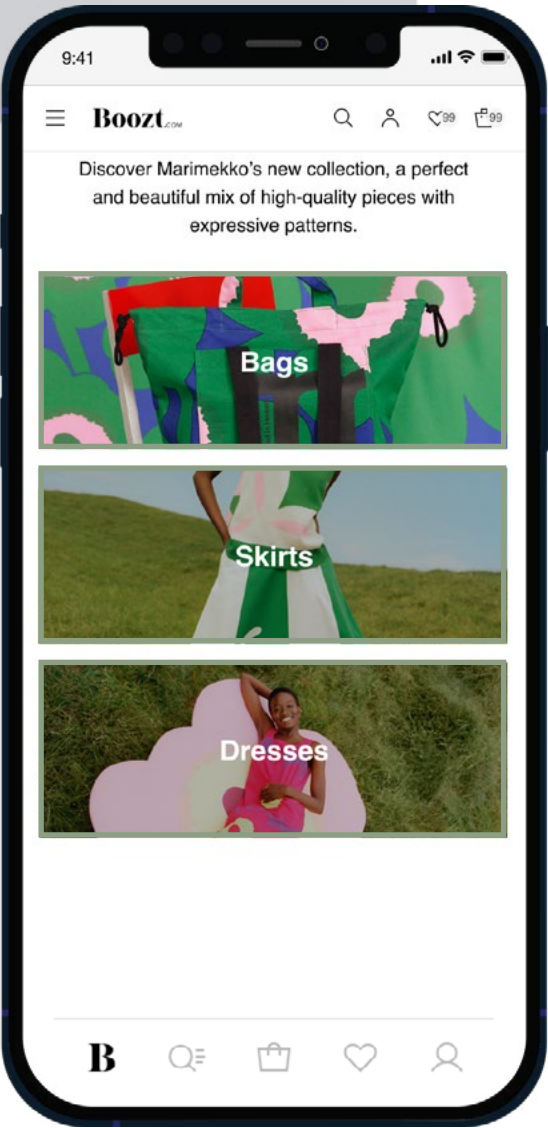
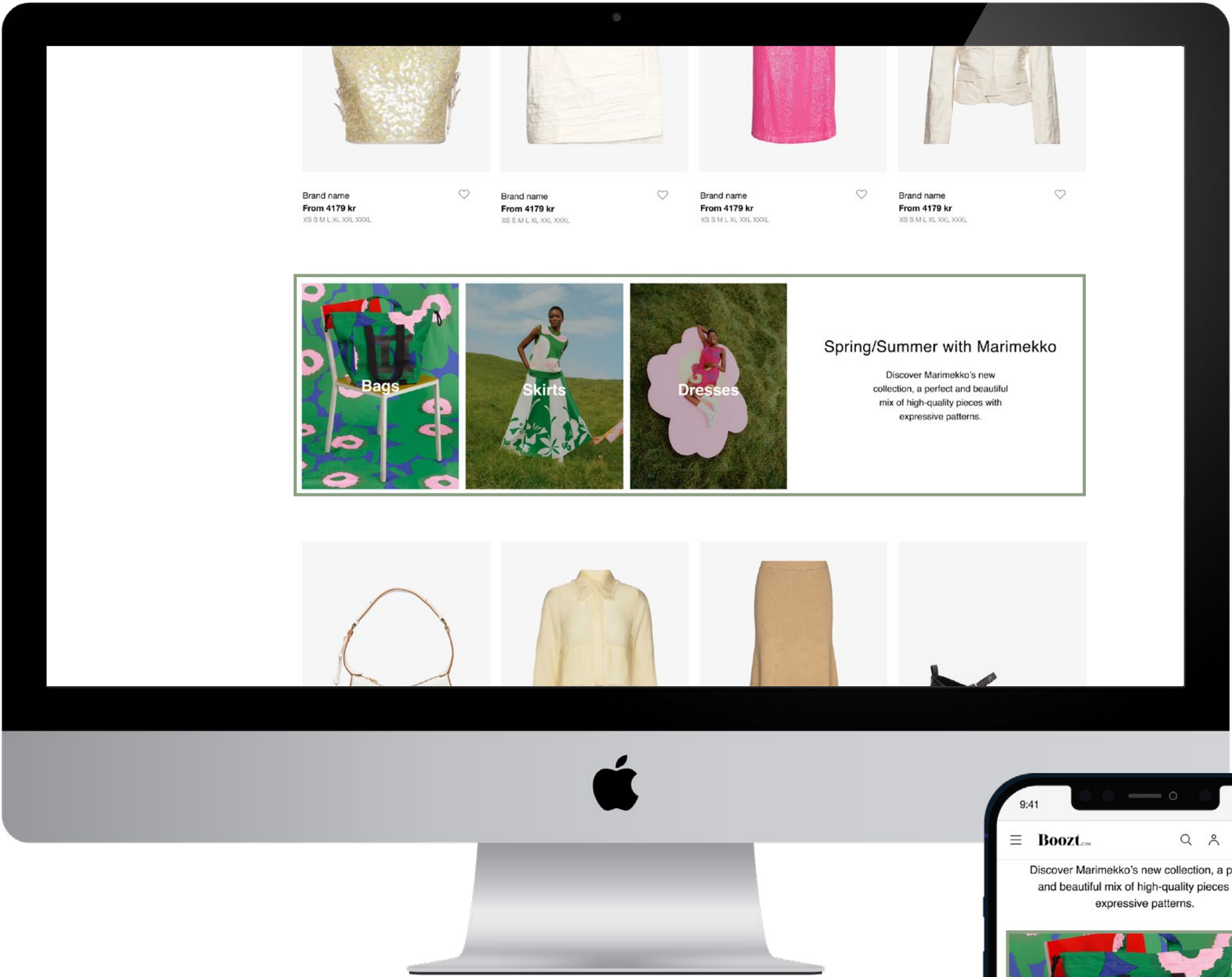
- Support your upcoming branding campaign or a new collection drop with sponsored products and push short-term sales.
- Utilize the long-term benefits of always being present when relevant in-market customers visit Boozt by running an always-on track with a wide selection of products.
- Push specific products with specific targeting based on knowledge from the Boozt Data Intelligence tool, which can increase profitability by upwards of 19x compared to non-sponsored products.

HOW IT WORKS



CATEGORY BRANDING BANNER

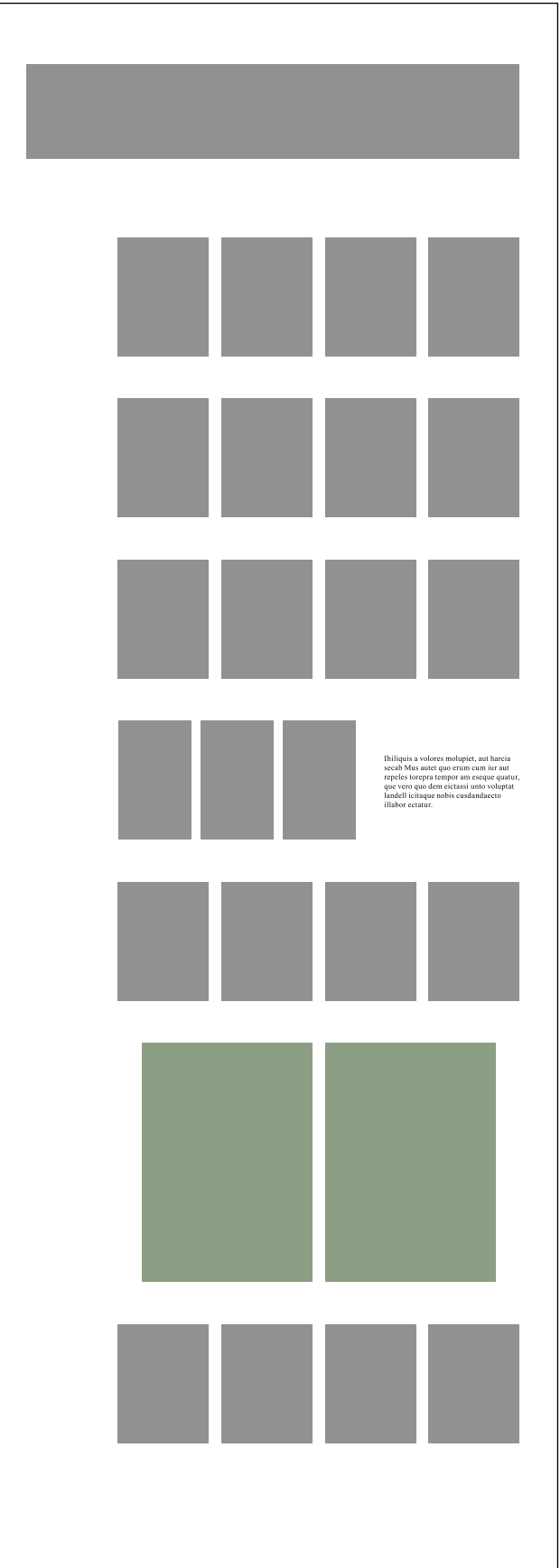
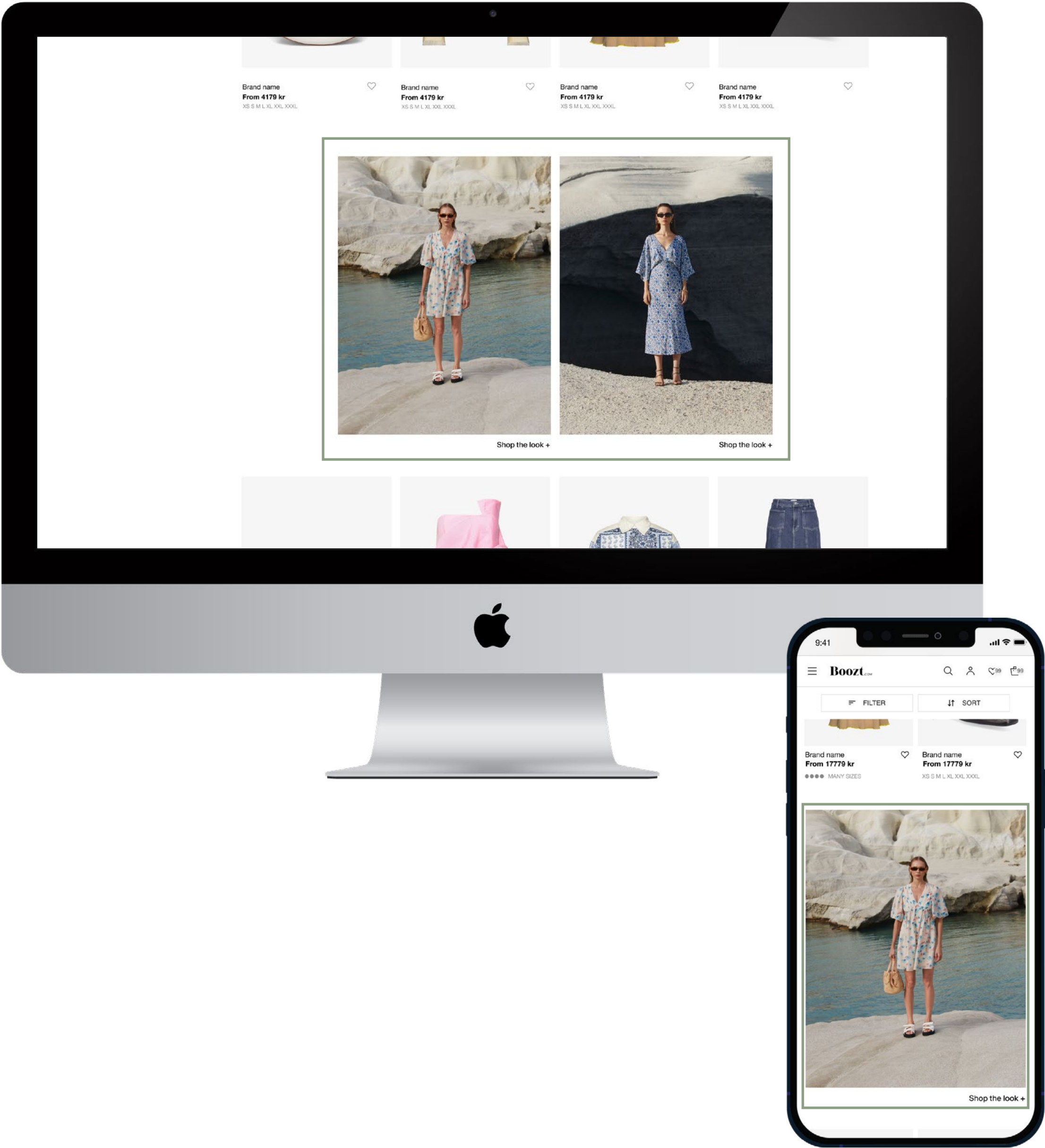
In-listing branding banner with 3 images, inspirational text, and headline. Visible in the 4th row of the booked category. Possible to link to 3 optional categories.



CATEGORY SHOP THE LOOK

In-listing shop the look banners with 2 inspirational images and up to 5 EANs / image. Visible on the 6th row of the booked category.

Note! Minimum one product featured on the look should be available in the category.



NEWSLETTER


BRANDING E-MAIL

Inspirational branding e-mail sent to relevant customers.
One send-out in a defined week.

Fashion Kids
Sport Home Beauty

Boozt


This is INWEAR





InWear

InWear was founded in 1969 in Copenhagen and embodies a 50-year legacy of modern, minimalist design. We unite under a shared sense of style, passion, and love of what we do.

Shop INWEAR →







Shop now →

CUSTOMER SEGMENTS E-MAIL

Send out newsletters and activate one or all of your customer segments from your Boozt Data Intelligence (BDI) tool:


- Entry Customers
- Active Customers
- Sleeper Customers

Through our first part data, all e-mails are customized to each individual customer in the different segments.

Boozt


Fashion Kids Sport Home BeautyMy Account

We miss you Anna




It has been a while...

We wanted to remind you of the wonderful experience and products that await you




Take your chance now

Discover favourites on discount before it is to late



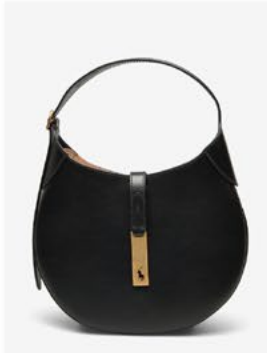
Ralph Lauren
199kr




Ralph Lauren
199kr

Shop now →

Shop now →



Ralph Lauren
199kr



Ralph Lauren
199kr

Shop now →


Shop now →

Boozt


Fashion Kids Sport Home BeautyMy Account

Welcome to Stylein


We are happy to see that you like this brand



New arrivals, discover the latest launches onsite




Stylein




Stylein

Shop now →


Shop now →



Are you still interested?



splash text
Stylein
199kr



splash text
Stylein
199kr


Shop now →

Shop now →

Boozt

Fashion Kids Sport Home BeautyMy Account


Thank you for being a customer



We are happy to see that you like Dagmar.

Explore fresh styles for the season.


Discover now →




You may also like

New in from your favourite brand


Get a look at them before anyone else does




Dagmar
199kr



Dagmar
199kr



Dagmar
199kr



Dagmar
199kr

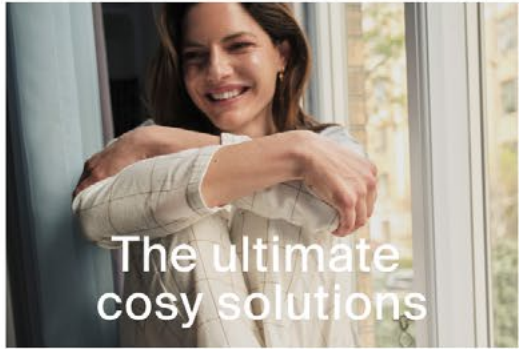
Shop favourites →

NEWSLETTER BRAND BANNER

Branding banner placed in the middle of a relevant e-mail. NB. Including a good offer on Boozt. One send-out in a defined week.

Fashion Kids
Sport Home Beauty


Boozt




The ultimate
cosy solutions

We've curated a collection of knitwear, sportswear
and home essentials that will make you want to
snuggle up and stay in.

Shop now →



Object
399kr






Selected Femme
799kr

Shop Fashion →


Shop Beauty →

Stylein



Shop Stylein →

Just now



Stylein

Season's new must-haves
from Stylein

Shop now →

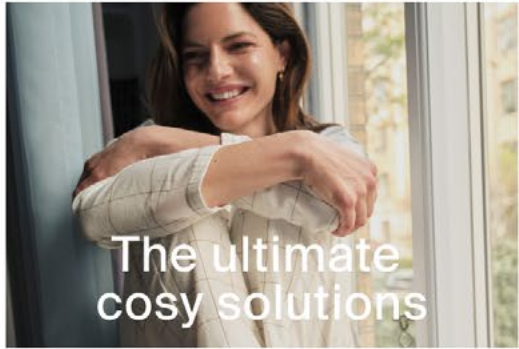
NEWSLETTER PRODUCT CAROUSEL

Display three products in a Boozt newsletter send-out.
One send-out in a defined week.

Fashion Kids

Sport Home Beauty


Boozt




The ultimate cosy solutions

We've curated a collection of knitwear, sportswear and home essentials that will make you want to snuggle up and stay in.

Shop now →



Object
399kr






Selected Femme
799kr

Shop Fashion →


Shop Beauty →

Stylein



Shop Stylein →

Just now



Stylein

Season's new must-haves from Stylein

Shop now →

APP PUSH

APP PUSH

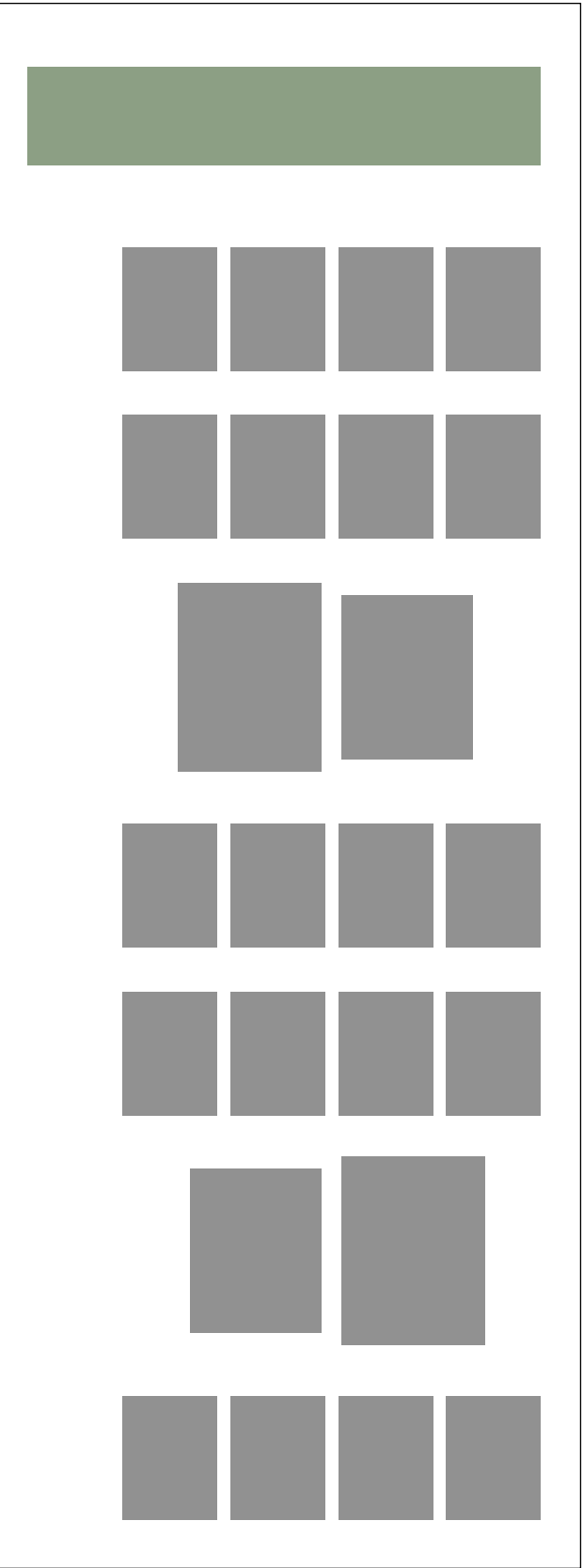
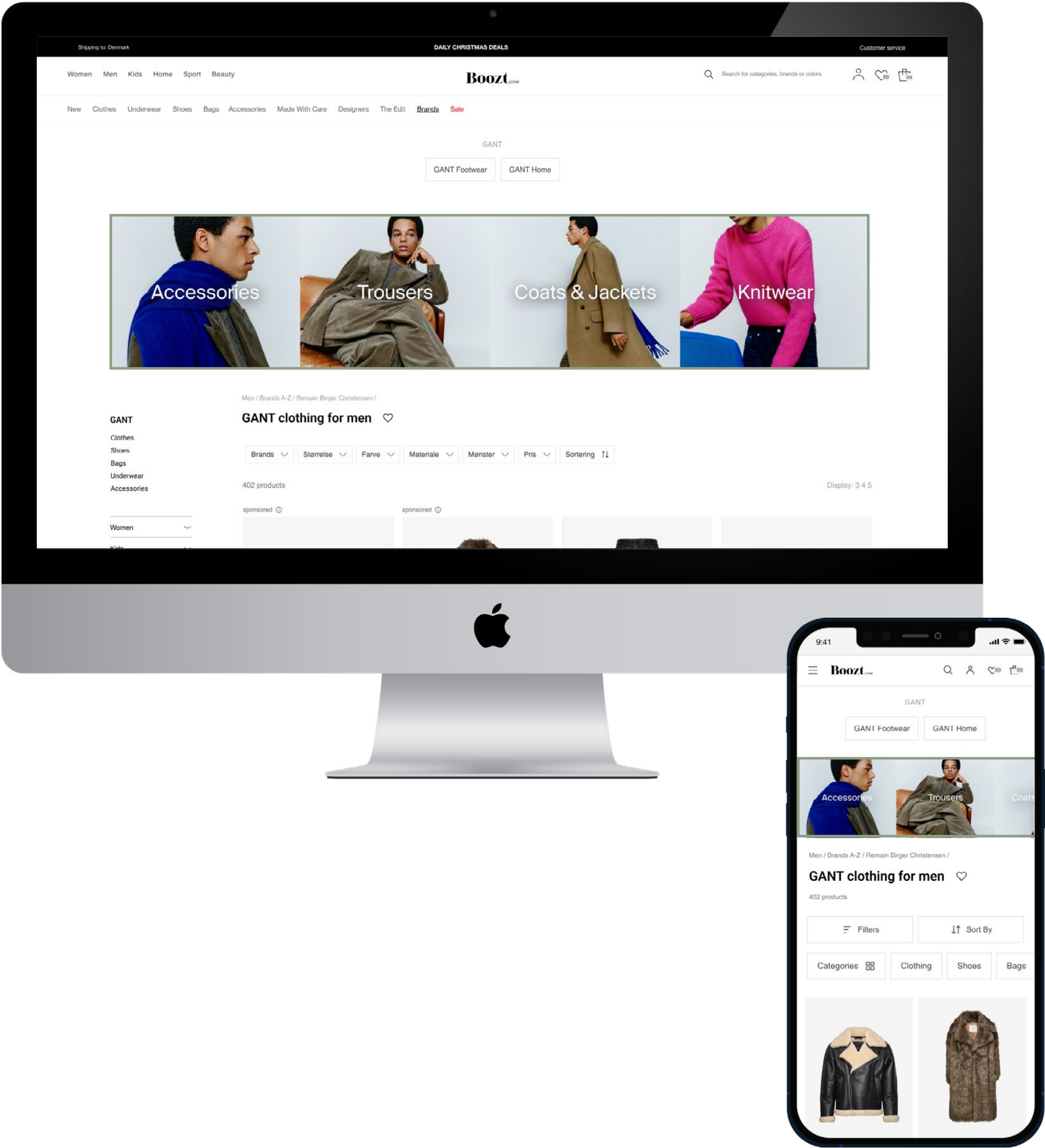
Choose your own relevant segment to reach with a highly impactful push notification that is both great for branding and tactical purposes, and will drive great traffic.



BRANDWALL

PREMIUM BRANDWALL

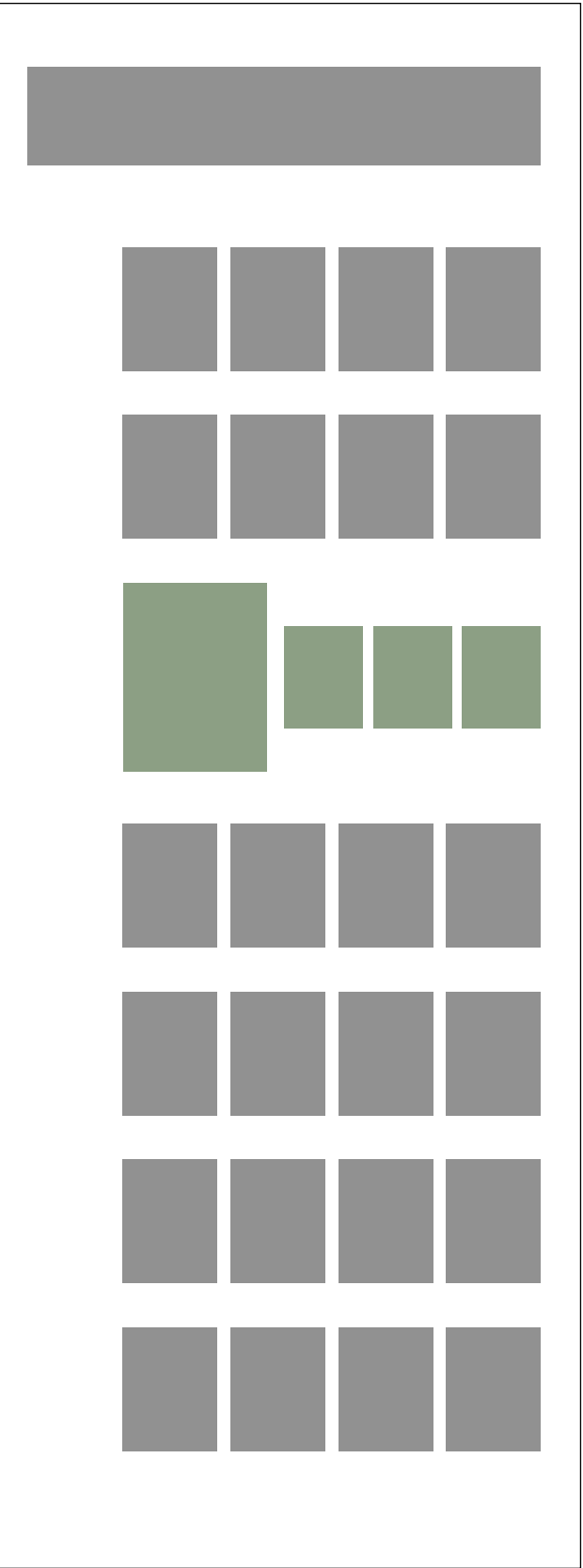
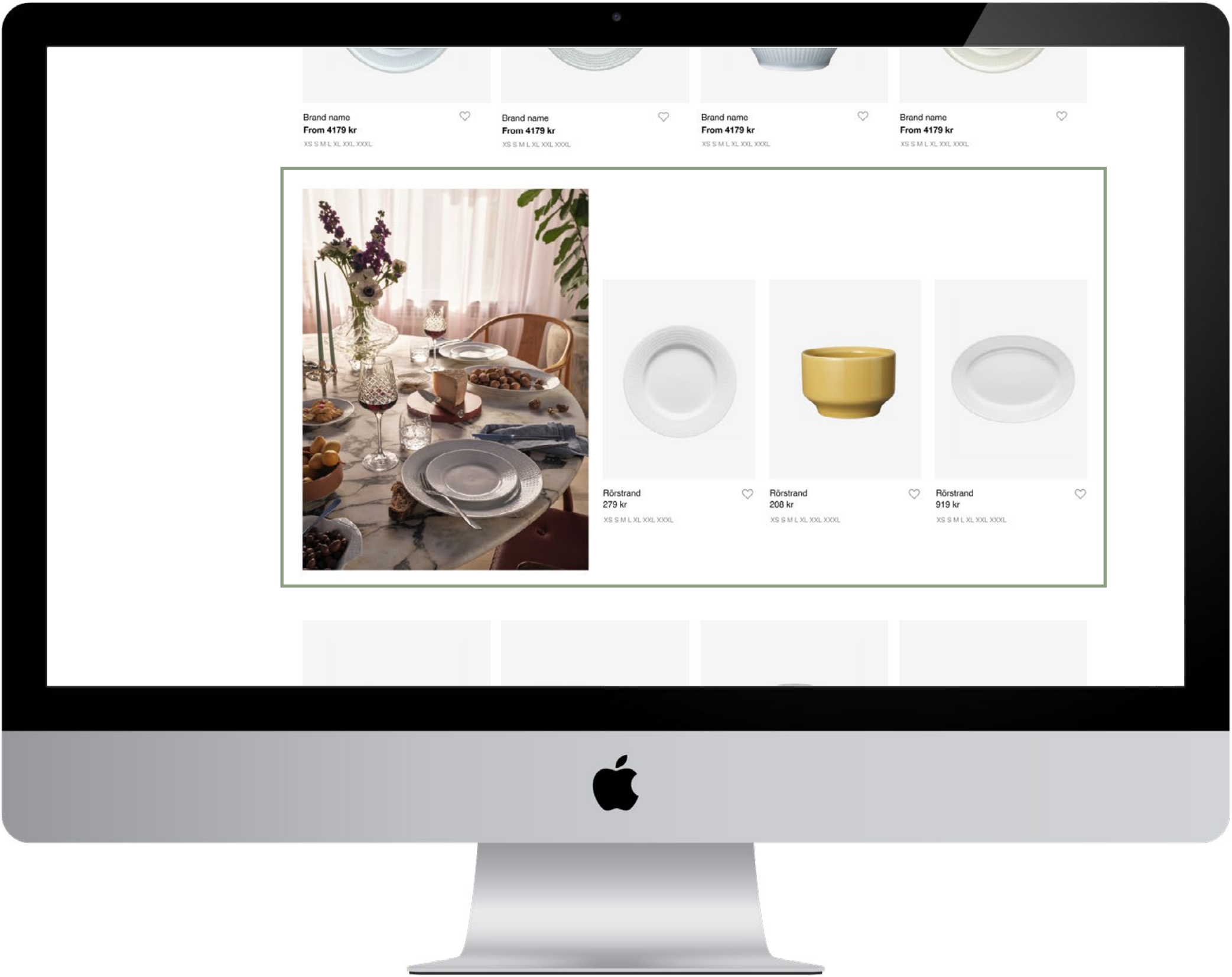
Inspire the customers with category sections on the brandwall. The brandwall can be changed up to 4 times for the year of duration, to match the different seasons or specific campaigns.



COMPONENT: IMAGE CAROUSEL

Inspire and convert in the same component, with a large portrait image and up to 6 products that you want to highlight.

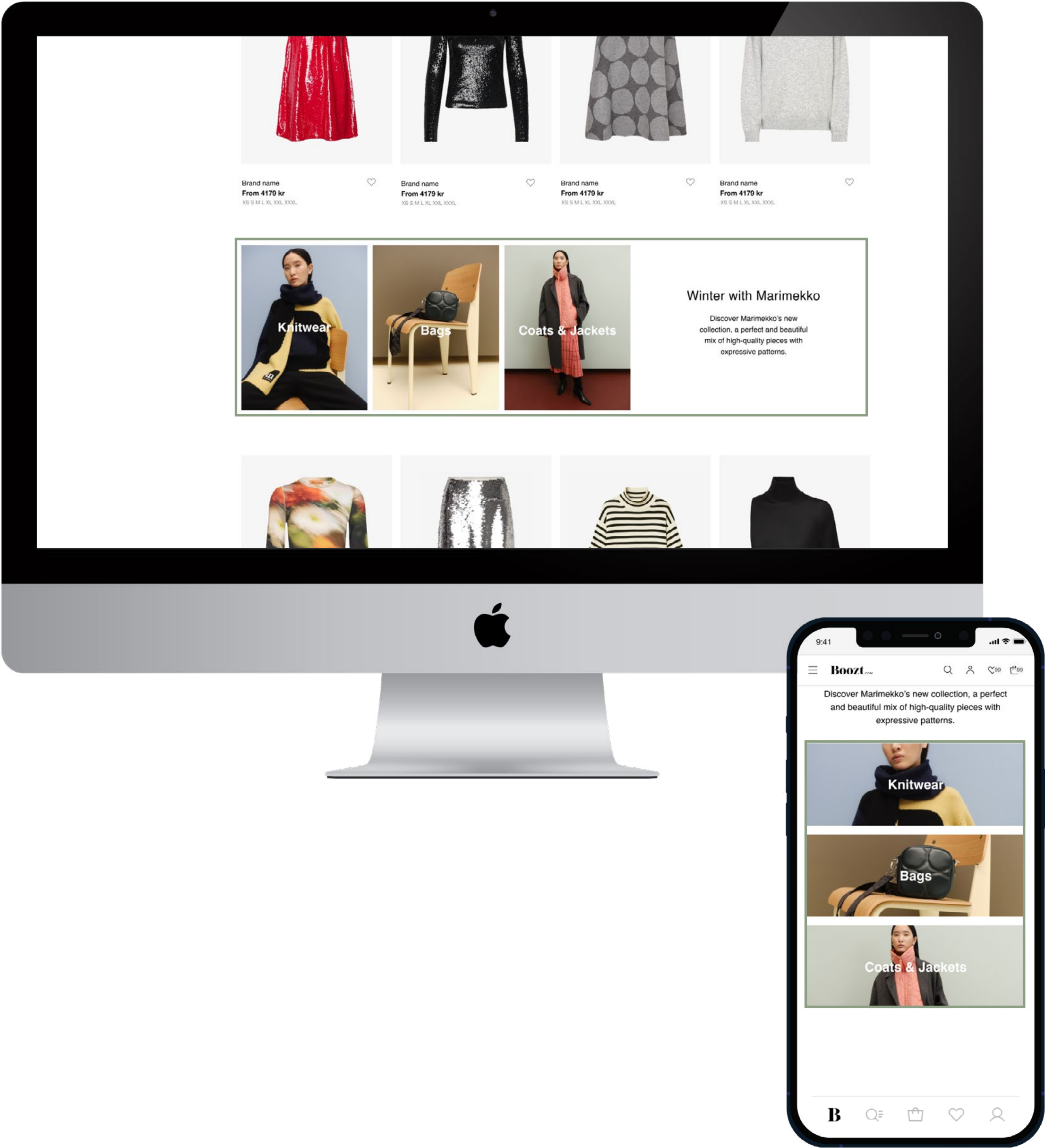
- 1 image
- Up to 6 products (minimum 3)



COMPONENT: CATEGORY BANNER

Three clickable images that allow your customers to engage with the banner and drive traffic to subcategories of your choice, alongside a small text and CTA button.

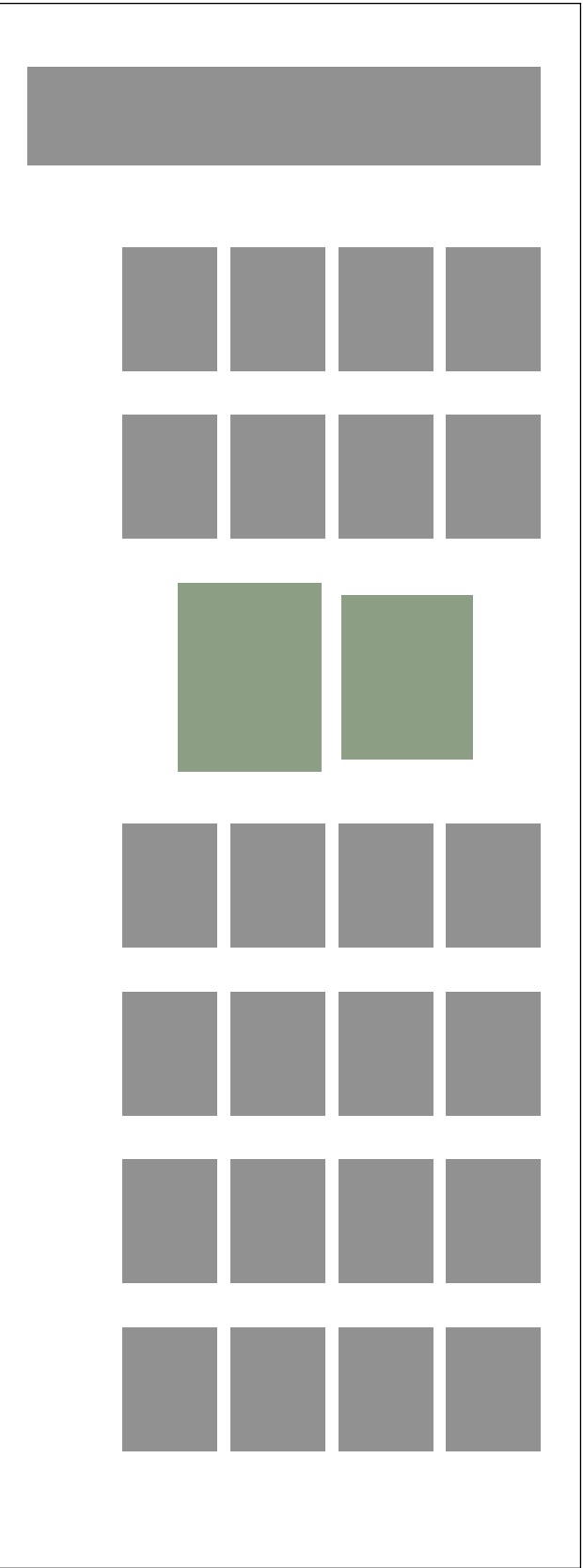
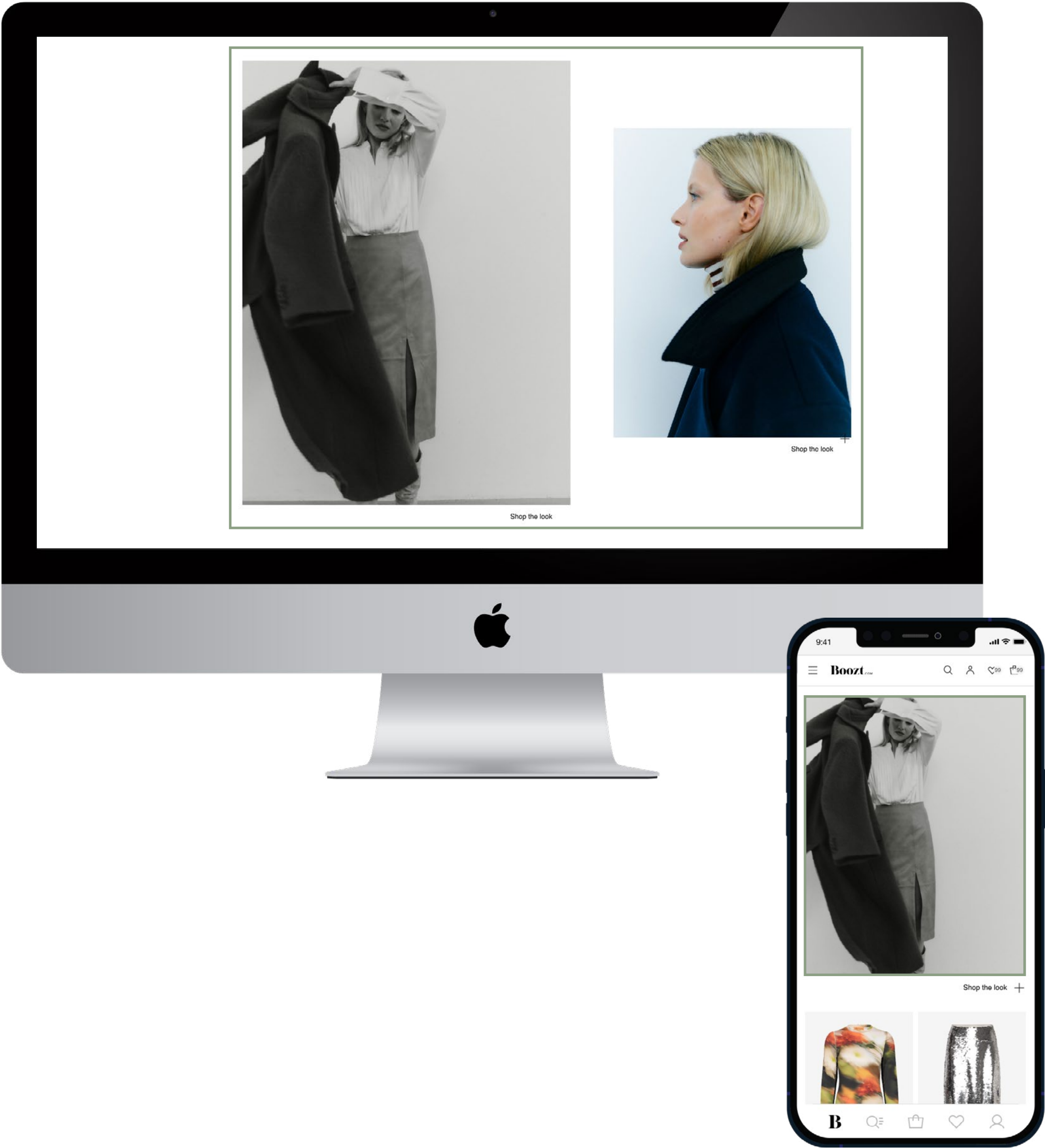
- 3 linked images
- Shorter text



COMPONENT: SHOP THE LOOK

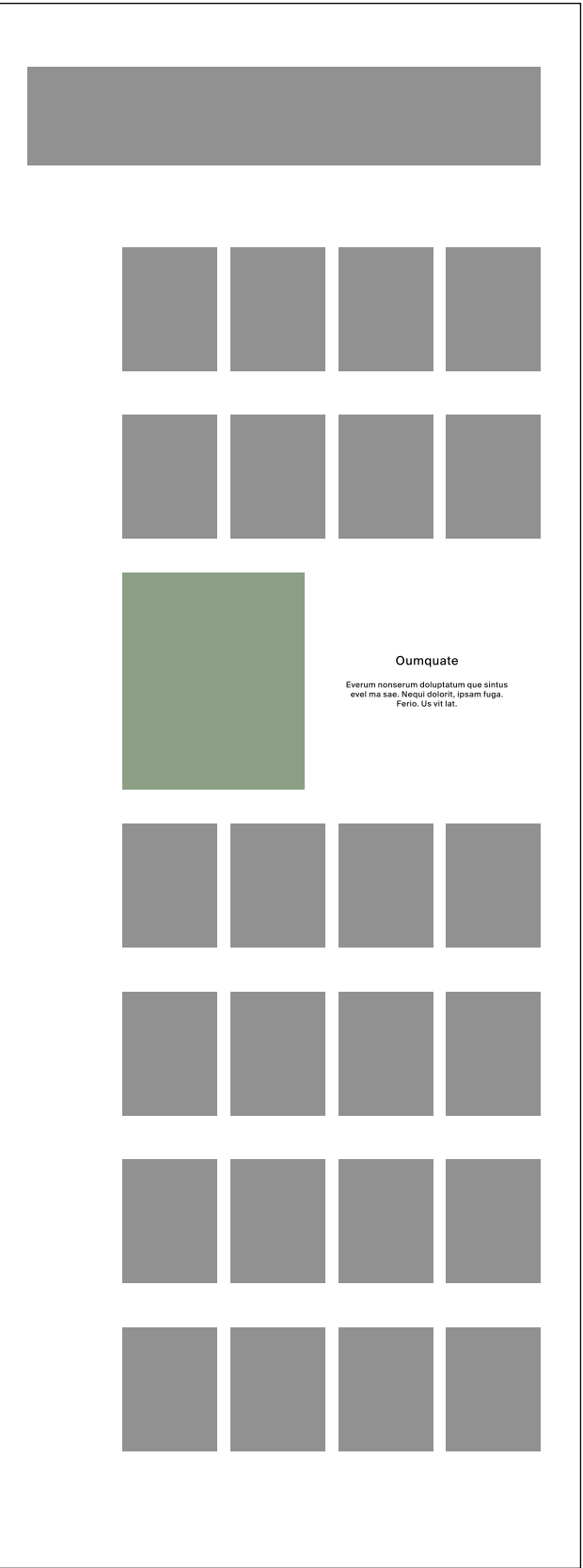
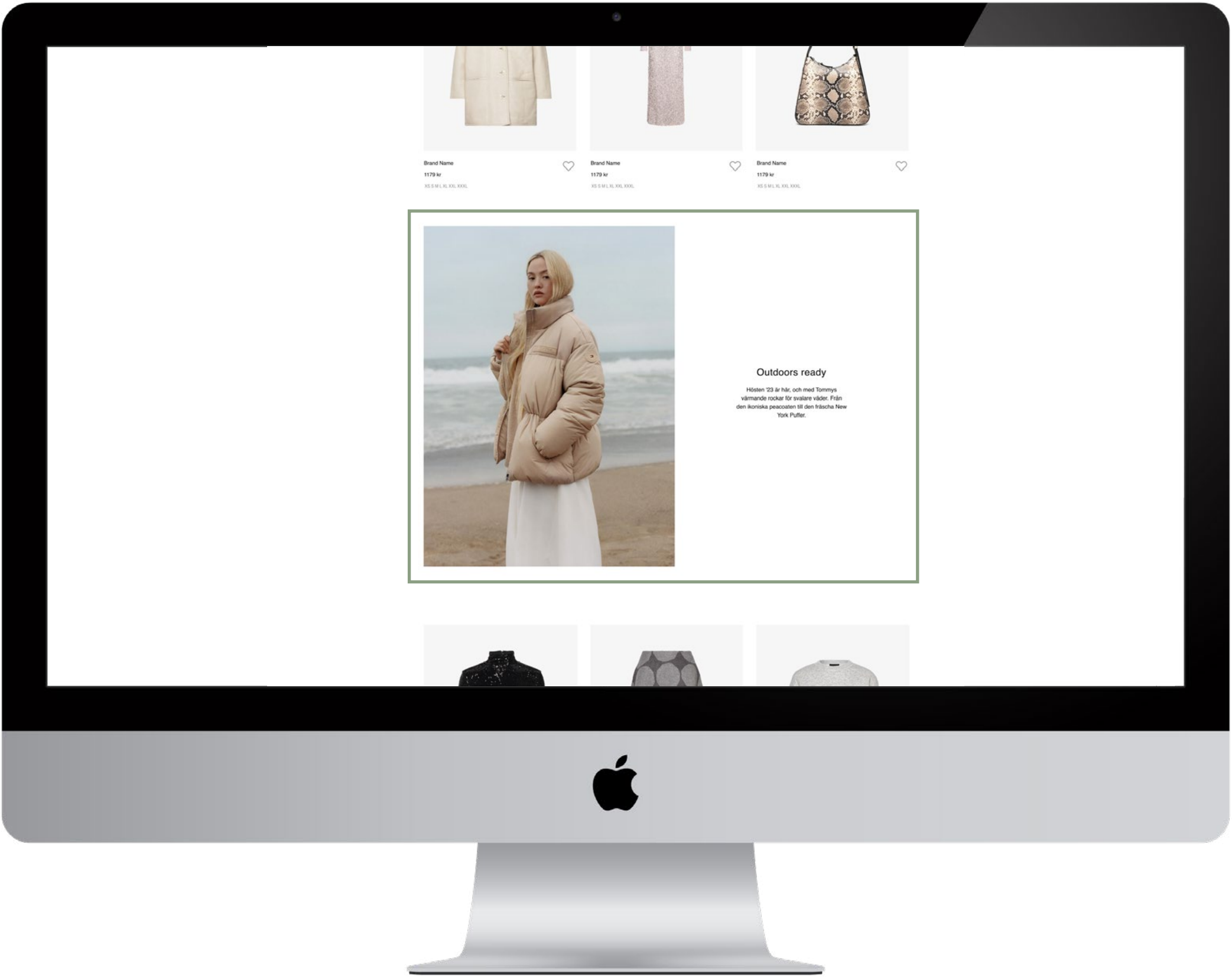
A clickable component that will showcase inspiring model images and allow customers to shop the looks or similar styles to the looks on the models.

- 2 images
- Up to 4 styles/image



COMPONENT: MAIN PORTRAIT TEXT

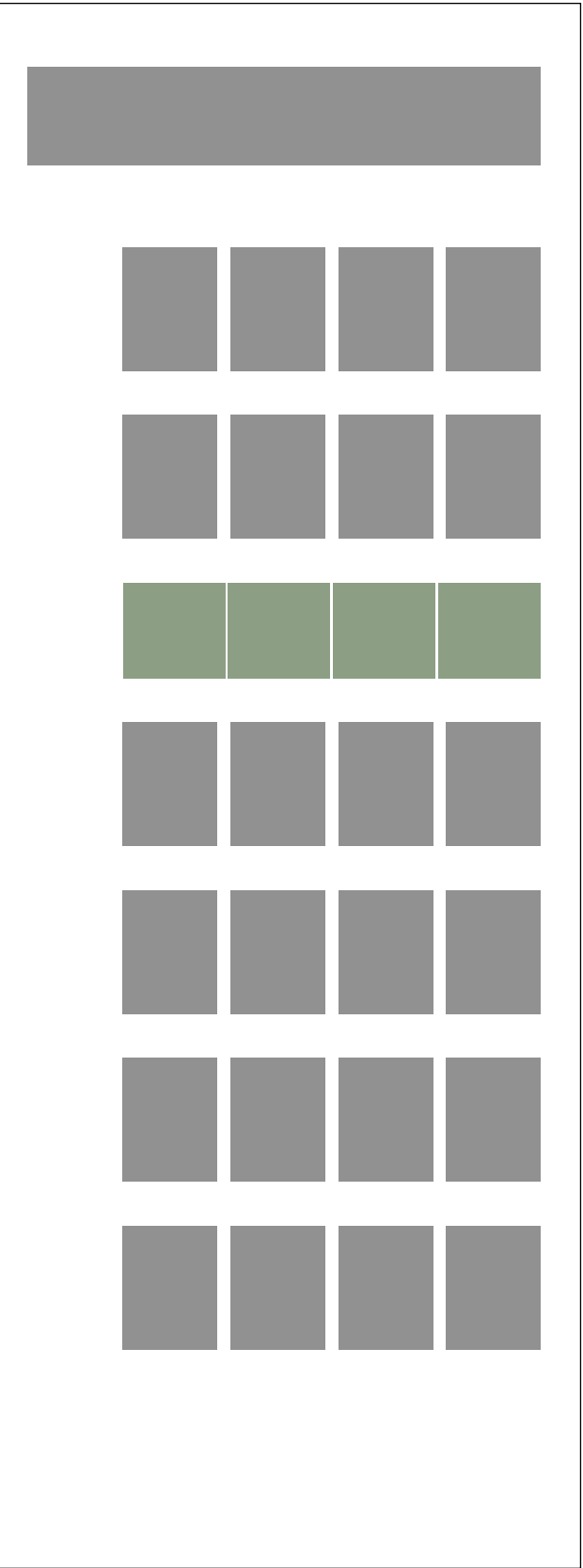
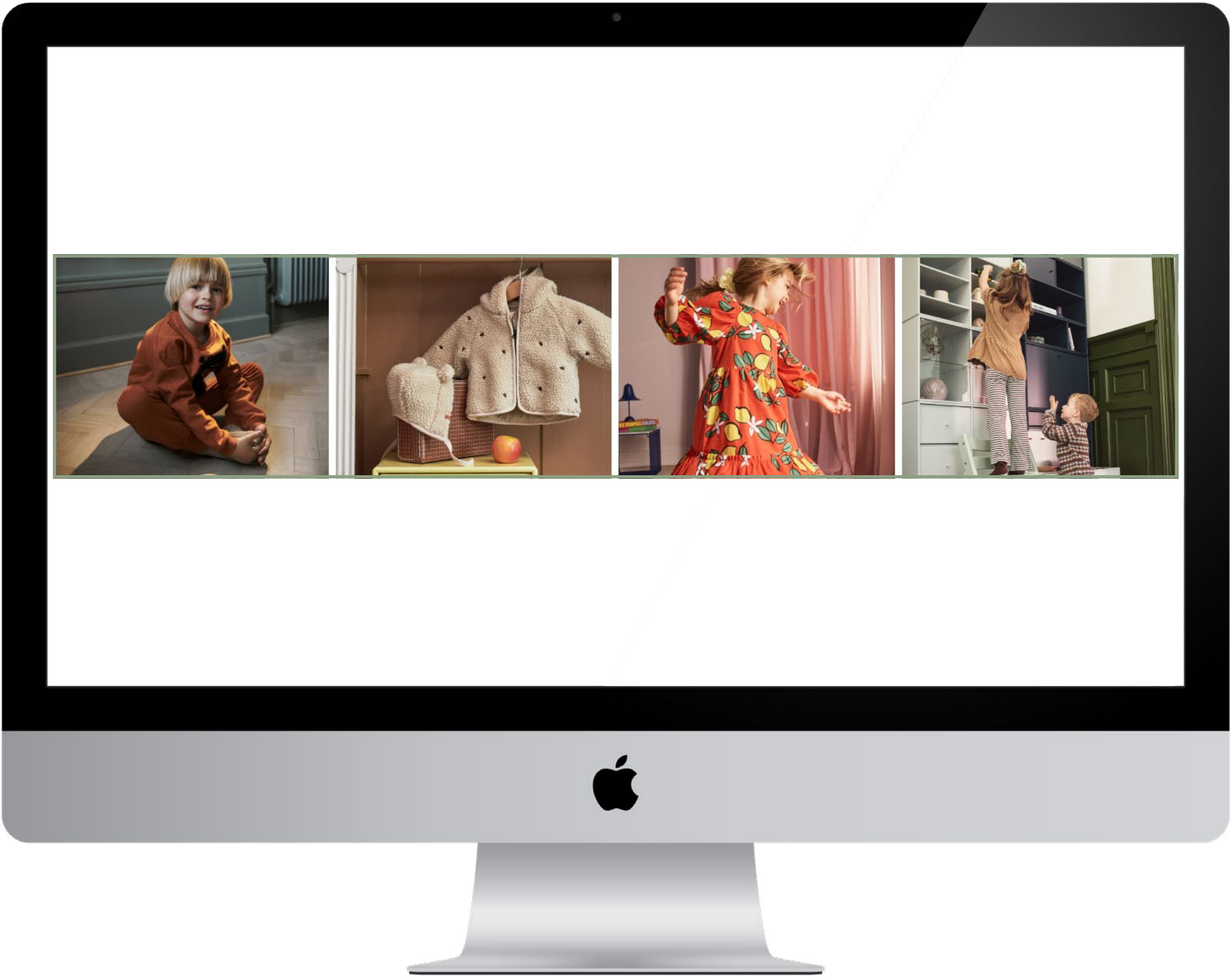
An eye-catching large image will draw the customer's attention and allow for inspirational content together with a longer text that will tell a current and relevant story about the brand or the season.



COMPONENT: FOUR IMAGES

Include images throughout your brandwall and inspire the customer when they scroll through your brandwall, giving a nice break between product images.

- 4 images



SUBCATEGORY

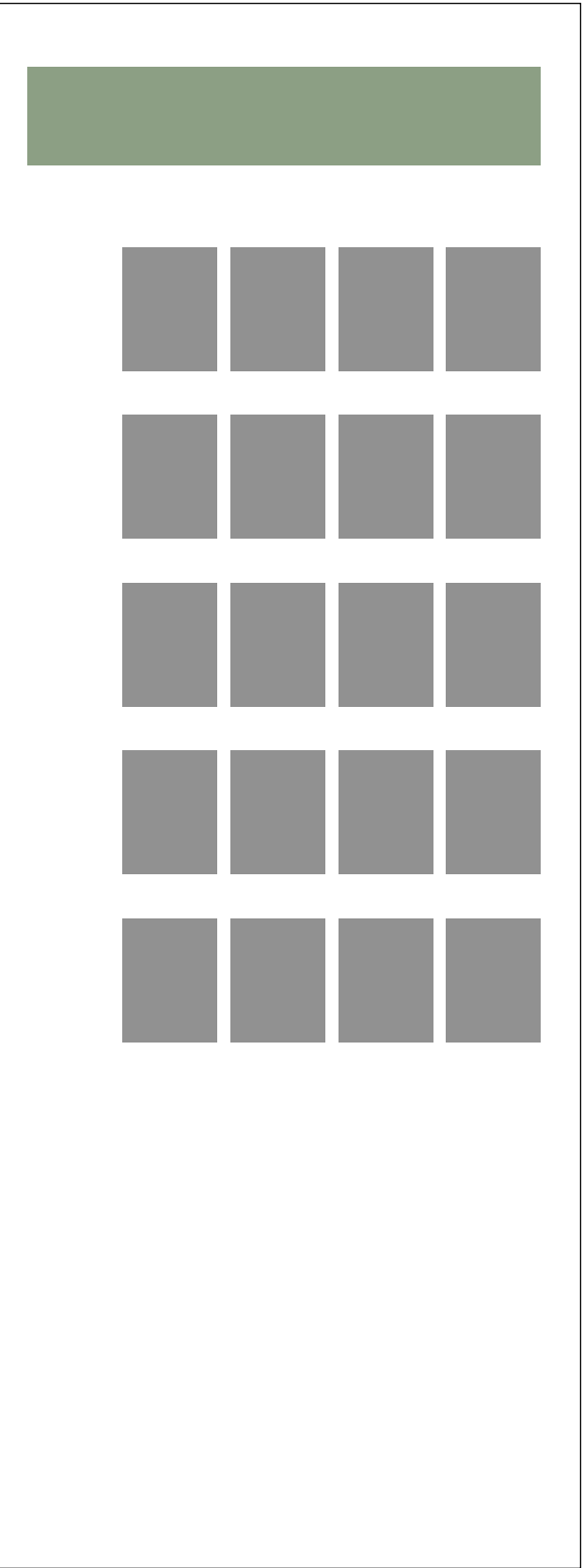
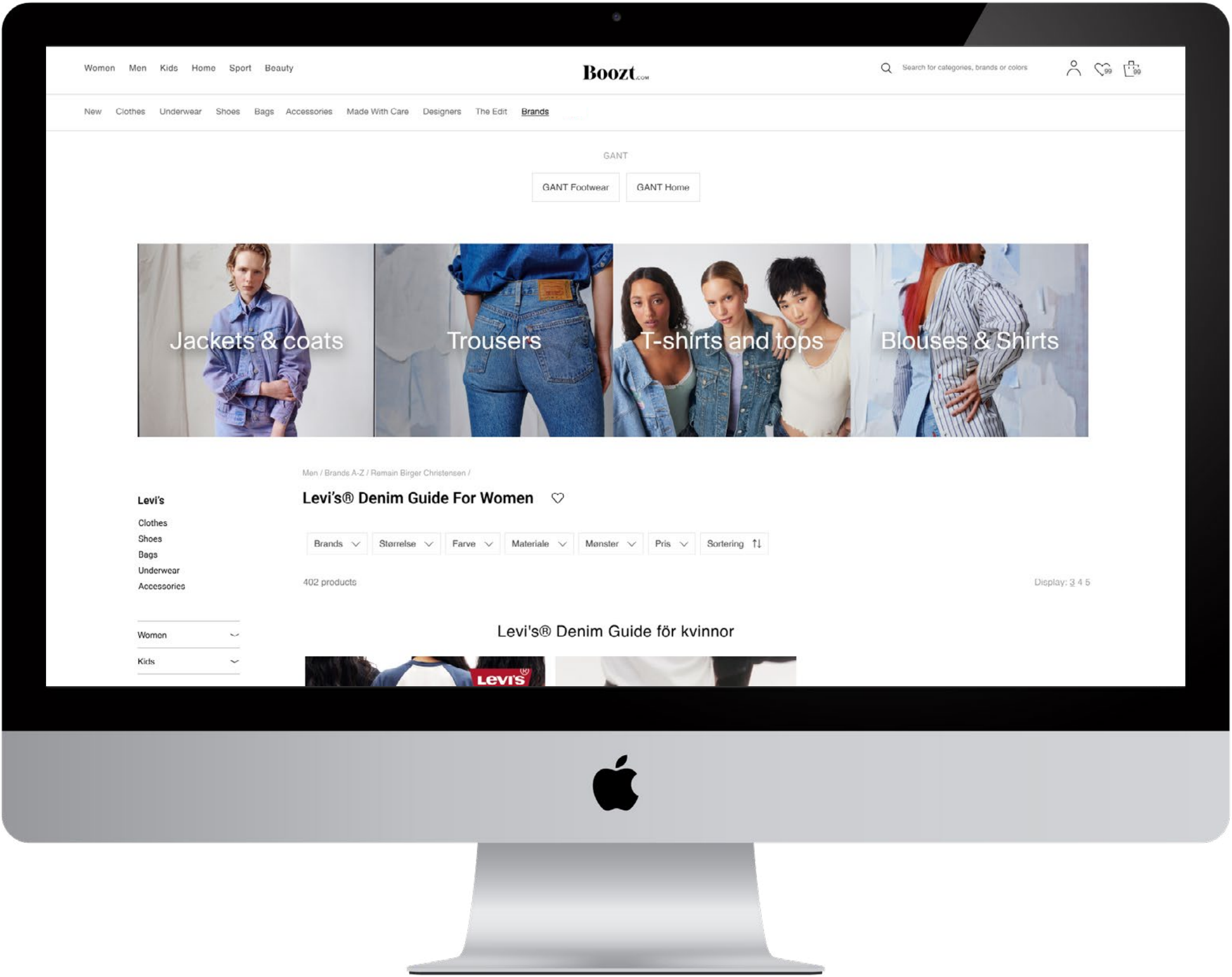
Feature the new collection or gather cherry-picked products with inspiration context, in a new customized subcategory on your brandwall.

Basic package:

- Creation of a new subcategory at the top of the category menu on the brandwall
- Brandwall banner of choice
- Filtered products of choice - minimum 10 styles

Premium package:

- Creation of a new subcategory at the top of the category menu on the brandwall
- Brandwall banner of choice
- Filtered products of choice - minimum 10 styles
- Depending on the number of styles, minimum one element added to the product page



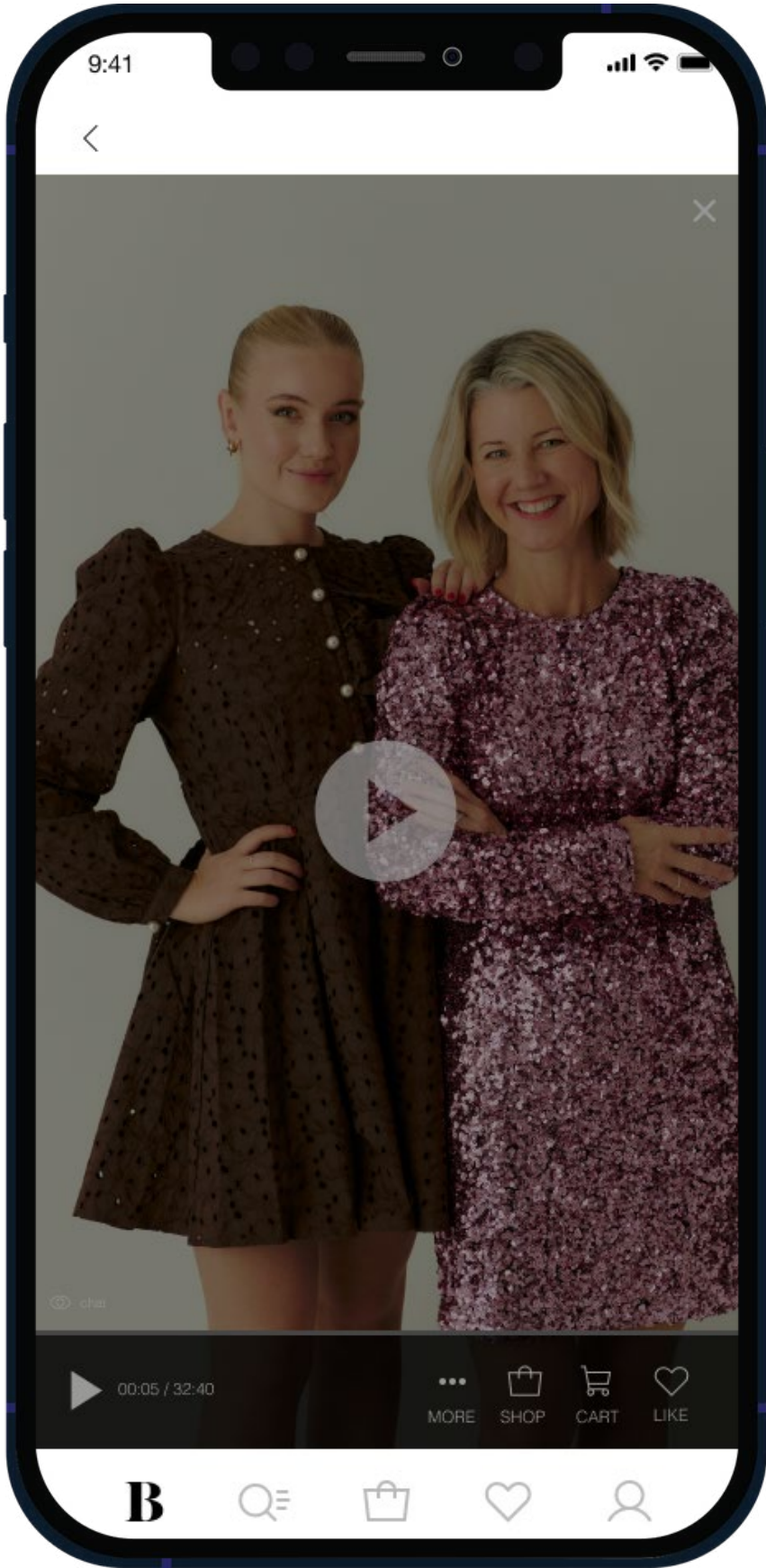
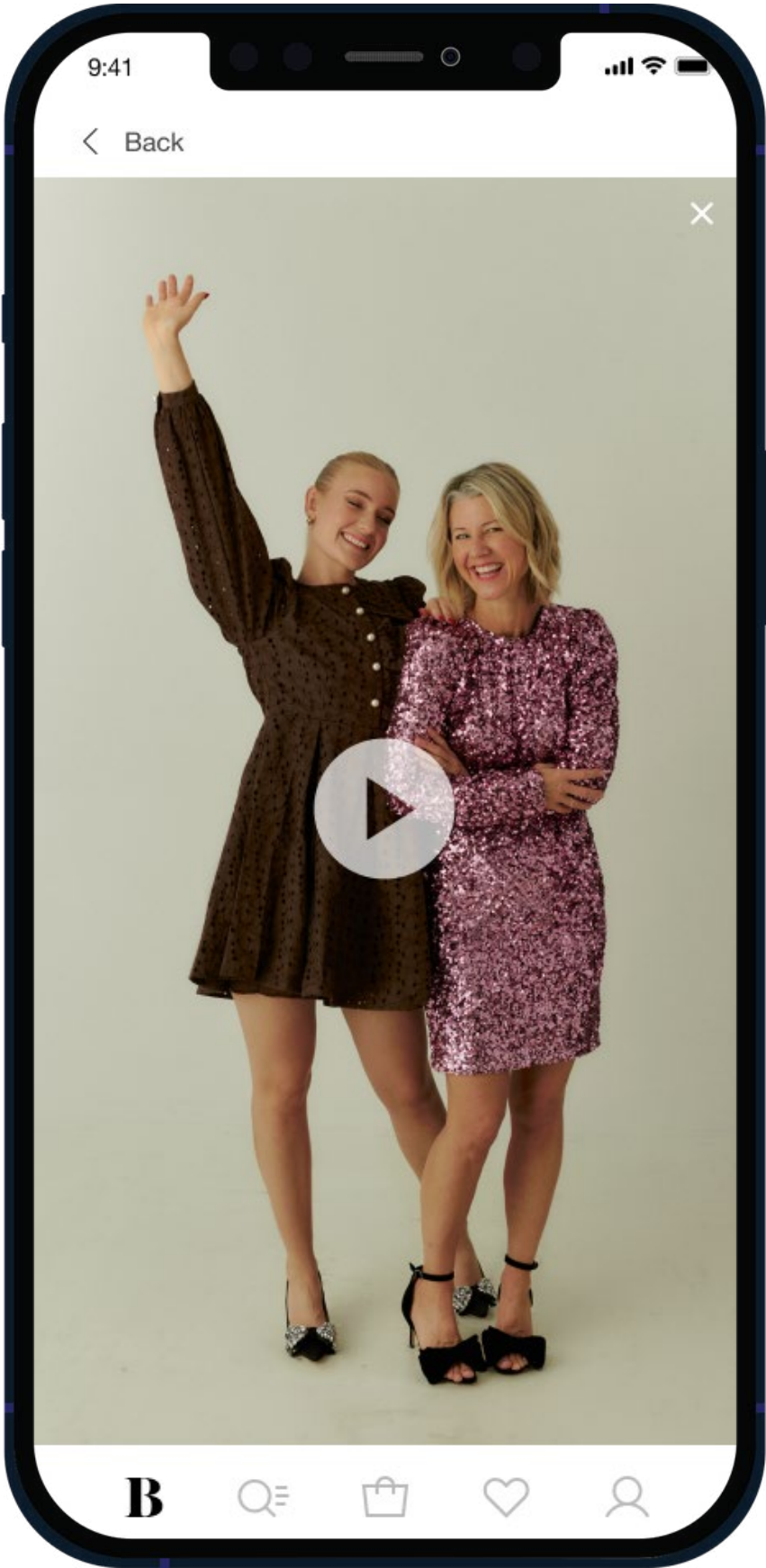
LIVE SHOPPING

LIVE SHOPPING

Full brand-owned show

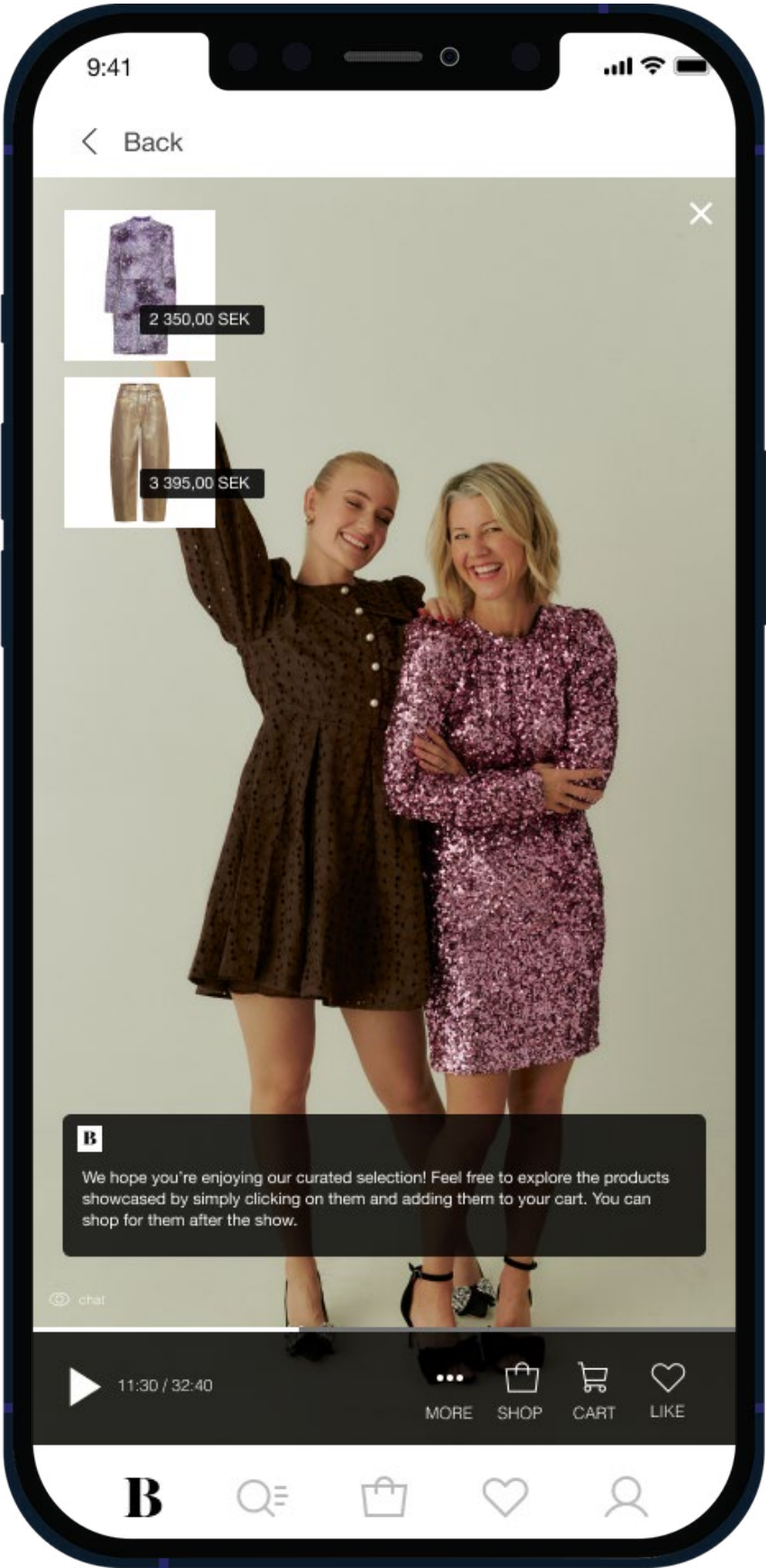
A full dedicated show for your brand can be booked on request.

- Boozt will handle everything you need to set up and run a show.
- Timing is decided pending Boozt’s availability, but a minimum of 6 weeks in advance.
- One host for the event, such as an expert stylist or influencer needs to be provided by the brand.
- Promotion package included



LIVE SHOPPING PRODUCT PLACEMENT

Be part of one of Boozt's live shopping shows about fashion and beauty trends, tips, and seasonal must-haves. Select one or more products that will be highlighted during the show. The show will be streamed live on both Instagram and Boozt platforms, granting double exposure to the content.



LIVE SHOPPING 2024 THEMES

SPRING

Occasion Wear

Spring Trends

SUMMER

Vacation Essentials

Dressing for Summer

AUTUMN

Back to Business

Autumn Trends

Fall Must-Have & Layering

WINTER

Winter Must-Haves

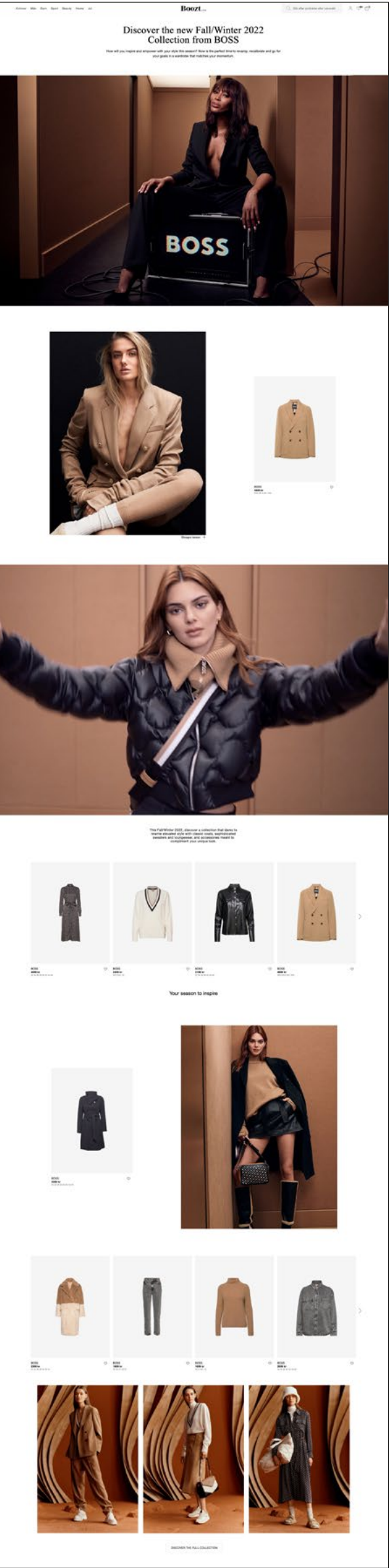
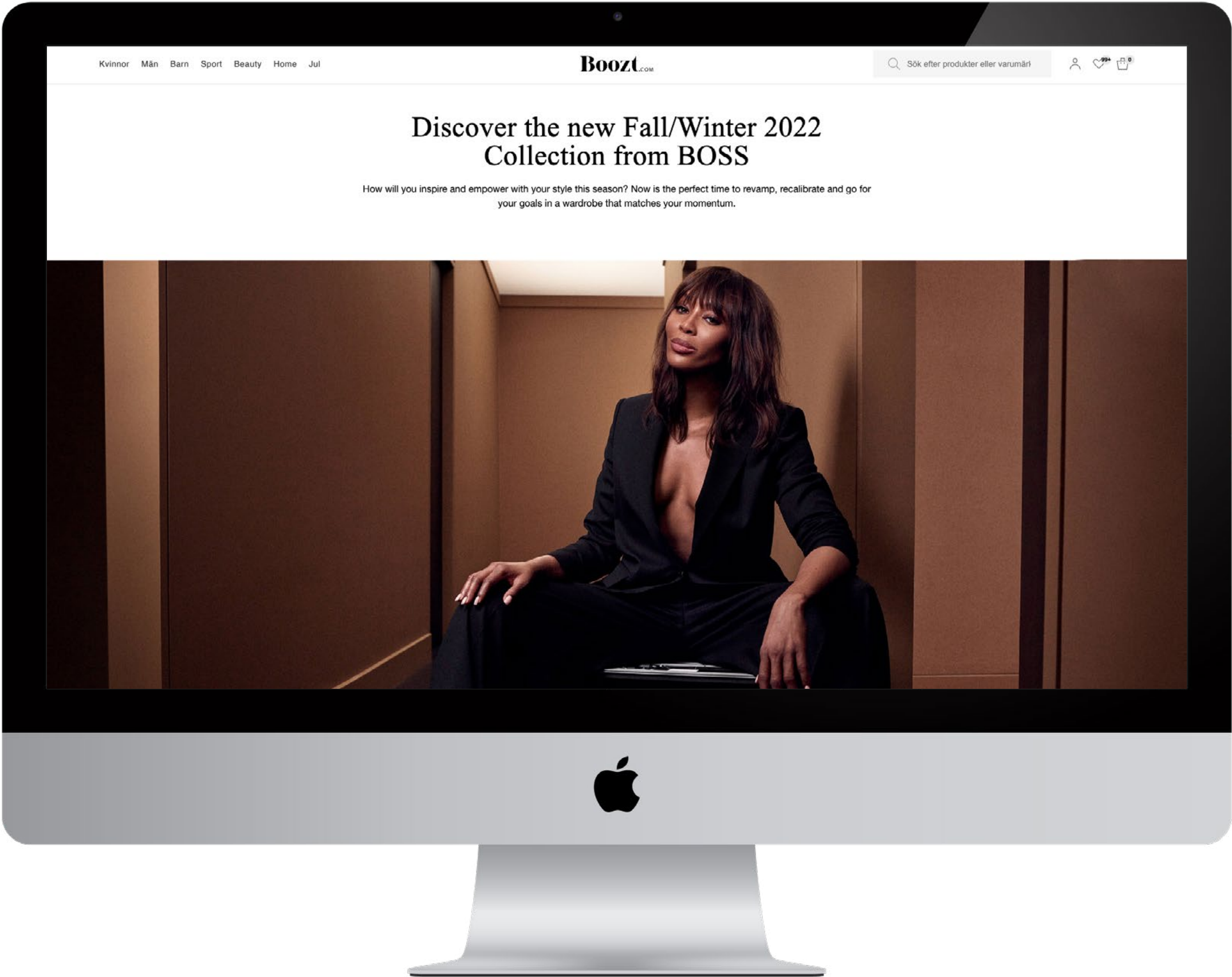
Party Looks

Back to Everyday life

ONLINE EDITORIAL

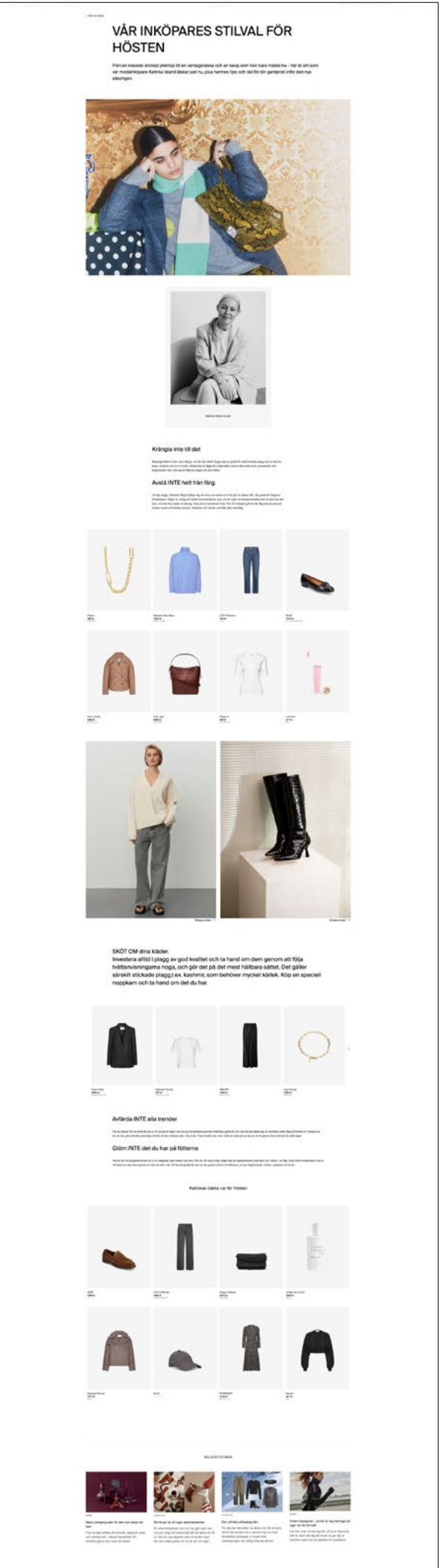
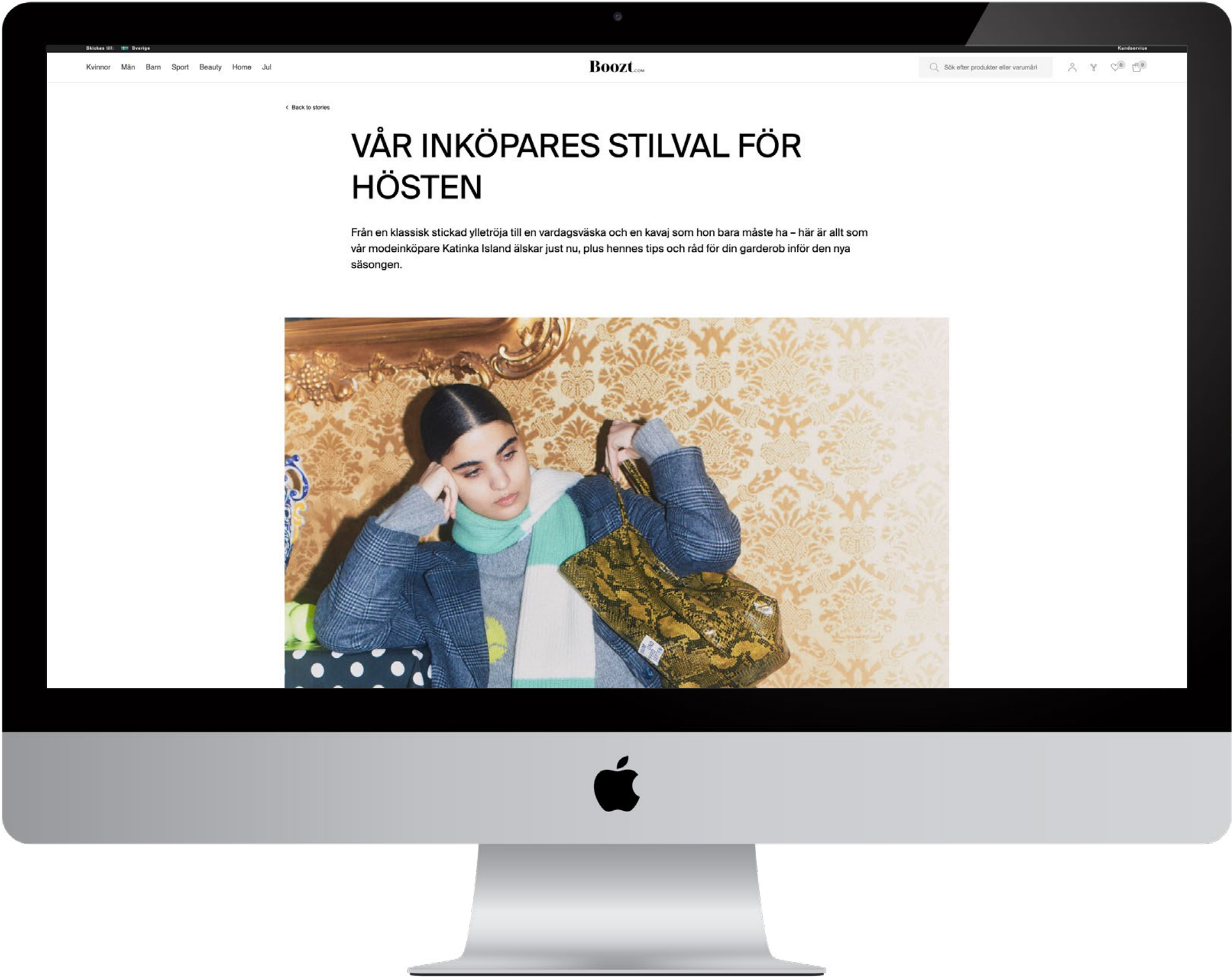
MICROSITE

Unfold your brand universe with a microsite on Boozt. Includes a microsite dedicated to your brand. Content will be written by our professional Editor based on a brief by the brand. The site can include elements like ‘shop the look’, videos, and products with links to Boozt.



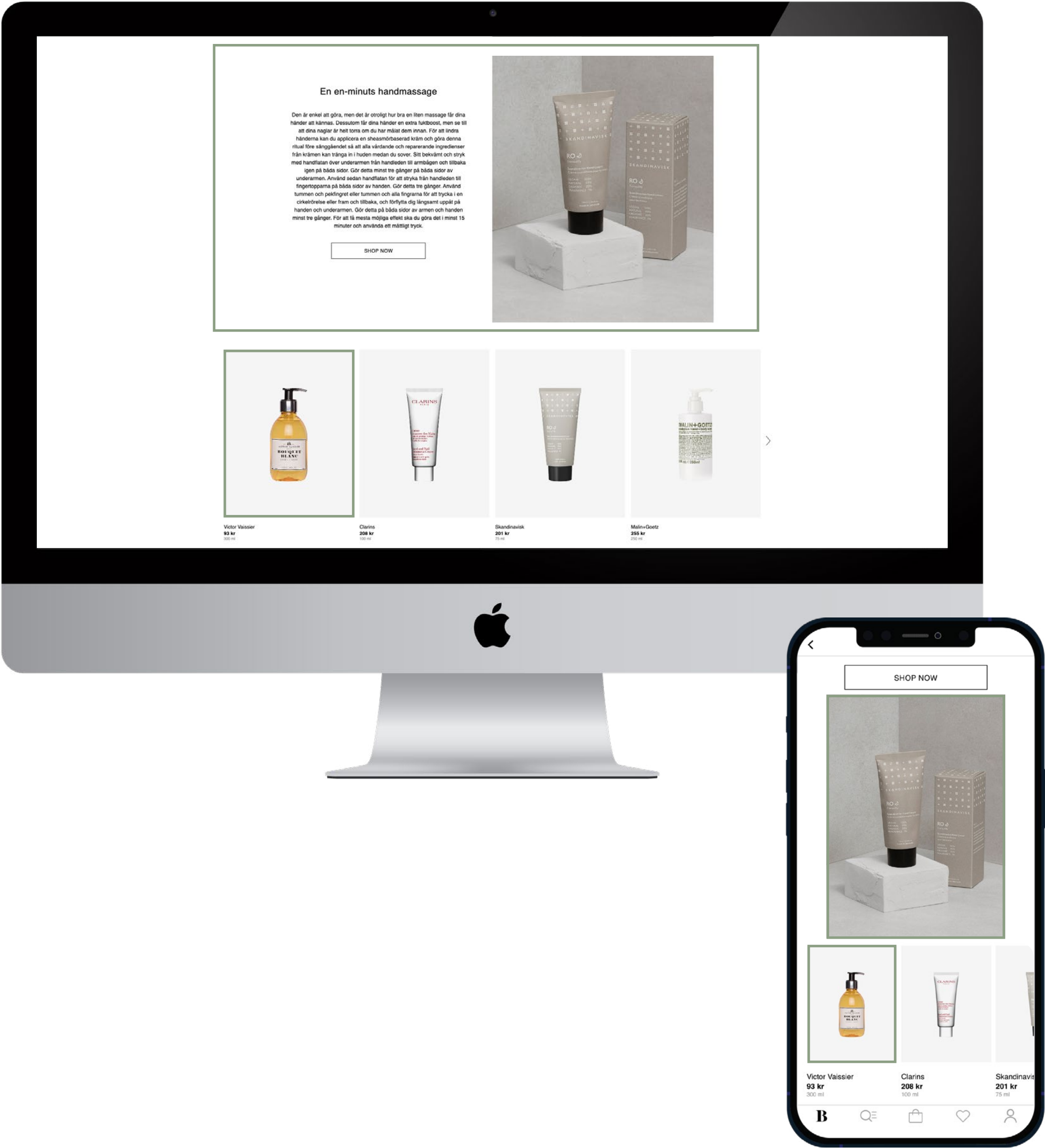
ARTICLE ON THE EDIT

Do you have a good story to tell about your brand and products?
With an article on The Edit, we will unfold your story and link directly to the products on Boozt. Includes one article written by our professional Editor. Content will be created based on a brief by the brand and can include elements like ‘shop the look’, videos, and products with links to Boozt.



PRODUCT PLACEMENT ON THE EDIT

Would you like your brand to be included in an article on Boozt magazine: The Edit? Within an article, you would get either a hero product placement where there would be a large image and detailed product description. Or, your brand could be included on the product panel for a product placement. Both would directly link to the product detail page on Boozt.



THE EDIT 2024 THEMES

SPRING

Occasion Wear

Spring Trends

SUMMER

Vacation Essentials

Dressing for Summer

AUTUMN

Back to Business

Autumn Trends

Fall Must-Have & Layering

WINTER

Winter Must-Haves

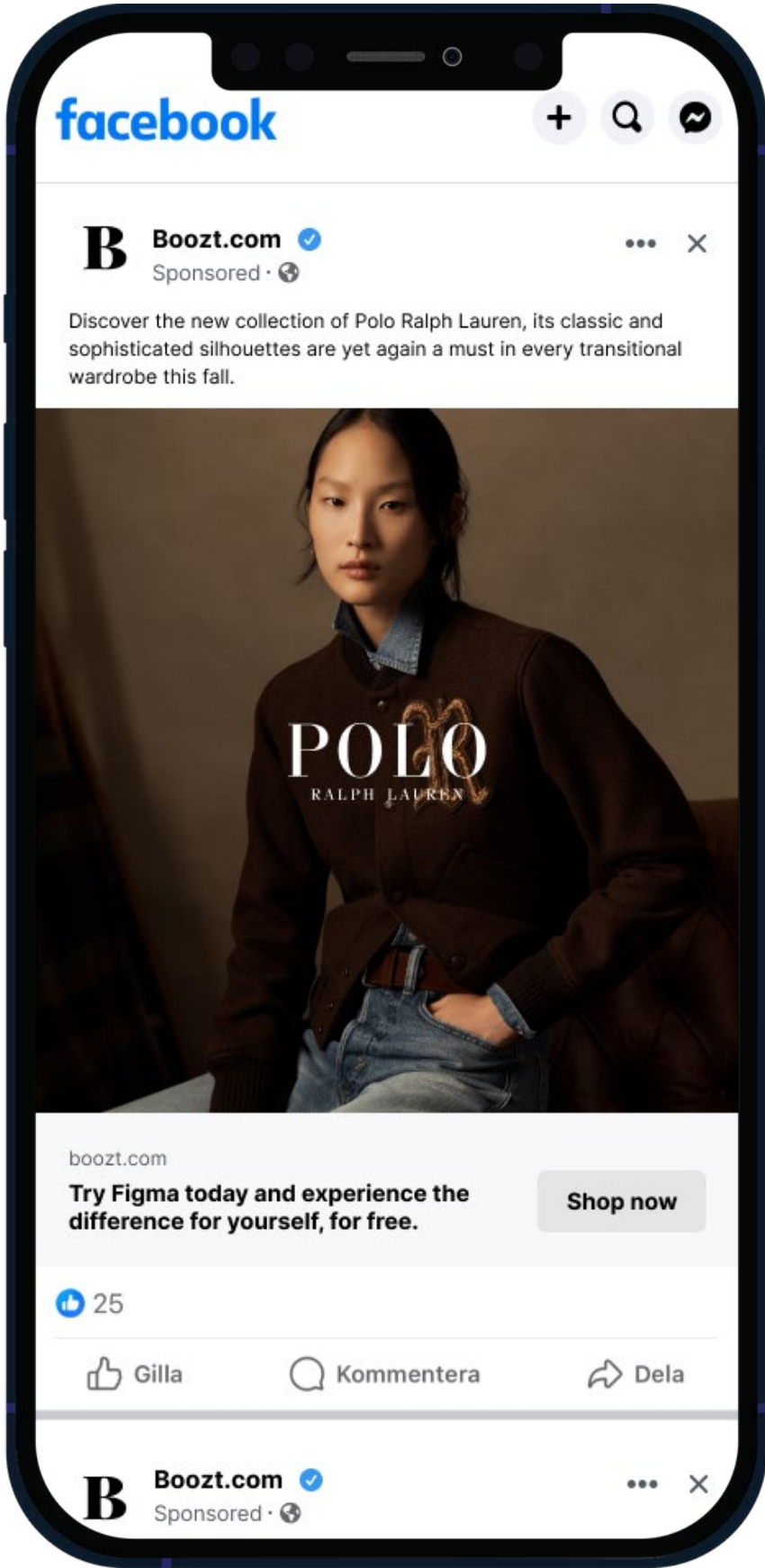
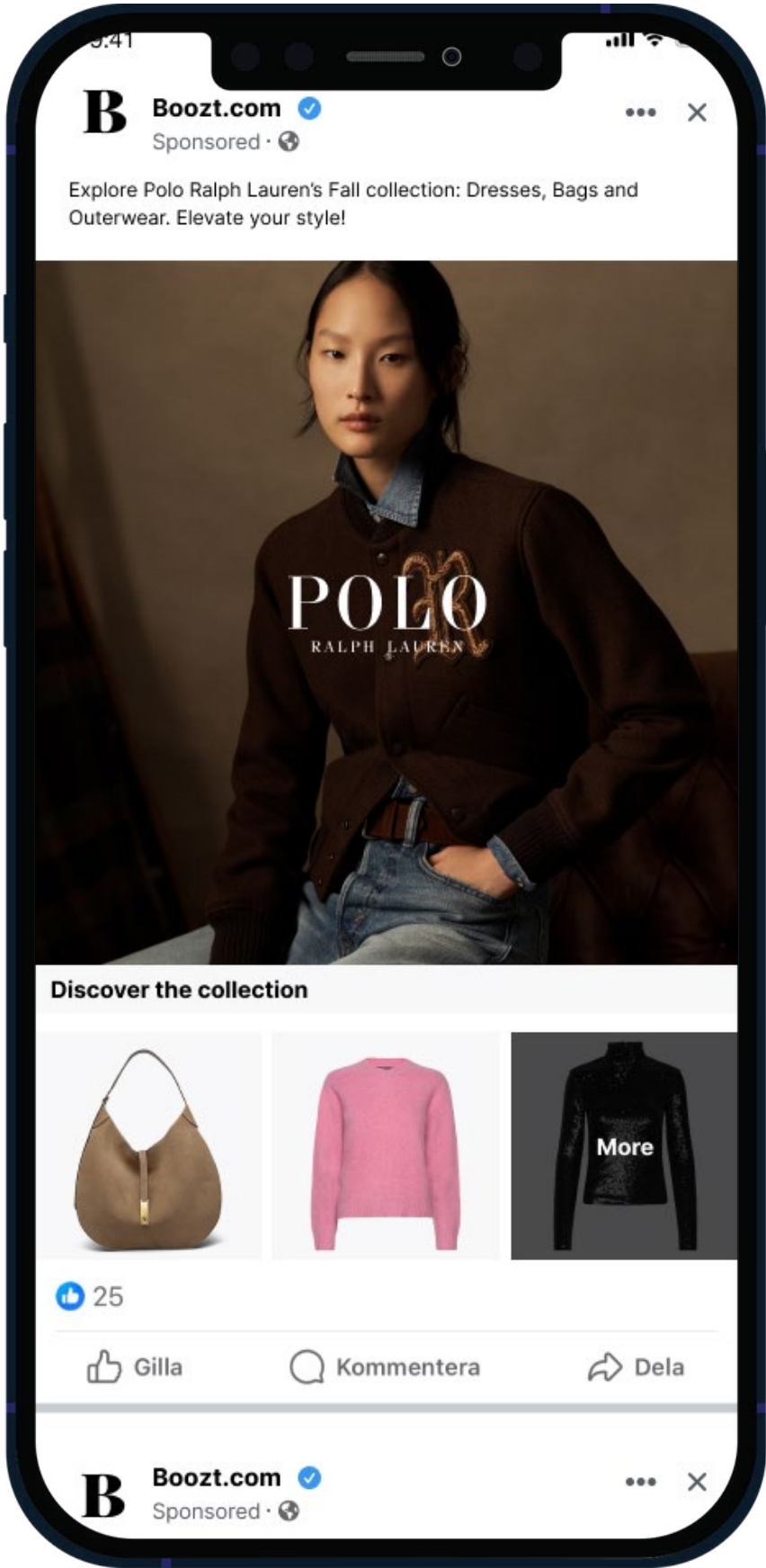
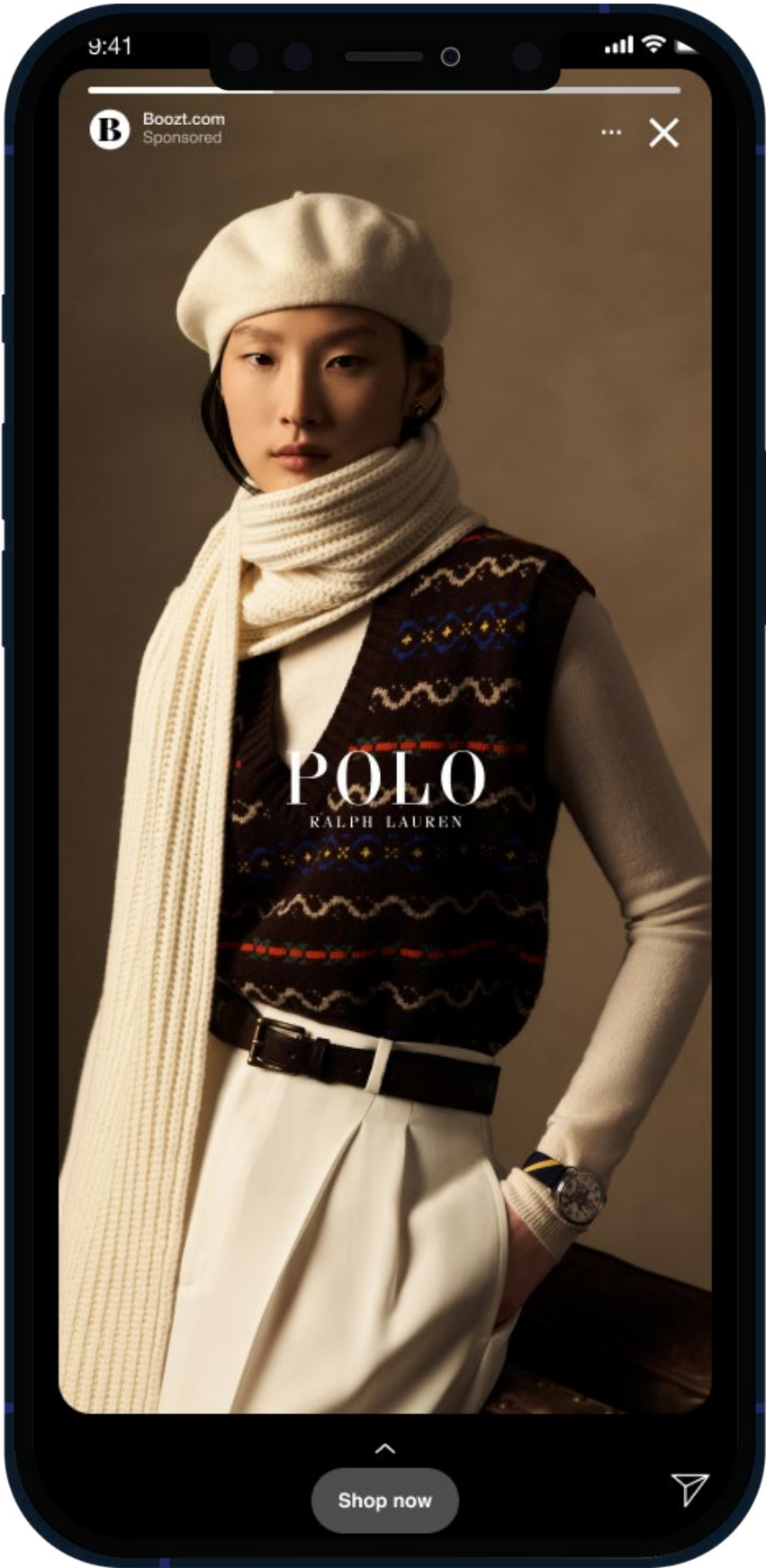
Party Looks

Back to Everyday life

SOCIAL MEDIA

PAID SOCIAL MEDIA

With our unique 1st party data we can create social media campaigns where we target customers based on their onsite behavior on Boozt.
We can use the data for retargeting strategies and target a highly relevant ‘in-market’ audience.



SO-ME CREATIONS PACKAGE

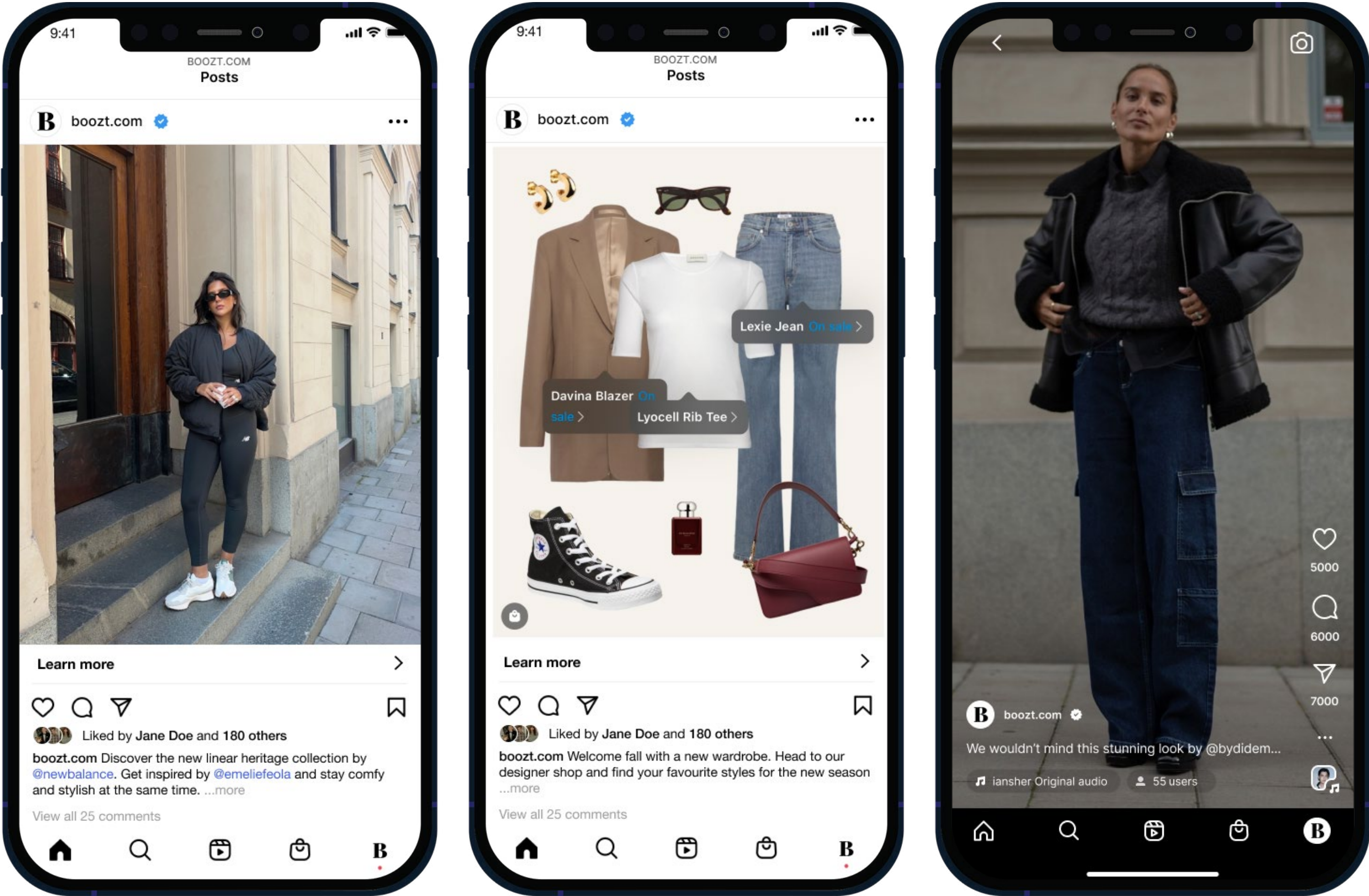
With this package, we will create content for our Social Media channels, Instagram and Facebook, with your brand.

We will manage the production and make content that matches our customers’ interests to strengthen the performance of the post.

Our content creators will make inspiring content either in a reel, still image post, or a collage.

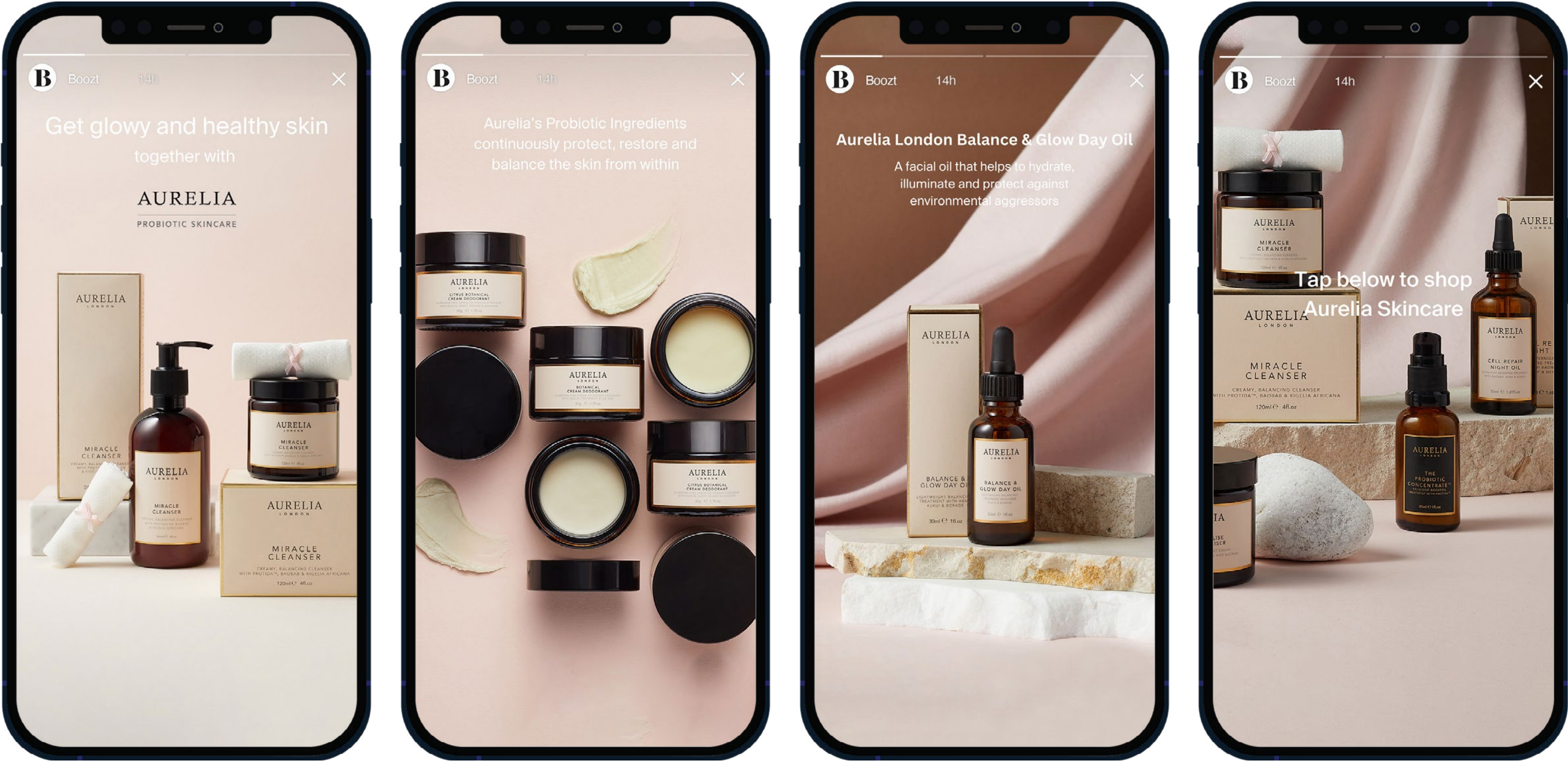
We will do product tags directly on Instagram so our customers can shop through the post and drive traffic to your styles and your brandwall.

Further, we’ll do a targeted paid push behind your content.



INSTAGRAM STORYBOARD

Take the opportunity to highlight a new collection or push products with our Instagram Storyboard. In this package, you can tell a story about a collection, specific products, or share tips/benefits on how to use the products.



INSTAGRAM VIDEOBOARD

Another version of the Instagram storyboard.
Take the opportunity to highlight a new collection or push products with a video on Instagram Story. In this package, you can tell a story with a video about a collection, specific products, or share tips/benefits on how to use the products.



VIDEO GUIDES

Highlight your new collection with our video guide, we will share tips & tricks, how to style, etc. Linking to link in bio.



INSTAGRAM GIVEAWAY

Get brand awareness on Instagram! Choose the products you wish to be in the giveaway with a minimum value of 2000 SEK.



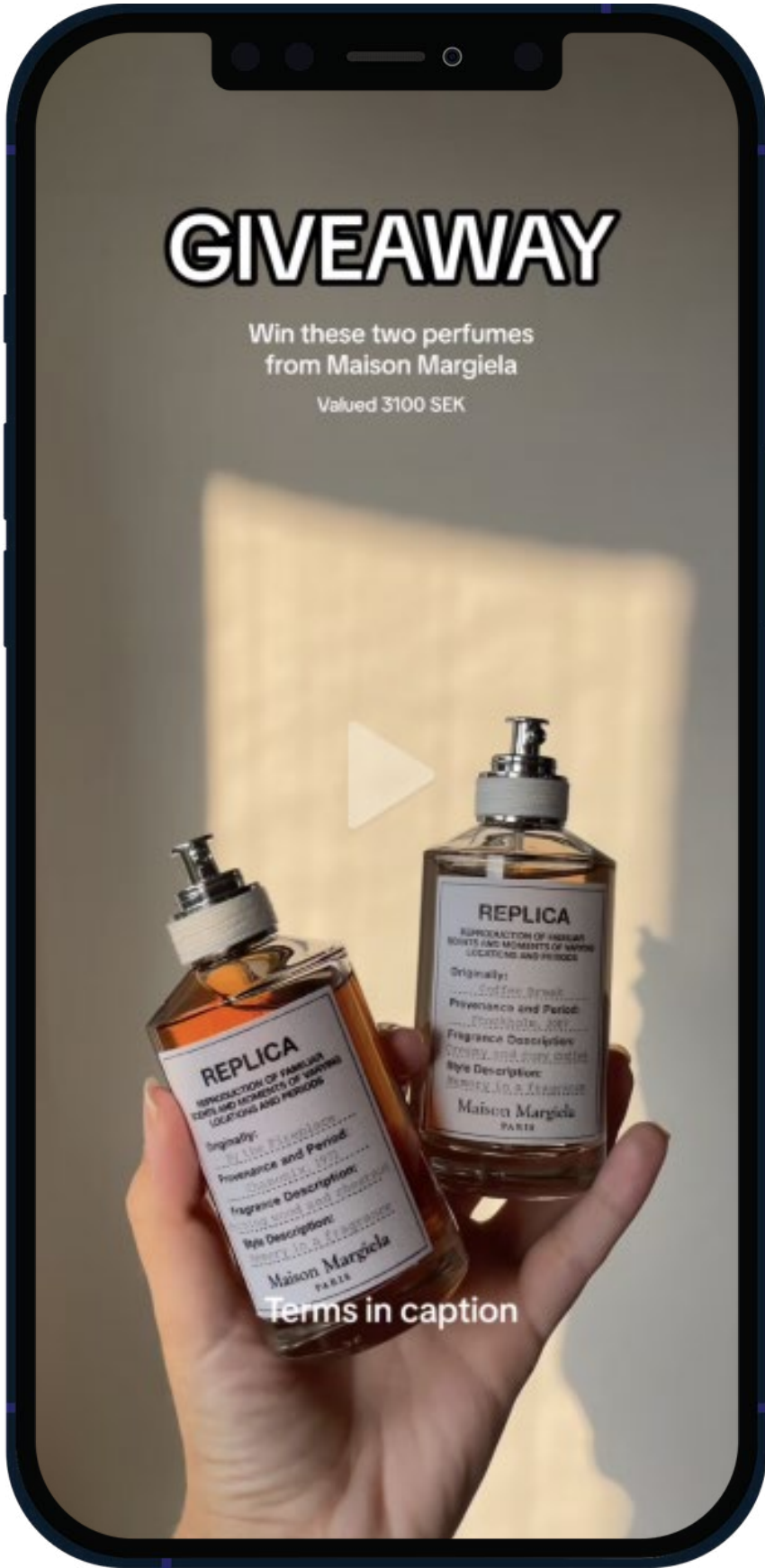
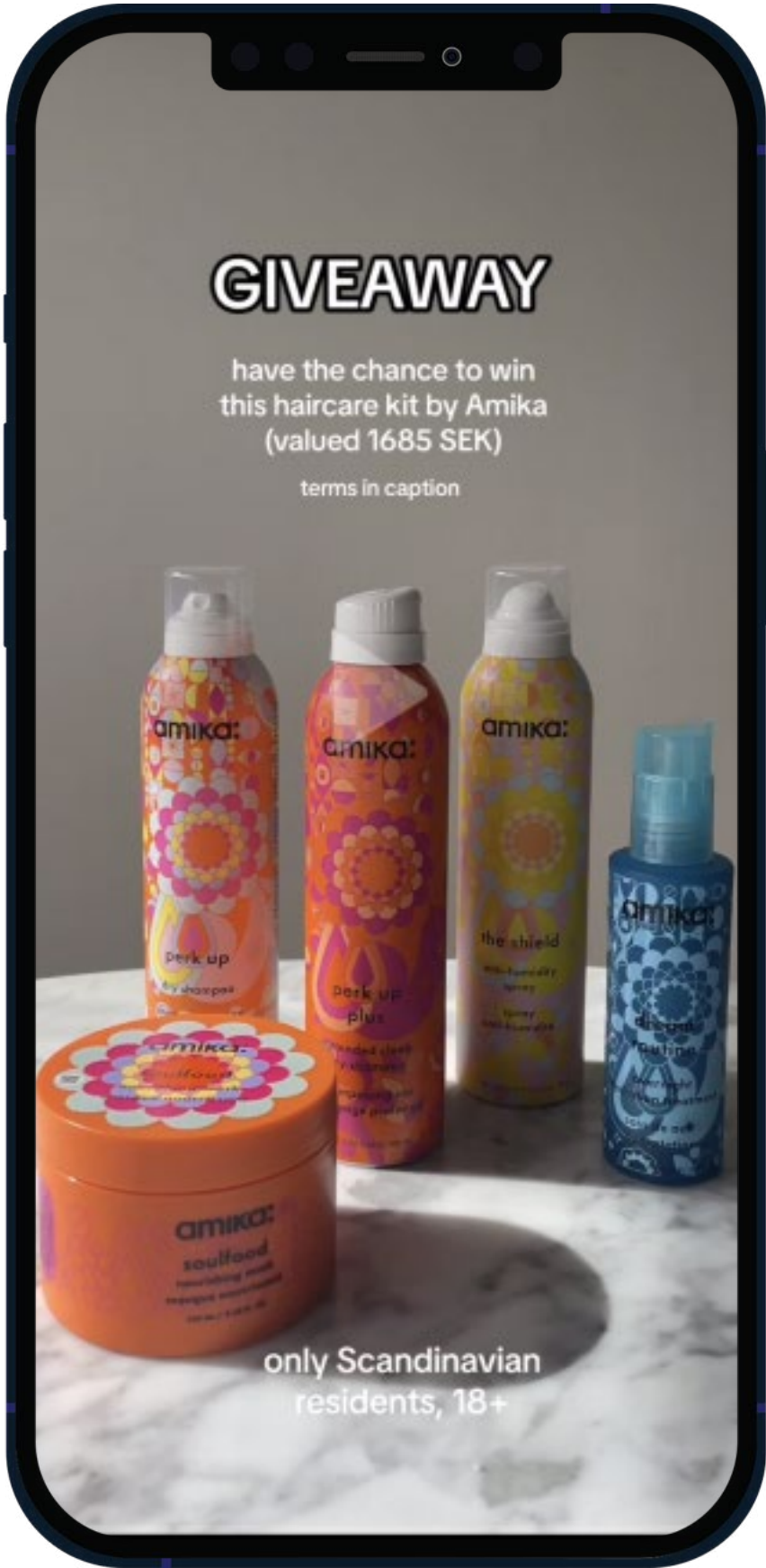
TIKTOK VIDEO BOARD

Take the opportunity to highlight a new collection or push products with a video on TikTok. In this package, you can tell a story with a video about a collection, your brand, specific products, or share tips/benefits on how to use the products.



TIKTOK GIVEAWAY

Get brand awareness on TikTok! Choose products you wish to be in the giveaway with a minimum value of 2000 SEK.



INFLUENCER

BOOZT INFLUENCER AMBASSADOR PACKAGE

Get your content created and your message out through our Influencer Ambassadors package.

- Included:**
- An influencer ambassador that matches the campaign and your brand.
 - Posts and stories on their channel with CTA.
 - Customized campaign after your desire.
 - Creative content creation.
 - Thoroughly report after the campaign has ended.
 - A Boozt Package for every ambassador package (post on IG + FB on Boozt).

Our ambassadors cover different target audiences and we will help you match your brand with one of our amazing influencers.



INFLUENCER CAMPAIGN

(with external influencer)

Possibility to run tailor-made campaigns with handpicked influencers, outside our esteemed ambassadors' pool. The influencer package is ideal to reach a niche audience or cater to specific needs, for your campaign.

- Influencer campaign with an influencer that matches your requirements
- Includes Boozt Social Media Package



BOOZT TIKTOK AMBASSADOR PACKAGE

Get your content created and elevate your brand with our TikTok Ambassadors package.

Included:

- A TikTok ambassador that matches the campaign and your brand.
- Video content on their channel with CTA.
- Customized campaign after your desire.
- Creative content creation.
- Thorough report after the campaign has ended.
- Content republished by Boozt on TikTok.
- Paid push with a link to brandwall to reach your perfect target audience.

The Tiktok Ambassador Package is perfect to reach a younger and trendy target audience and we will help to give your brand visibility matching the format of the social media platform.



OFFLINE

OFFLINE MEDIA

Offline media channels are the best way to quickly generate a broad reach with a significant frequency in specific markets.

The high-impact formats of offline media will increase your brand awareness and position you top-of-mind, which can both drive sales traffic and create an interest in your brand from new audiences outside Boozt.com.

Media:

- TV
- Out of home
- Digital video
- Radio



CREATION

BOOZT CREATIVES

Create local content with BMP. We handle the full production from photographers, models, styling, etc.

Local content can be customized to specific campaigns and markets, making the content more relevant and relatable, securing higher authenticity and better performance.



BOOZT STUDIO SHOOT

Have your own studio photoshoot with a team of stylists, photographers, and art directors from Boozt. The content can be used for ie. Product Detail Page on Boozt.

The shoot will take place at our studio in Hyllie and we will handle the full production and coordination of models, stylists, brief, etc.

The price depends on the amount of images, rights, models, and the focus of the campaign. Every category can be a part of this whether it is a home, kids, sports, men- or women's fashion.



BOOZT DESIGN SHOOT

Tap into an already existing Boozt Design photoshoot, and get inspiring content made of your styles. The content can be used for ie. Product Detail Page on Boozt.

The mood board, location, and models have already been chosen. You can choose the styles that you want included in the shoot.

Booking deadline: talk to your BMP responsible for further information and an overview of Boozt shoots.



CUSTOMIZED PHOTOSHOOT

Create local content with BMP and control the narrative when telling your brand story. Together we will create strong content for you to use on both social media, newsletters, and onsite placements creating coherent 360-degree campaigns.

We handle the full production from photographers to models/influencers to styling etc.

Creating content with Boozt Media Partnership is therefore a unique opportunity to establish an even stronger brand identity.



EVENTS

Elevate Your Brand with Boozt: Join Us in the Excitement of 2024!

Boozt invites you to be a part of the magic in 2024. From captivating fashion events to exhilarating sports activations, our sponsorship opportunities cover it all. By partnering with us, your brand gains the chance to connect with both new and loyal customers in unique and profound ways. Get inspired by the different events on the following slides and reach out to your dedicated sales contact on interest. Let's make 2024 a year of exceptional brand connections together.

ROYAL RUN

Interested in taking part in one of our larger sponsorship activations during 2024?
Please contact your sales representative for tailormade solutions.



GÖTEBORGSVARVET

Interested in taking part in one of our larger sponsorship activations during 2024?
Please contact your sales representative for tailormade solutions.



GULDKNAPPEN

Interested in taking part in one of our larger sponsorship activations during 2024?
Please contact your sales representative for tailormade solutions.



CUSTOMIZED EVENTS

Participate in tailor-made events in collaboration with our brand ambassadors. Share your top-quality product with us, and we'll integrate it seamlessly into these exclusive gatherings, offering your brand an exceptional opportunity for targeted exposure and endorsement by our influential ambassadors and trendsetting influencers. This unique opportunity allows your brand to be present at the event, whether through product showcases, masterclasses, styling sessions, etc.



PR SEEDINGS

Be a part of our exclusive influencer seedings and event activations. Share your top-quality product with us, and we'll include it in our premium goodie bags and gifting opportunities, offering your brand a prime chance to be spotlighted by our influential ambassadors and trendsetting influencers.





GET IN TOUCH!

For more information or support, please contact bmp@boozt.com