

A woman with blonde hair stands in a doorway, looking towards the camera. She is wearing a long, brown, double-breasted coat over a blue denim shirt and blue jeans with a dark pattern. She is also wearing black boots. The background shows a wooden wall on the left and a window with white curtains on the right. The text 'Boozt' is overlaid in the center.

Boozt

MEDIA PARTNERSHIP

MEDIAKIT 2025



# MEDIAKIT 2025

Tap into insights from over 3.5 million users across Europe.

With Boozt Media Partnership, you can maximize performance by combining first-party data with creative, impactful strategies across Boozt's onsite and offsite platforms. We offer exciting opportunities to keep your audience engaged, strengthen brand awareness, and cultivate customer loyalty.

Our media kit showcases a creative-first approach that seamlessly integrates owned and paid media with activation and sponsorships. Leveraging both your first-party data and our in-depth knowledge of Boozt's audiences, we craft bold, engaging content that captivates and drives results through premium banners, newsletters, influencer activations, and in-category placements.

Get ready to elevate your business with Boozt Media Partnership

Are you looking for inspiration for your content and marketing initiatives on Boozt? Discover how we've supported our partners and the results we've achieved together on BMP's [website](#).

# Contents

CREATIVE .....	5
PRODUCTIONS .....	6
CUSTOMISED PHOTOSHOOT .....	7
STILL LIFE PHOTOSHOOT .....	8
BOOZT SEASONAL PHOTOSHOOT .....	9
INFLUENCER PHOTOSHOOT .....	10
EVENTS .....	11
CUSTOMISED EVENTS.....	13
EVENT PLACEMENT .....	14
PARTNERSHIP AND SPONSORSHIP .....	15

ONSITE PLACEMENTS .....	16
FRONT PAGE.....	17
PREMIUM BRANDING BANNER.....	18
QUARTET BANNER .....	19
BRANDING BANNER .....	20
BRAND CAROUSEL.....	21
PANORAMA BANNER.....	22
TWIN BANNER.....	23
PRODUCT PLACEMENT.....	24
BRANDING BANNER ENTRY PAGE .....	25
BRAND WALL.....	26
PREMIUM BRAND WALL.....	27
CUSTOM BRAND WALL .....	28
BRAND WALL COMPONENT: IMAGE CAROUSEL.....	29
BRAND WALL COMPONENT: CATEGORY BANNER .....	30
BRAND WALL COMPONENT: SHOP THE LOOK .....	31
BRAND WALL COMPONENT: MAIN PORTRAIT TEXT .....	32
BRAND WALL COMPONENT: FOUR IMAGES / VIDEOS.....	33
BRAND WALL SUBCATEGORY.....	34

LISTING PAGE.....	35
CATEGORY BRANDING BANNER .....	36
CATEGORY SHOP THE LOOK .....	37
SPONSORED PRODUCTS.....	38
DIGITORALS.....	39
MICROSITE .....	40
ARTICLE ON THE EDIT .....	41
PRODUCT PLACEMENT ON THE EDIT .....	42

OFFSITE PLACEMENTS.....	43
NEWSLETTER.....	44
DEEP LINK BRANDING E-MAIL.....	45
ONE LINK BRANDING E-MAIL.....	46
CUSTOMER SEGMENTS EMAIL.....	47
GENERAL MARKETING BANNER & CAROUSEL .....	48
THEME BASED EMAILS .....	49
APP PUSH.....	50
APP PUSH .....	51
SOCIAL MEDIA .....	52
PAID SOCIAL MEDIA .....	53
SO-ME CREATIONS PACKAGE .....	55
INSTAGRAM STORYBOARD .....	56
INSTAGRAM VIDEO BOARD .....	57
VIDEO GUIDES.....	58
INSTAGRAM GIVEAWAY .....	59
TIKTOK VIDEO BOARD .....	60
TIKTOK GIVEAWAY .....	61
LIVE SHOW .....	62
LIVE SHOW PRODUCT PLACEMENT .....	63

INFLUENCER .....	64
BOOZT AMBASSADORS PACKAGE .....	65
BOOZT TIKTOK AMBASSADOR PACKAGE .....	66
INFLUENCER CAMPAIGN .....	67
MICRO-INFLUENCERS .....	68
OFFLINE .....	69
OFFLINE MEDIA .....	70

**CANCELLATION AND PAYMENT POLICY.....71**







# CREATIVE



# PRODUCTIONS

Boozt Creatives is your partner for creating impactful local content through Boozt Media Partnership (BMP). We manage the production process, including photographers, models, and styling, to deliver high-quality visuals tailored to your campaigns and markets. Our customised approach ensures that your content resonates with your Boozt audience, enhancing authenticity and driving better performance.

Let us help you tell your brand story in a way that truly connects!

**CUSTOMISED PHOTOSHOOT**

More info and prices on page 7

**STILL LIFE PHOTOSHOOT**

More info and prices on page 8

**BOOZT SEASONAL SHOOT**

More info and prices on page 9

**INFLUENCER PHOTOSHOOT**

More info and prices on page 10





PRODUCTIONS

# CUSTOMISED PHOTOSHOOT

Elevate your brand’s presence with our exclusive Customised Photoshoot package. Create captivating local content with BMP, allowing you to control the narrative and tell your brand story. Together, we’ll produce powerful imagery that integrates seamlessly across social media, newsletters, and onsite placements for cohesive 360-degree campaigns.

We manage every aspect of production, from photographers and models/influencers to styling, ensuring a professional experience. Partnering with us offers a unique opportunity to strengthen your brand identity.

You’ll have the rights to use the images on product detail pages (PDP), paid social media, and your brand wall. Our sales representative can discuss tailored activation plans.





PRODUCTIONS

STILL LIFE PHOTOSHOOT

Elevate your brand with our Boozt Still Life Photoshoot, where you can collaborate with our talented stylists, photographers, and art directors. This service is available across all our categories from Fashion, Home, Beauty, Kids and Sport, enabling you to create stunning visuals for your website, product detail pages (PDP), "Shop the Look" sections, and various other placements.

The shoot will take place at our state-of-the-art studio in Hyllie, where we handle the full production process, including coordination with stylists and managing your brief.

Pricing varies based on the number of images, rights, and the focus of your campaign. Tailored activation plans can be discussed with our sales representative to ensure your content meets your specific needs.





PRODUCTIONS

BOOZT SEASONAL PHOTOSHOOT

Leverage our existing Boozt Seasonal Shoot to create inspiring visuals featuring your styles. This service allows you to seamlessly integrate your products into our carefully curated photoshoot, perfect for use on Product Detail Pages (PDP) on Boozt.

With the mood board, location, and models already selected, you can choose the styles you want to highlight. We'll ensure that your selections align with the overall look and feel of our Boozt photoshoots, maximising performance, and audience engagement. Please note that our seasonal shoots are planned for one season, so we may require samples and longer planning times to ensure the best results.

Tailored activation plans can be discussed with our sales representative to meet your specific marketing goals.





PRODUCTIONS

# INFLUENCER PHOTOSHOOT

Enhance your brand’s visibility with our Influencer Photoshoots. This service connects your products with influential creators to produce high-quality visuals tailored to your brand. Our team will handle the mood boards and the full process of pre-shoot planning and post-shoot editing and coordinate with selected influencers to ensure your styles are effectively highlighted.

This collaboration offers the added benefit of potential exposure through influencer channels, allowing your brand to reach a wider audience while creating authentic content that resonates.

Tailored activation plans can be discussed with our sales representative to meet your specific marketing goals.

- Promotion:**
- Instagram story
  - Instagram and Facebook post
  - Featured in themed Digitorial
  - Potential exposure from influencers and ambassadors

<b>PHOTOSHOOTS 2025</b>	
MARCH:	KID'S SPRING SEASON
APRIL:	SUMMER PHOTOSHOOT
JUNE:	COPENHAGEN STREET STYLE
SEPTEMBER:	CHRISTMAS PHOTOSHOOT
DECEMBER:	A DAY IN STOCKHOLM





# EVENTS

Bring your brand to life through dynamic event opportunities designed to captivate and connect with your target audience. Whether it is a fully customised event tailored to showcase your unique brand story, a strategic event placement that aligns with high-traffic moments, or an impactful sponsorship that puts your name front and centre, our event solutions drive engagement and leave lasting impressions.

**CUSTOMISED EVENTS**

More info and prices on page 13

**EVENT PLACEMENT**

More info and prices on page 14

**PARTNERSHIP AND SPONSORSHIP**

More info and prices on page 15





# Join Us in the Excitement of 2025!

Do you want to elevate your brand with us?  
Boozt invites you to be a part of an incredible year in 2025.

As a proud sponsor of various events and sports teams, we collaborate with brands that aim to create captivating branding experiences for the public. By partnering with us, your brand will have the opportunity to connect with new and loyal customers in a contextual, unique, and meaningful way.

Get inspired by the different events showcased in the following slides, and feel free to contact your dedicated sales representative if you're interested.

We look forward to building a strong partnership where we jointly create value for customers.



EVENTS

CUSTOMISED EVENTS

Create unforgettable experiences with our Customised Event Package, designed to showcase your brand in the spotlight. Whether you're looking to host a sports-related gathering, a beauty masterclass, or an engaging product showcase, our team of professionals will work closely with you to ensure the event aligns with your brand values and spirit.

Your brand will be at the centre of attention, engaging both influencers and everyday participants to foster authentic connections. This unique opportunity allows for targeted exposure and endorsement from influential ambassadors and trendsetting influencers or customers matching your target audience, elevating your brand's presence.

You can also align with our sales representatives to develop a comprehensive 360-degree promotion plan tailored to your event.

- Promotion:**
- Instagram story
  - Instagram and Facebook post
  - Potential exposure from influencers and ambassadors





EVENTS

EVENT PLACEMENT

Experience the power of our Event placements package, where Boozt spearheads the creation and planning of exclusive events designed to showcase your products. This package offers an outstanding opportunity for brands to achieve significant visibility and targeted exposure through strategic product placements at our thoughtfully curated events.

Your premium products can be featured in a variety of engaging formats, such as showcases, masterclasses, styling sessions, and goodie bags. This collaboration will highlight your brand and also leverage endorsements from our ambassadors and influencers, ensuring a strong connection with your target audience.

Promotion:

- Instagram story
- Instagram and Facebook post
- Potential exposure from influencers and ambassadors

BOOZT EVENTS 2025

- FEBRUARY:

FEBRUARY:

MARCH:

MAY:

AUGUST:

OCTOBER:
- GET READY FOR COPENHAGEN FASHION WEEK

SELF-LOVE for VALENTINE

YOGA with BOOZT

SUMMER PARTY

GET READY FOR COPENHAGEN FASHION WEEK

FITNESS READY with BOOZT





EVENTS

PARTNERSHIP AND SPONSORSHIP

Partnering with Boozt.com opens the door to a wider audience for your brand. Our sponsorship portfolio offers diverse opportunities for activation, both digitally and onsite, enabling you to engage with broad national audiences or targeted niche markets. Brands interested in personalized plans and opportunities are encouraged to reach out to our sales representatives for tailored solutions that align with your marketing goals.

DENMARK

- Royal Run
- Brøndby IF
- Guldnap
- Danish Handball Federation

SWEDEN

- Swedish Handball Federation
- Broloppet 2025
- Malmö FF

FINLAND

- Finnish Ice Hockey Association
- Rögle BK

ICELAND

- Icelandic Handball Association





# ONSITE PLACEMENTS



# FRONT PAGE

Maximise your brand’s visibility with premium front-page placements. Capture the attention of thousands of shoppers right from the moment they land on our site. A front-page placement offers prime exposure to boost brand awareness, drive traffic, and create a lasting impression. Be front and centre where it matters most and watch your brand engagement soar.

## BRANDING BANNER

More info and prices on page 20

## PRODUCT PLACEMENT

More info and prices on page 24

## PREMIUM BRANDING BANNER

More info and prices on page 18

## BRAND CAROUSEL

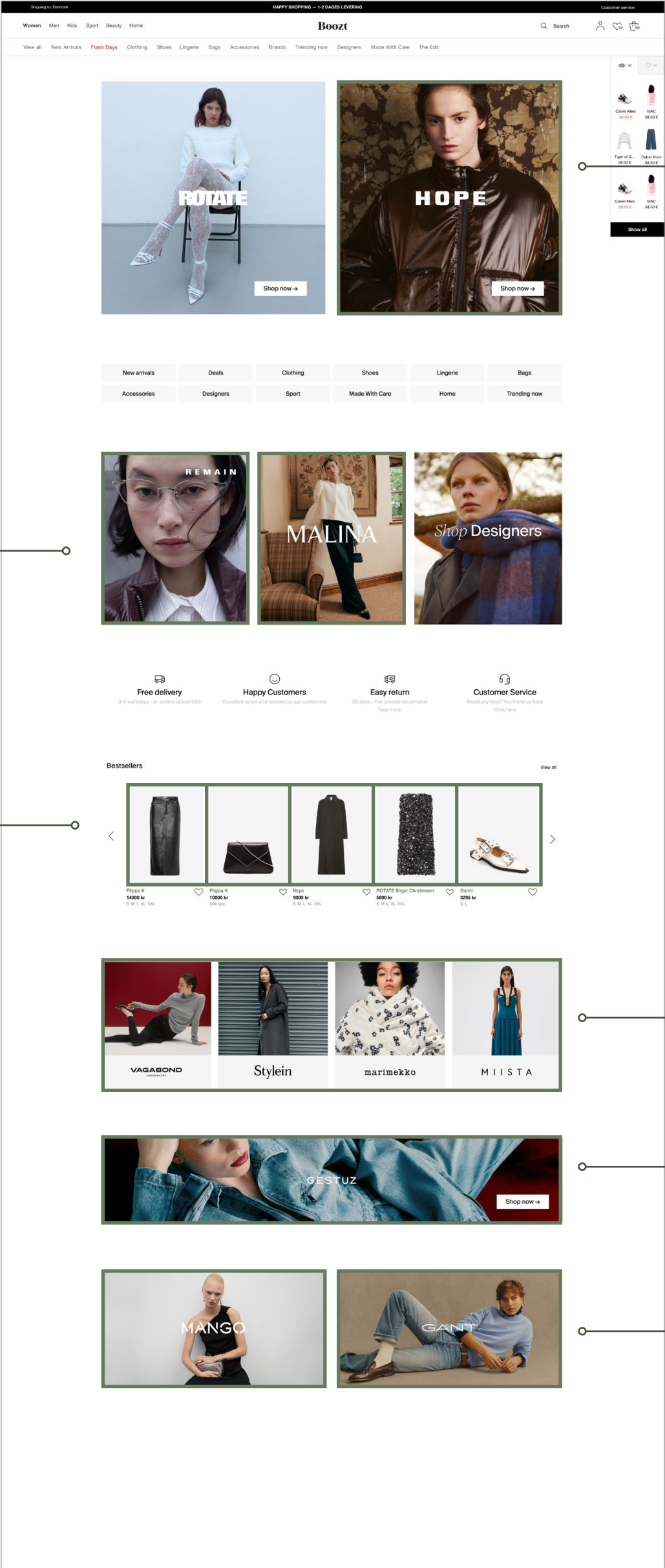
More info and prices on page 21

## PANORAMA BANNER

More info and prices on page 22

## TWIN BANNER

More info and prices on page 23





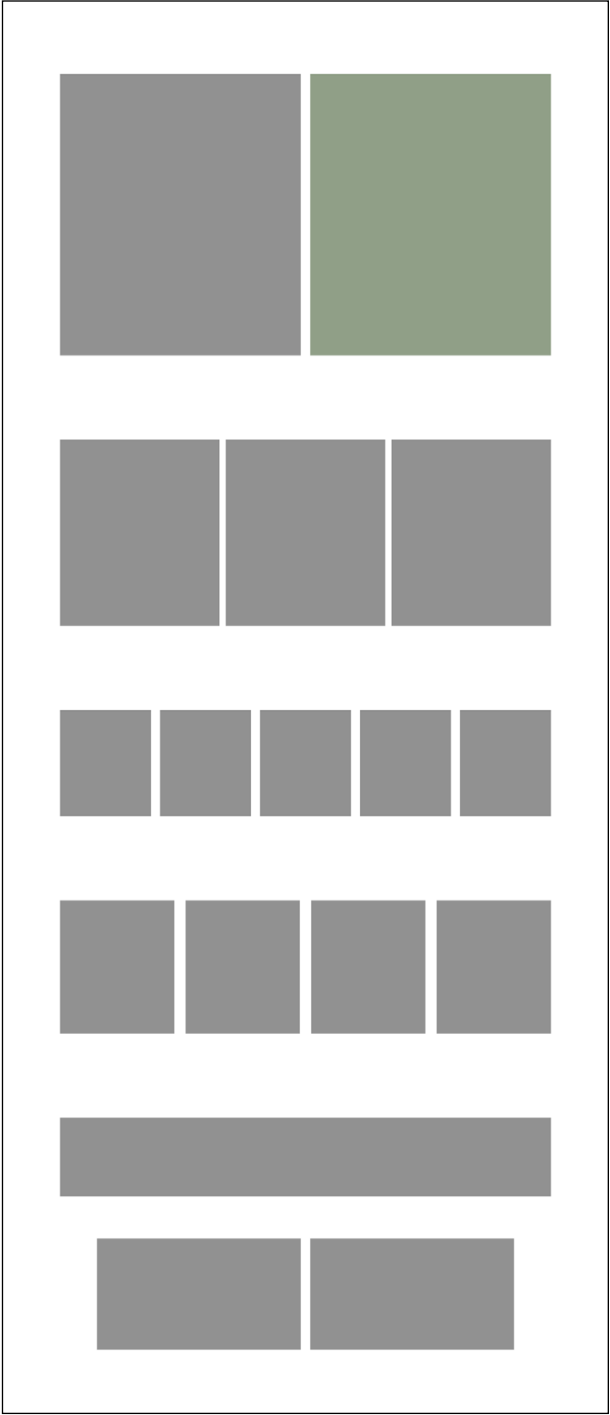
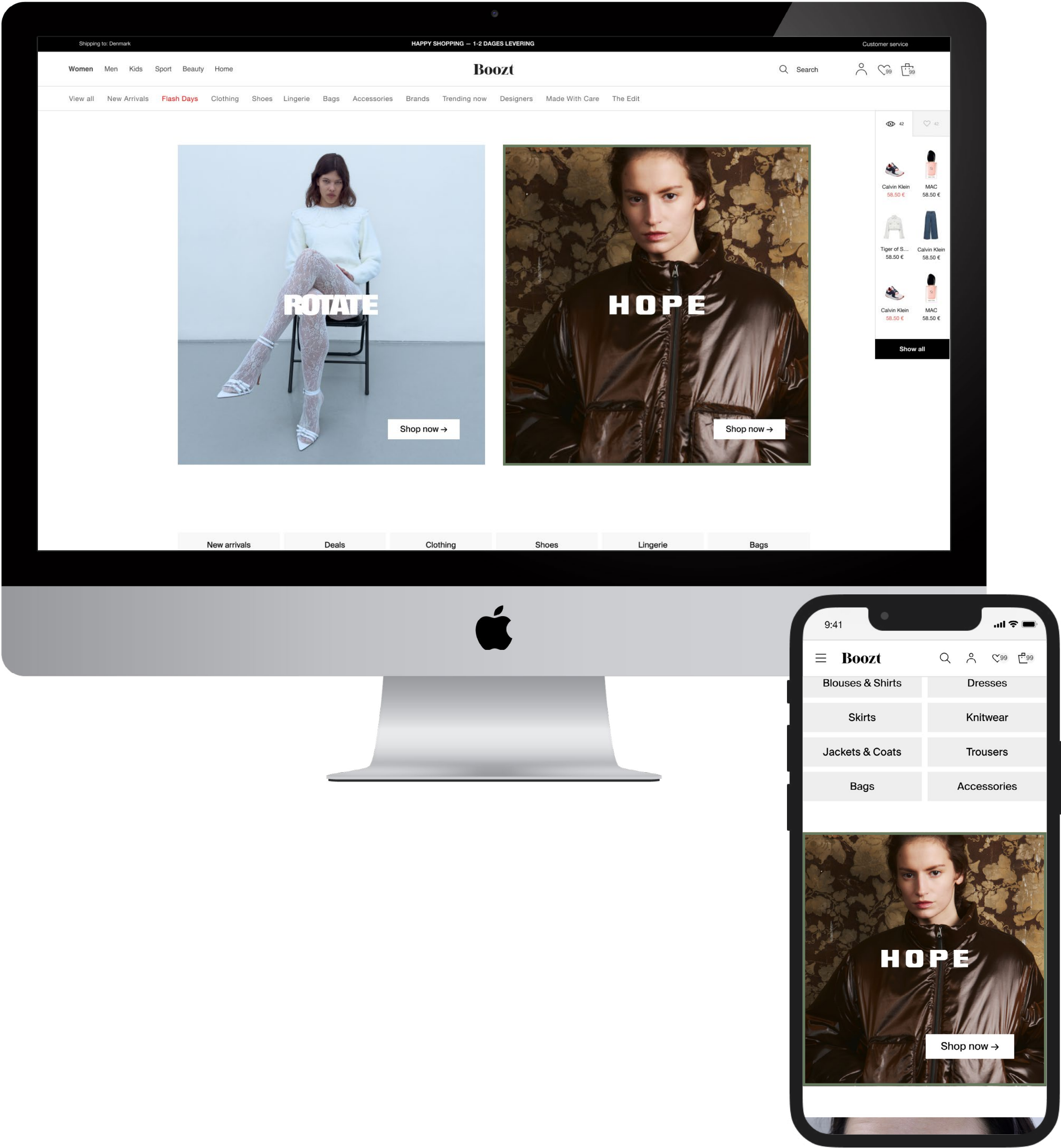
FRONTPAGE  
PREMIUM BRANDING BANNER

Largest onsite branding banner with the most impressions and our most popular branding banner among partners.

**Duration:**  
Women, Men: 4 days  
Kids, Home: 7 days

**Top sorting:** To increase the campaign's product relevance to customers, we will top sort five products on the brand page.

**Link to:** Brandwall. Can link to sub-category on request from the brand.





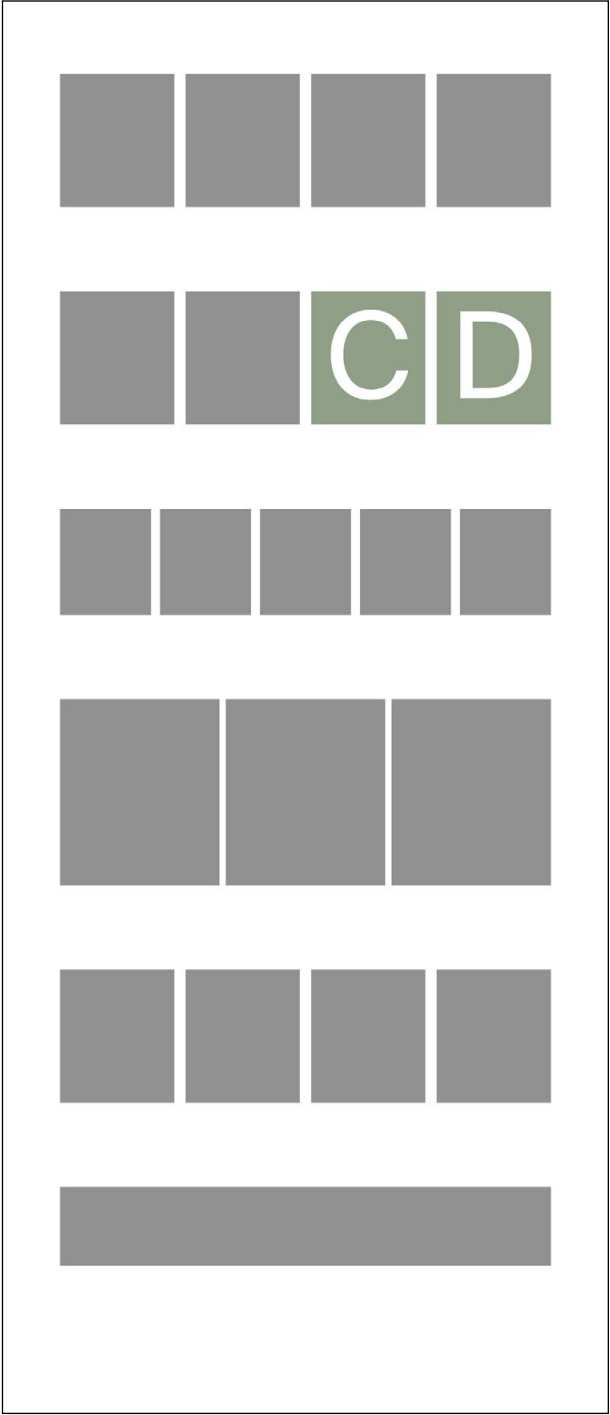
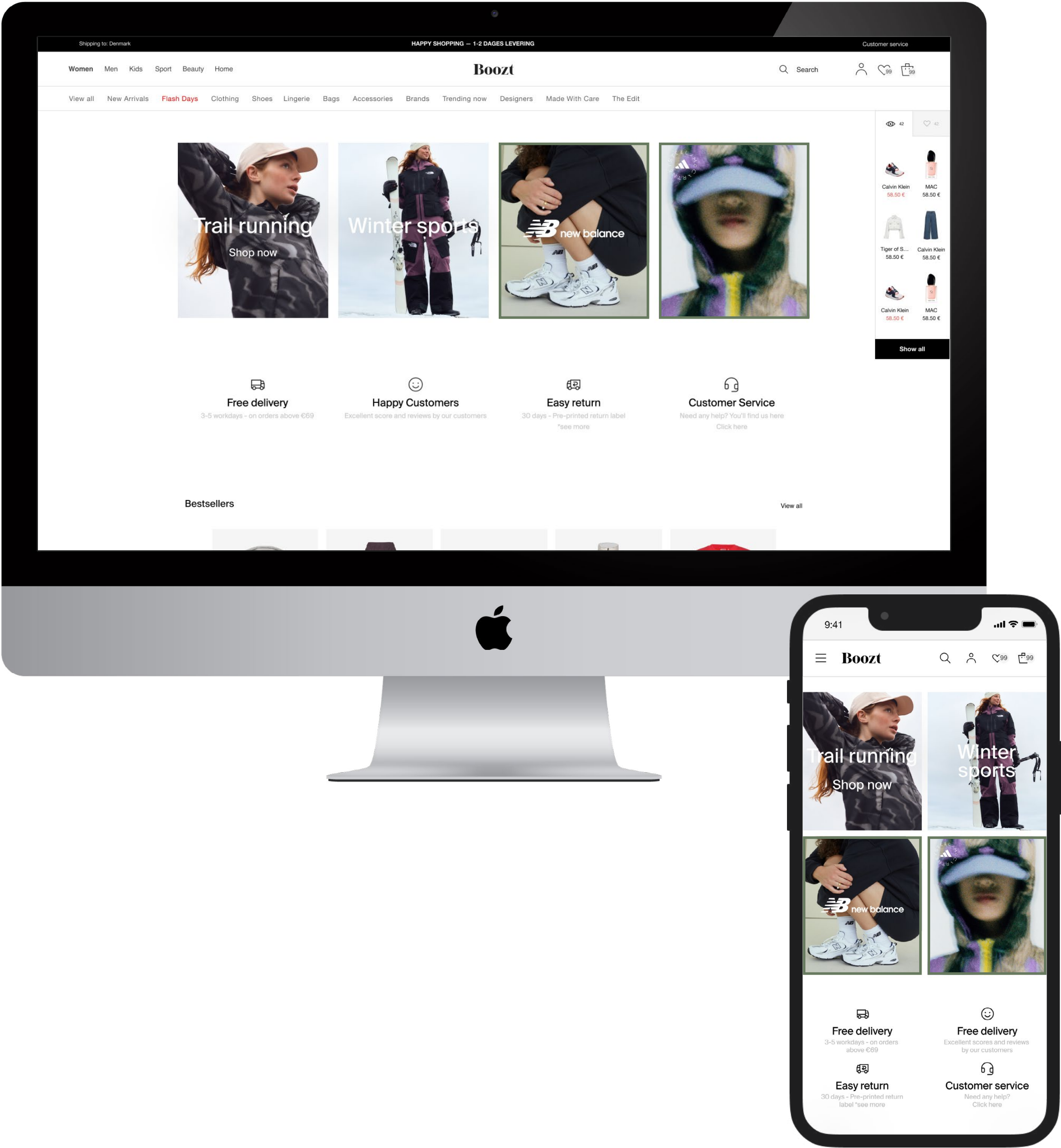
FRONTPAGE  
QUARTET BANNER

Onsite branding banner.

**Duration:**  
Sports: 4 days  
Beauty: 7 days

**Top sorting:** Top sort five products on the brand page to increase the product relevance of the campaign to customers.

**Link to:** Brandwall. Can link to subcategories on request from the brand.





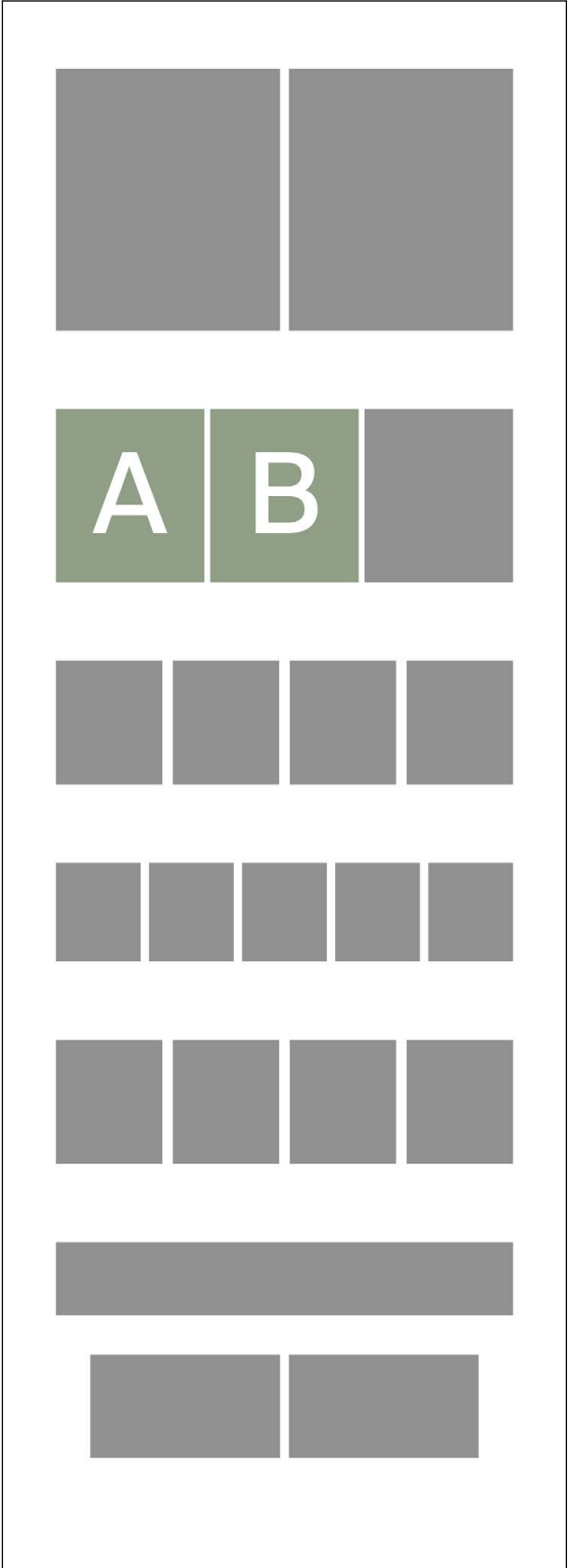
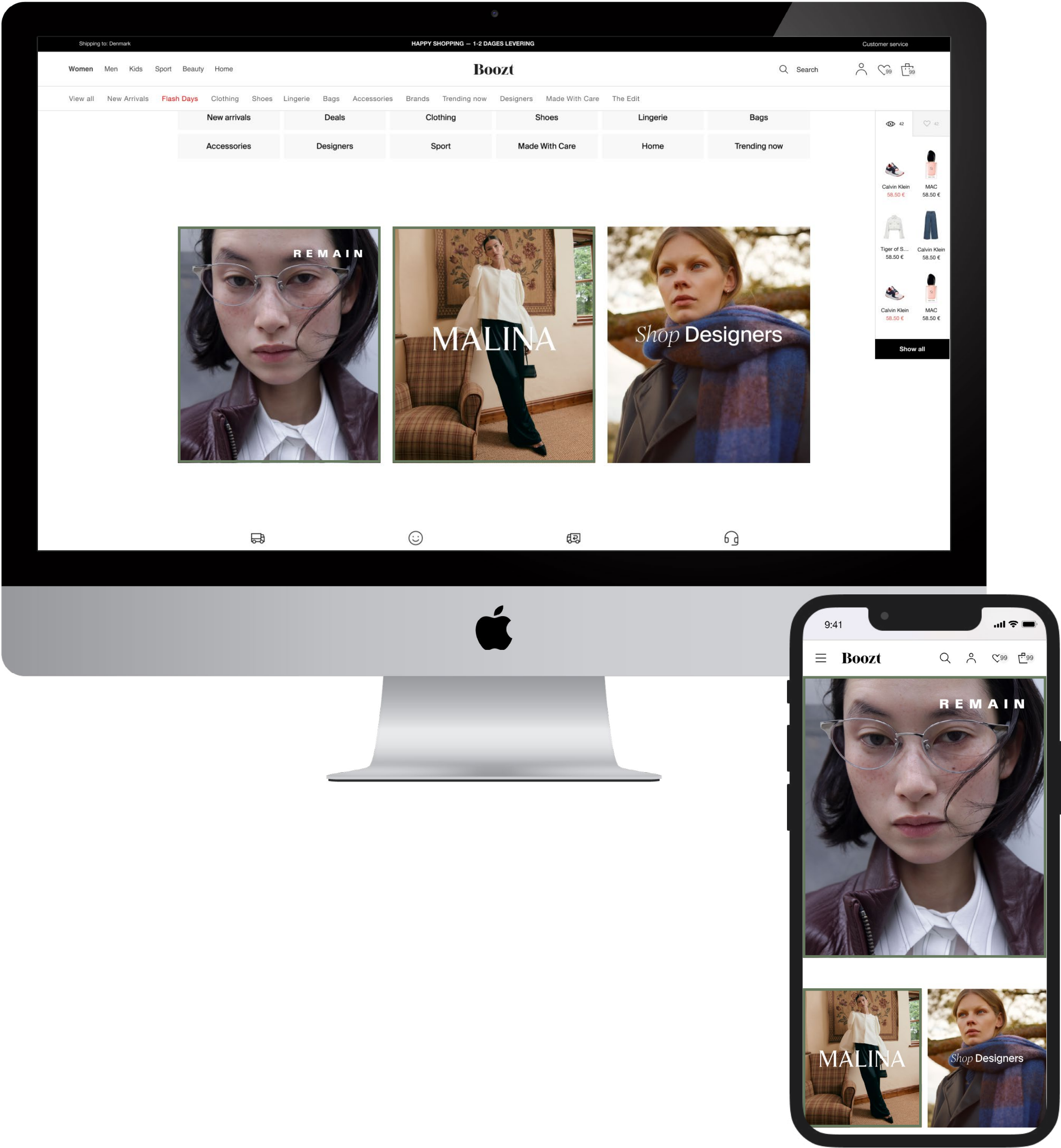
FRONTPAGE  
BRANDING BANNER

Our onsite branding banner is the 3rd most popular banner among our partners.

**Duration:** 4 days

**Top sorting:** To increase the campaign's product relevance to customers, we would top sort five products on the brand page.

**Link to:** Brandwall. Can link to sub-category on request from the brand.



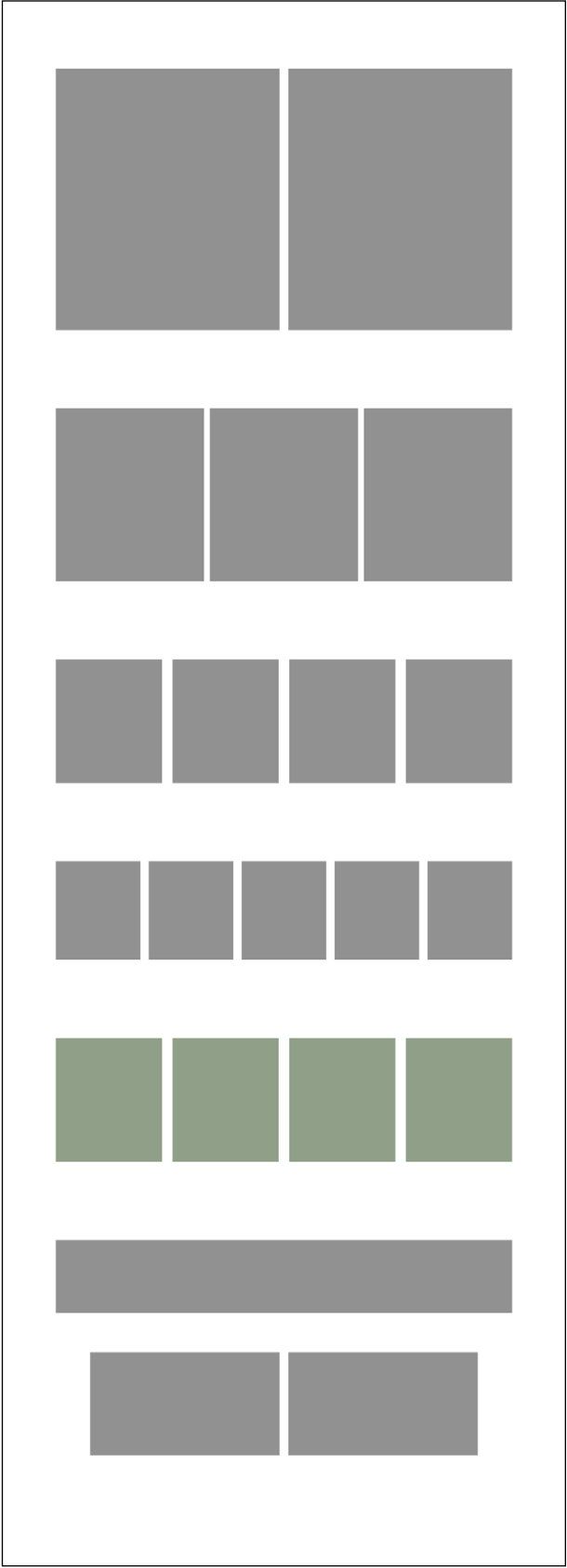
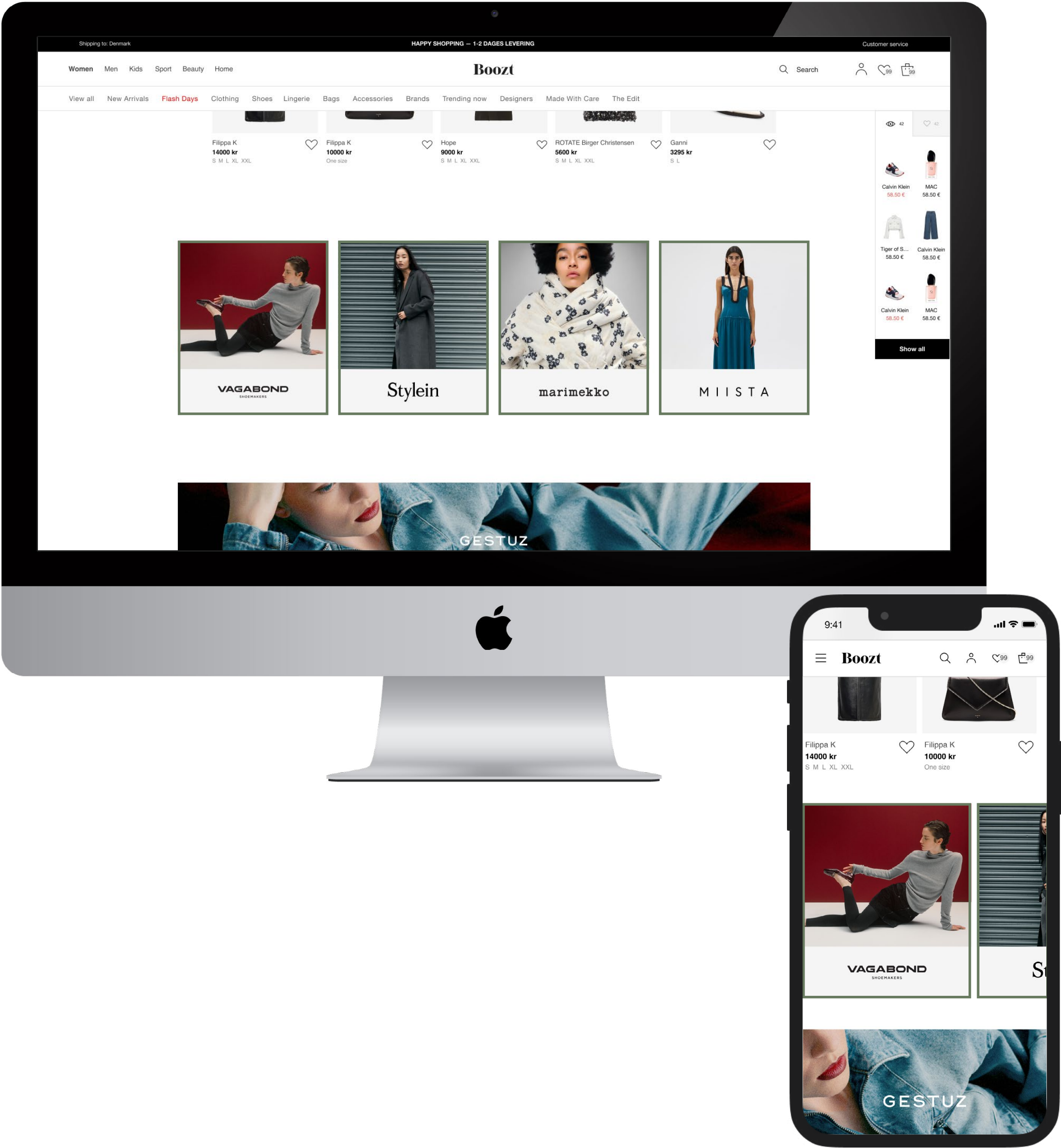


FRONTPAGE  
BRAND CAROUSEL

An onsite branding banner which is our 2nd most popular placement among our partners. Placement 2-4 in the carousel.

Duration: 7 days

Link to: Brandwall. Can link to sub-category on request from the brand.



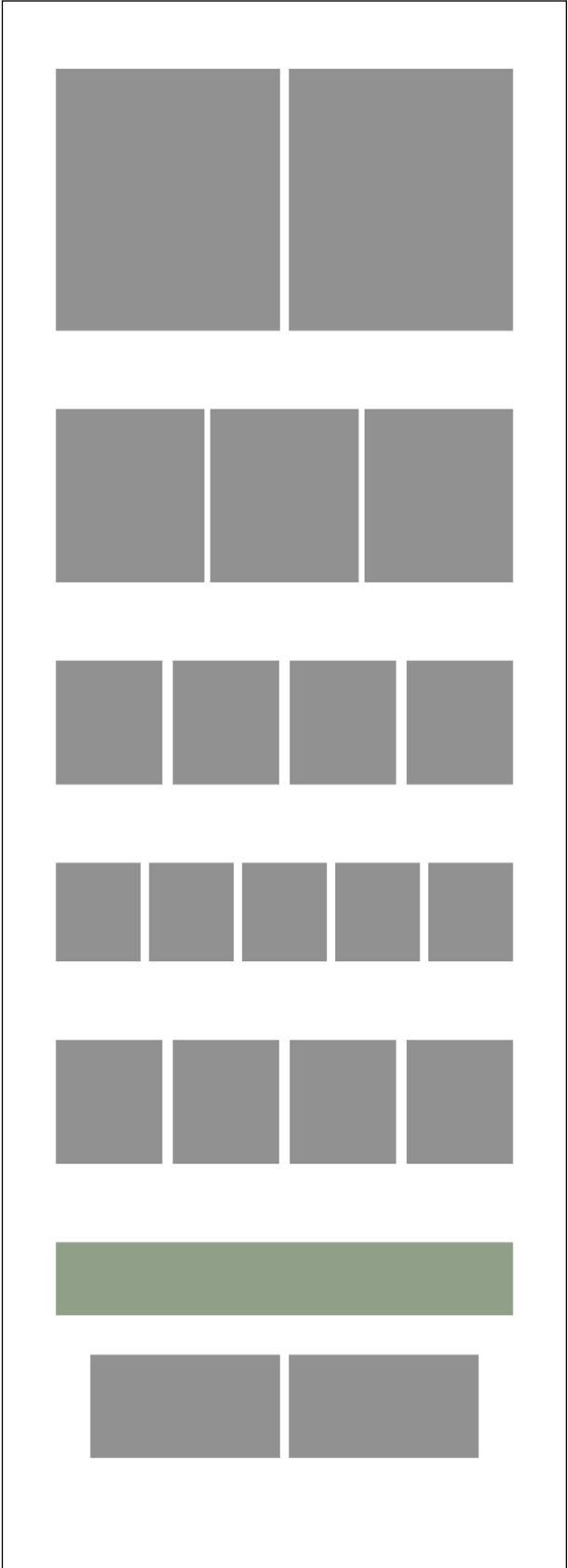
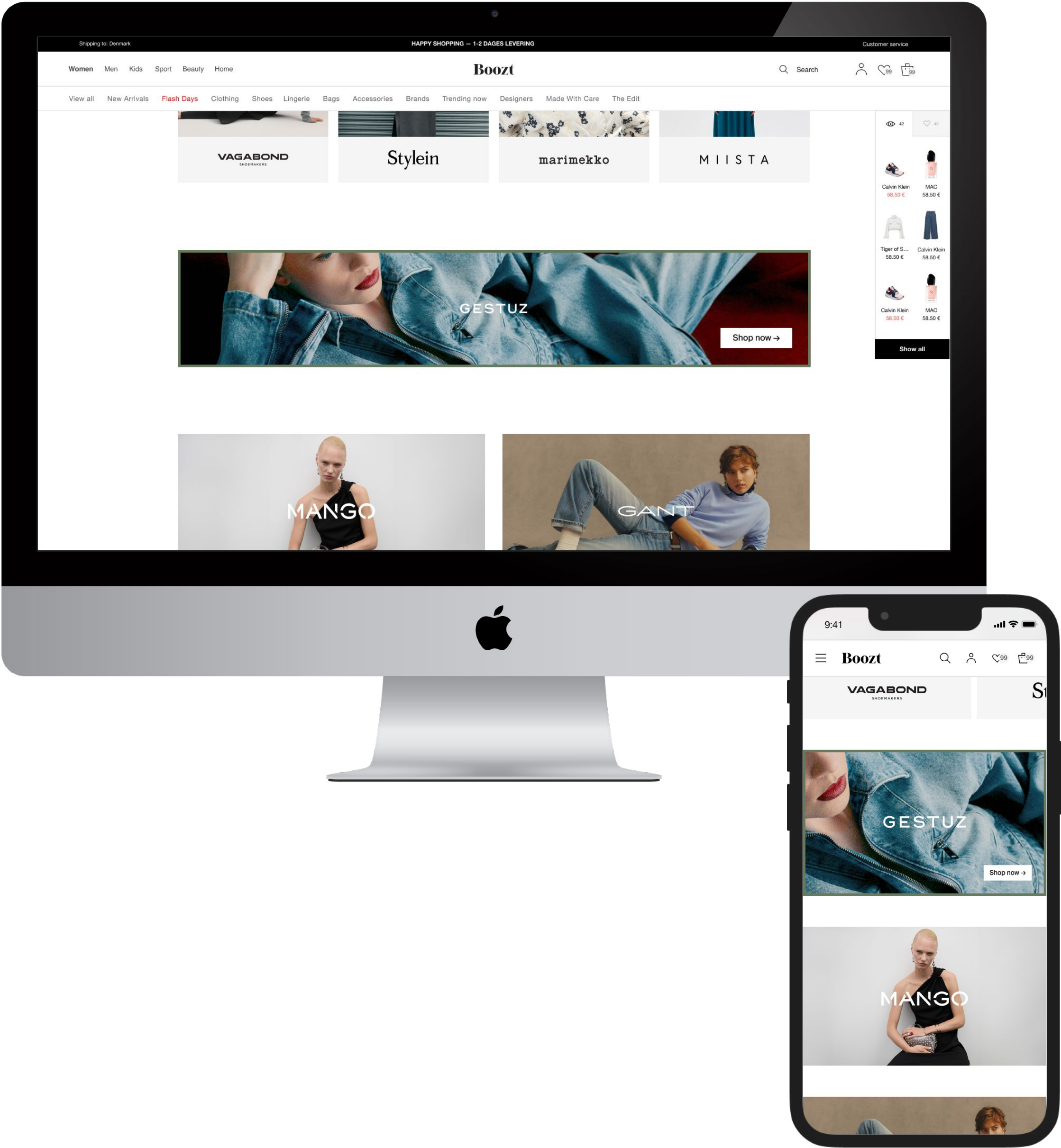


FRONTPAGE  
PANORAMA BANNER

Horizontal onsite branding banner.

Duration: 7 days

Link to: Brandwall. Can link to sub-category on request from the brand.



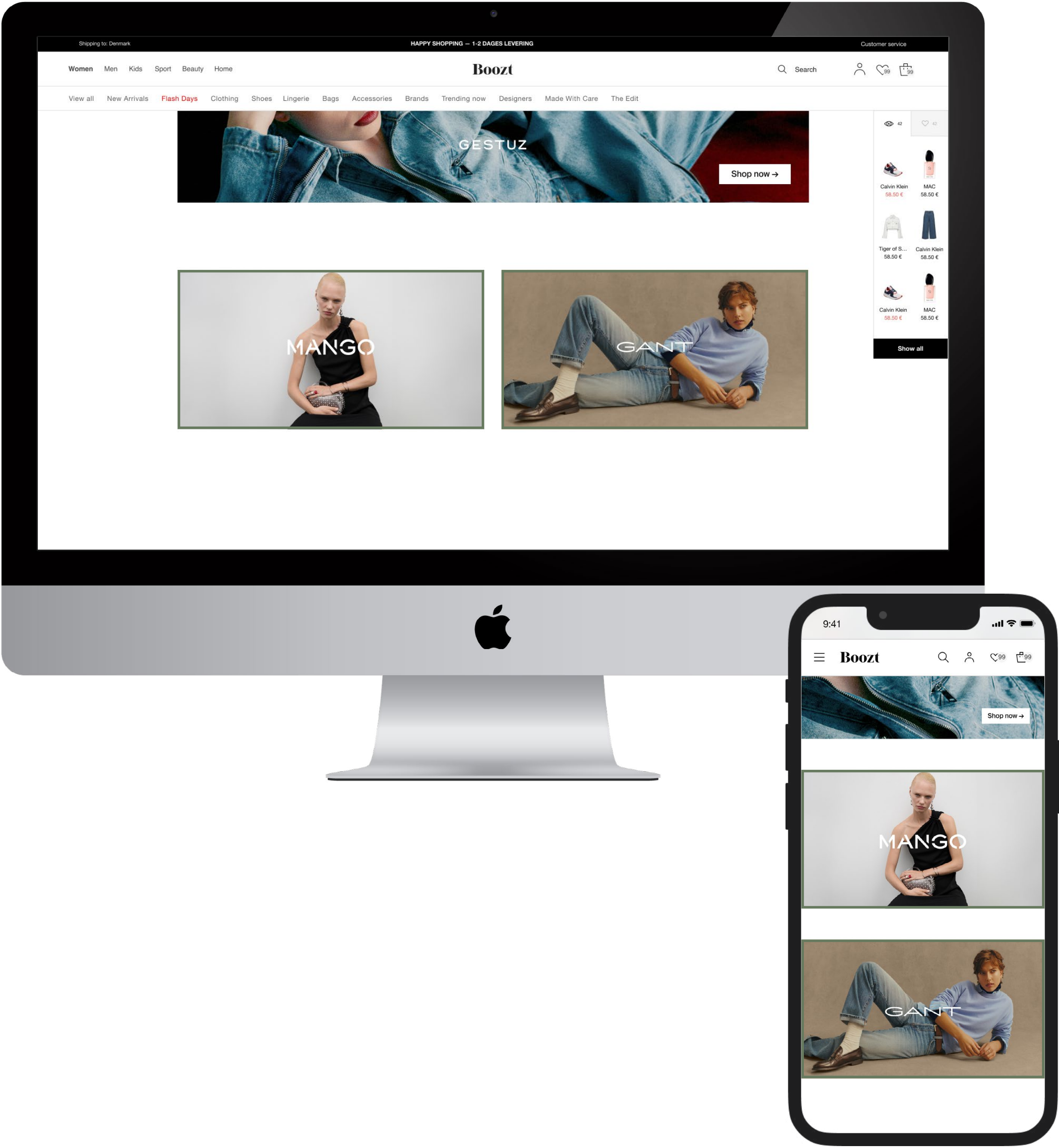


FRONTPAGE  
TWIN BANNER

Onsite branding banner (left or right) including inspirational text.  
The Twin Banner is our 4th most popular banner among our partners.

**Duration:** 7 days

**Link to:** Brandwall. Can link to sub-category on request from the brand.





FRONTPAGE  
PRODUCT PLACEMENT

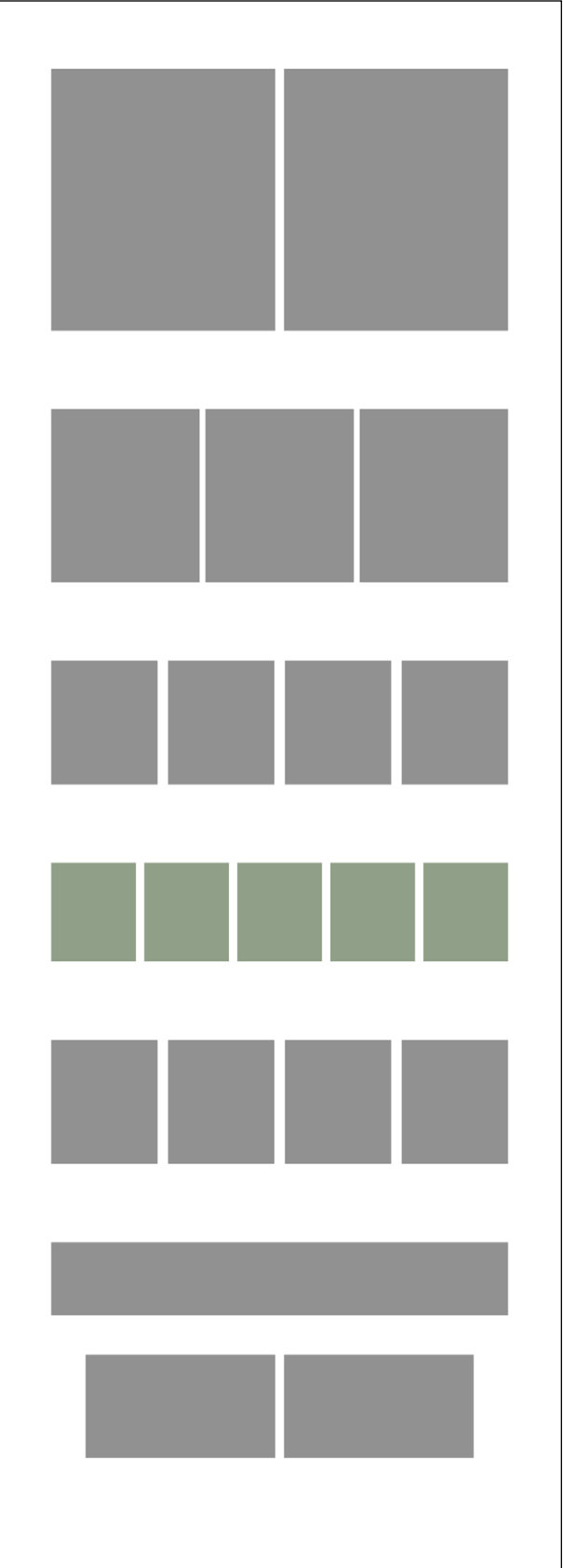
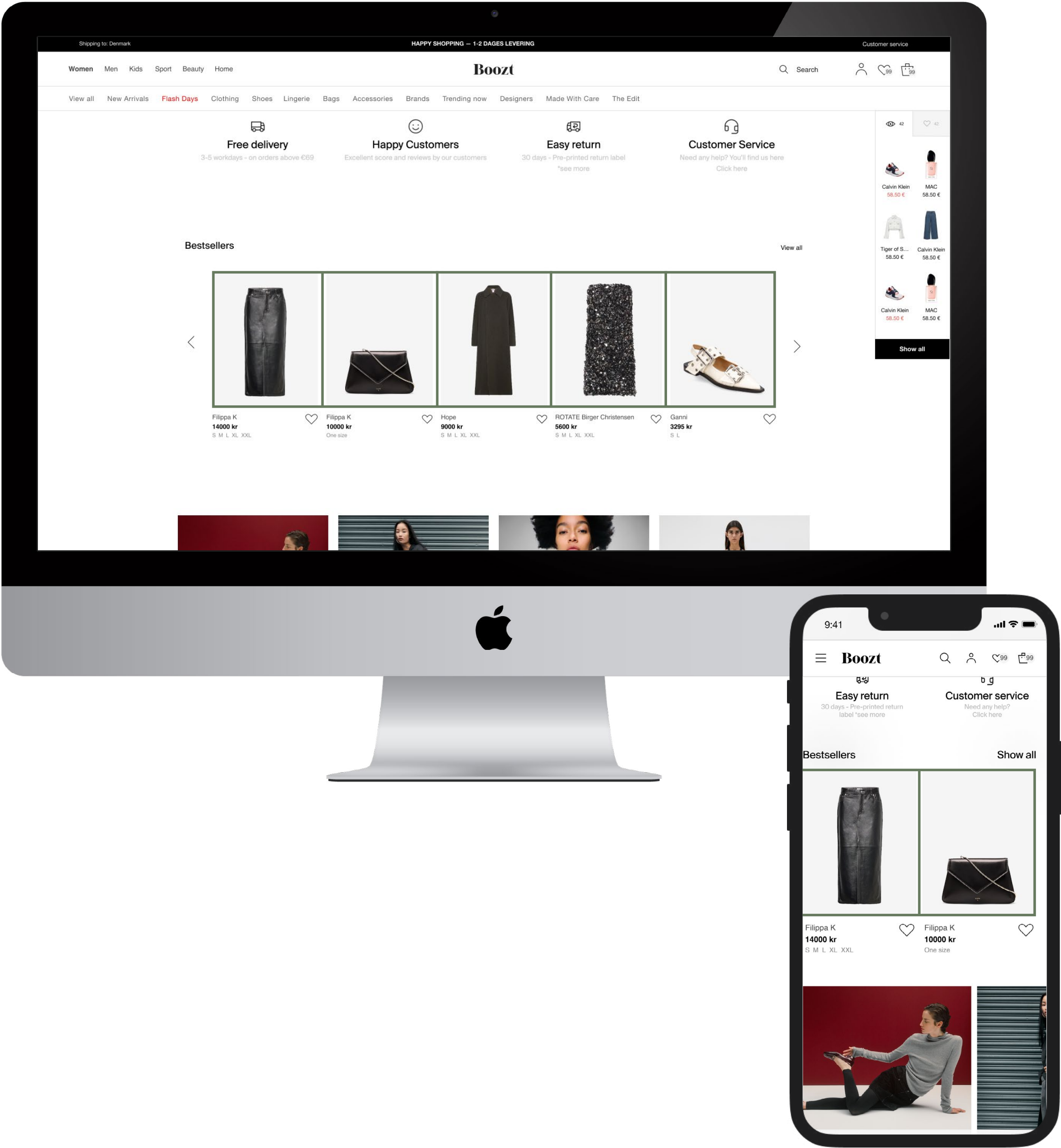
Feature a product as a bestseller on the category front page.

*Note! The system automatically chooses the most relevant colour choice for the customer based on an algorithm.*

**Categories:** All

**Duration:** 7 days

**Link to:** Linking to the product detail page.





FRONTPAGE  
BRANDING BANNER ENTRY PAGE

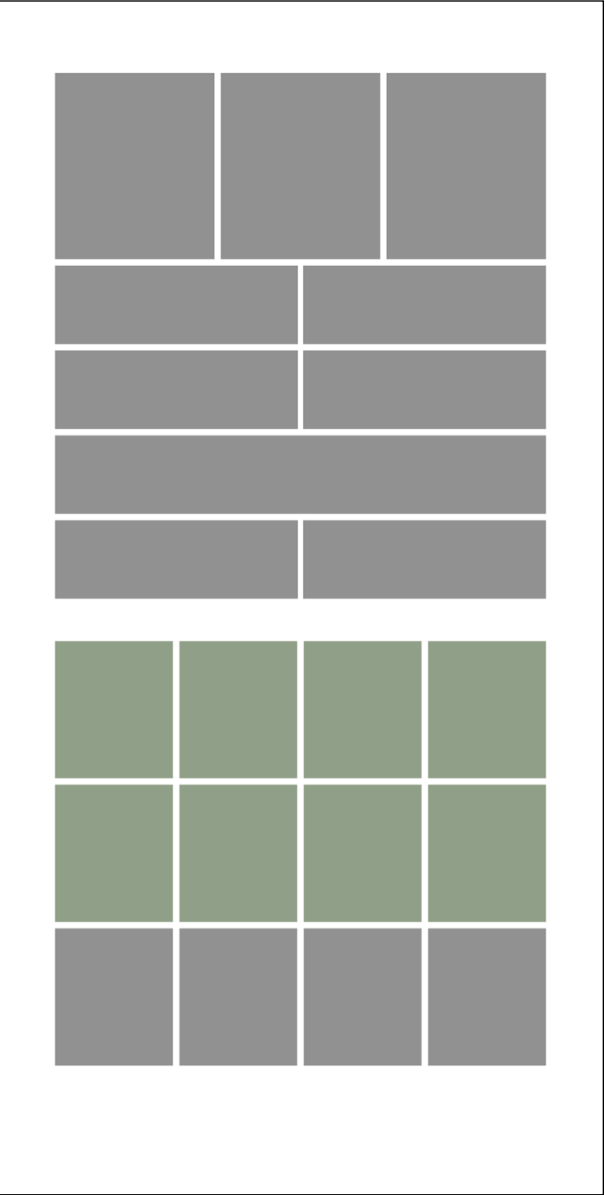
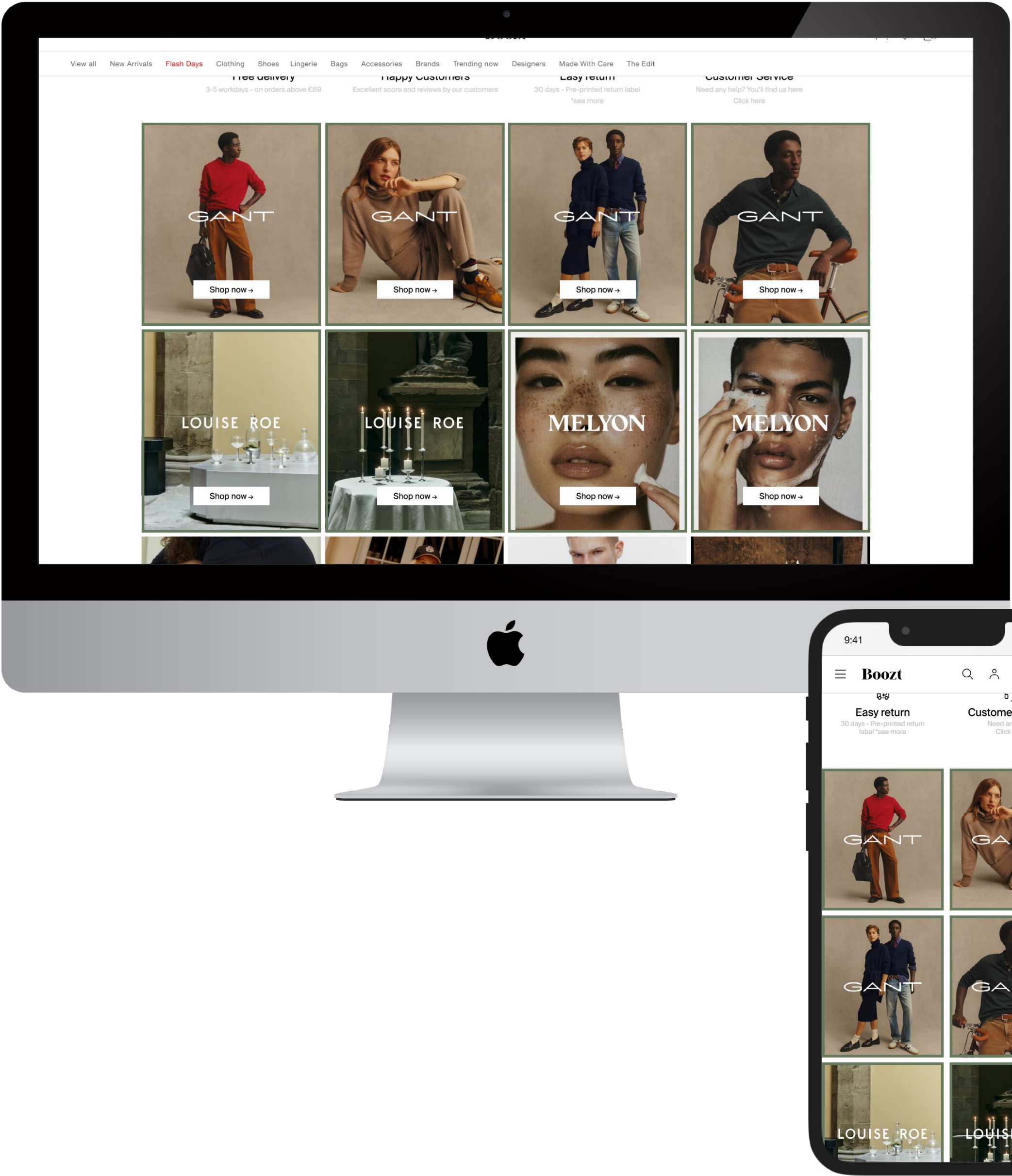
Buy 2 tiles/positions for one month to secure awareness among new Boozt site entries.

**Duration:** 1 week

**Link to:** Two different categories on the brand wall.

**Categories available:**

- Women
- Men
- Kids
- Beauty
- Home
- Sports Women
- Sports Men
- Sports Kids





# BRAND WALL

Create awareness and welcome your audience to your brand’s brand wall.

**Fact:** The users on Boozt spend an average of 2:05 min on the brand wall, which is why we believe it is important to visually connect with the audience.

**PREMIUM BRAND WALL**

More info and prices on page 27

**CUSTOM BRANDWALL**

More info and prices on page 28

**SUBCATEGORY**

More info and prices on page 34

**BRAND WALL COMPONENT**

**IMAGE CAROUSEL**

More info and prices on page 29

**CATEGORY BANNER**

More info and prices on page 30

**SHOP THE LOOK**

More info and prices on page 31

**MAIN PORTRAIT TEXT**

More info and prices on page 32

**FOCUS IMAGES / VIDEOS**

More info and prices on page 33



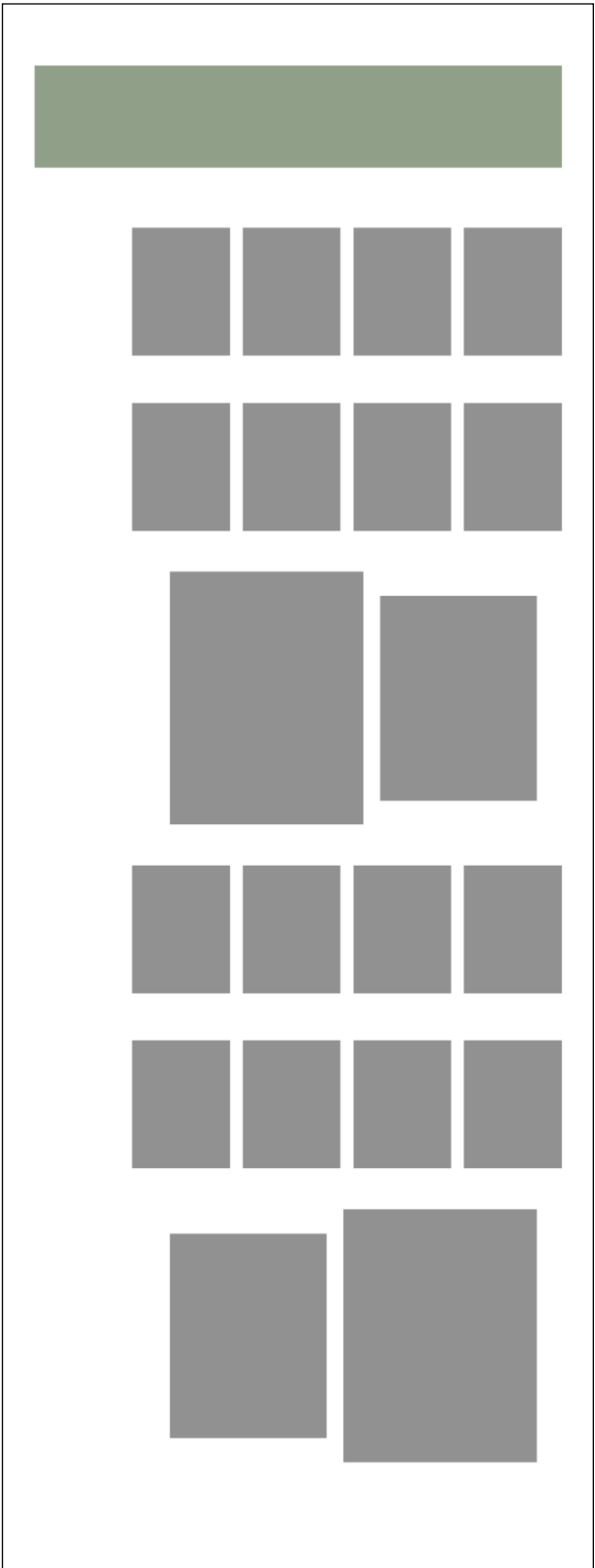
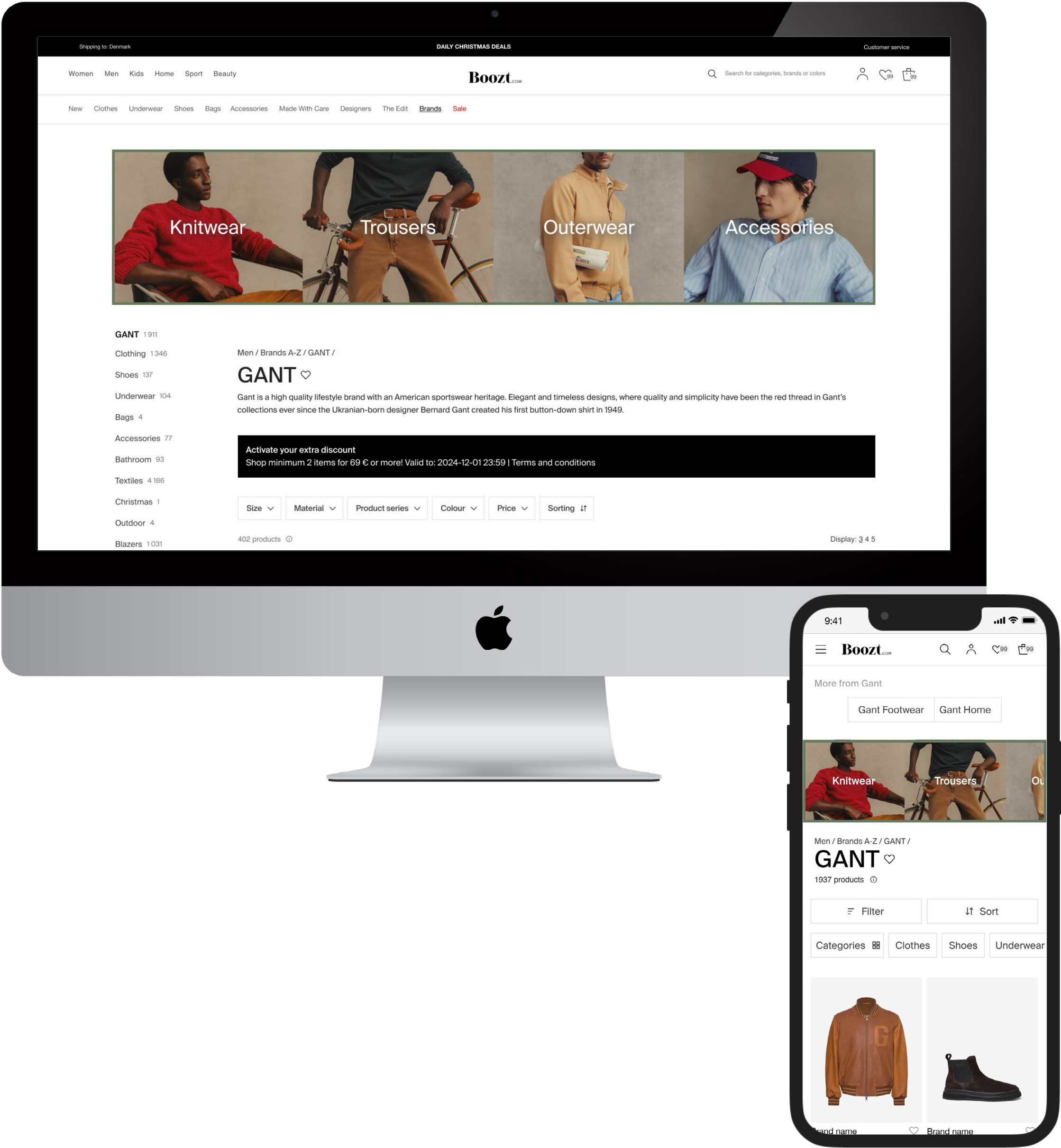


BRANDWALL  
PREMIUM BRAND WALL

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

Duration: 1 year

Cases:  
Liewood - see case [here](#)



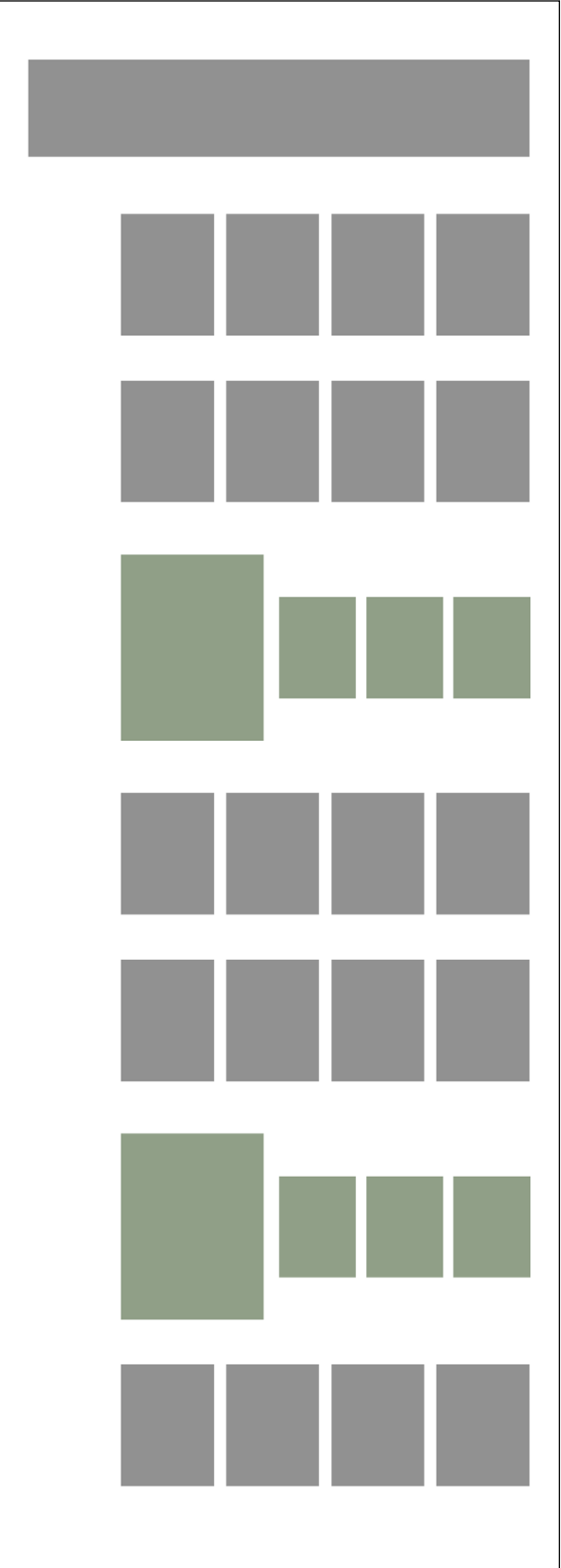
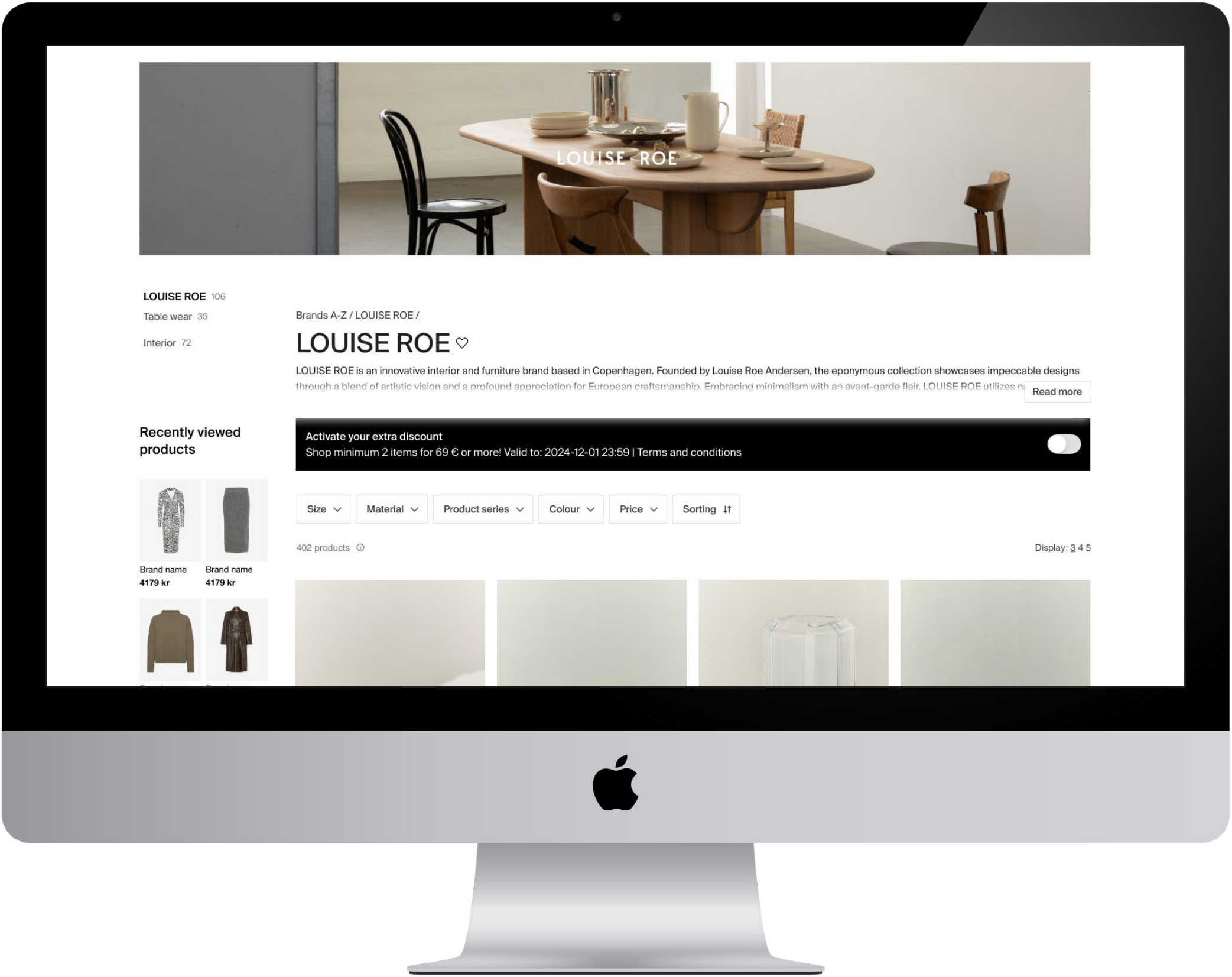


BRANDWALL  
CUSTOM BRAND WALL

Create an inspiring universe within your brand wall and choose between a range of different components that will both inspire and drive traffic.

**Material (Components):**  
See the following slides for an overview of the five different components you can choose from. You can have up to five components per brand wall, and choose the same component multiple times if you like.

All components can either have image or video content.

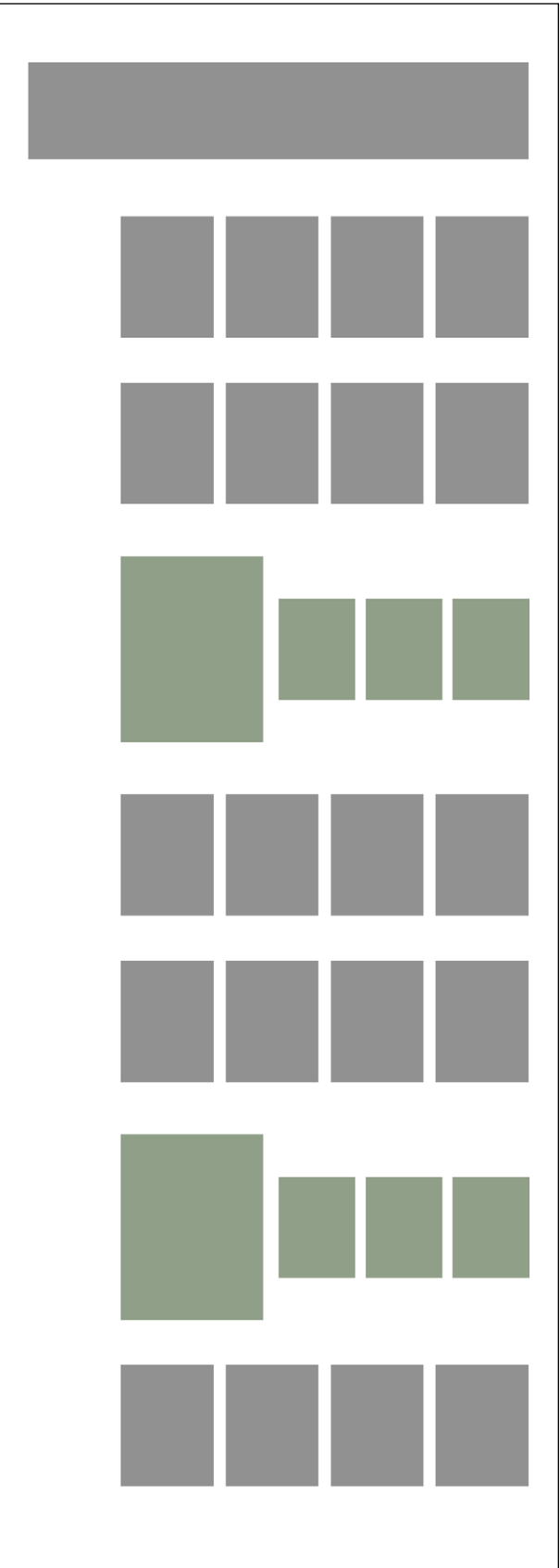
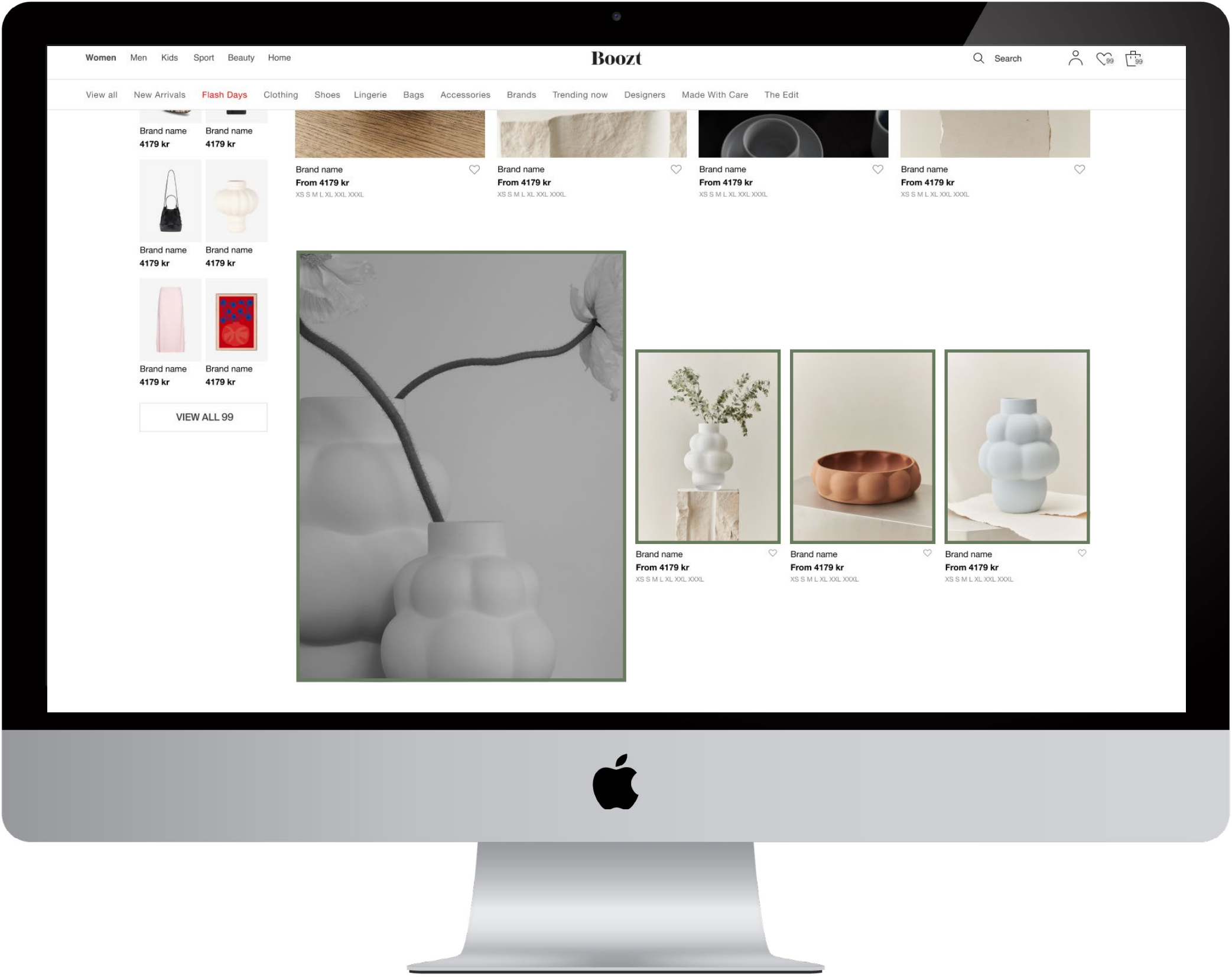




BRANDWALL

BRAND WALL 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.

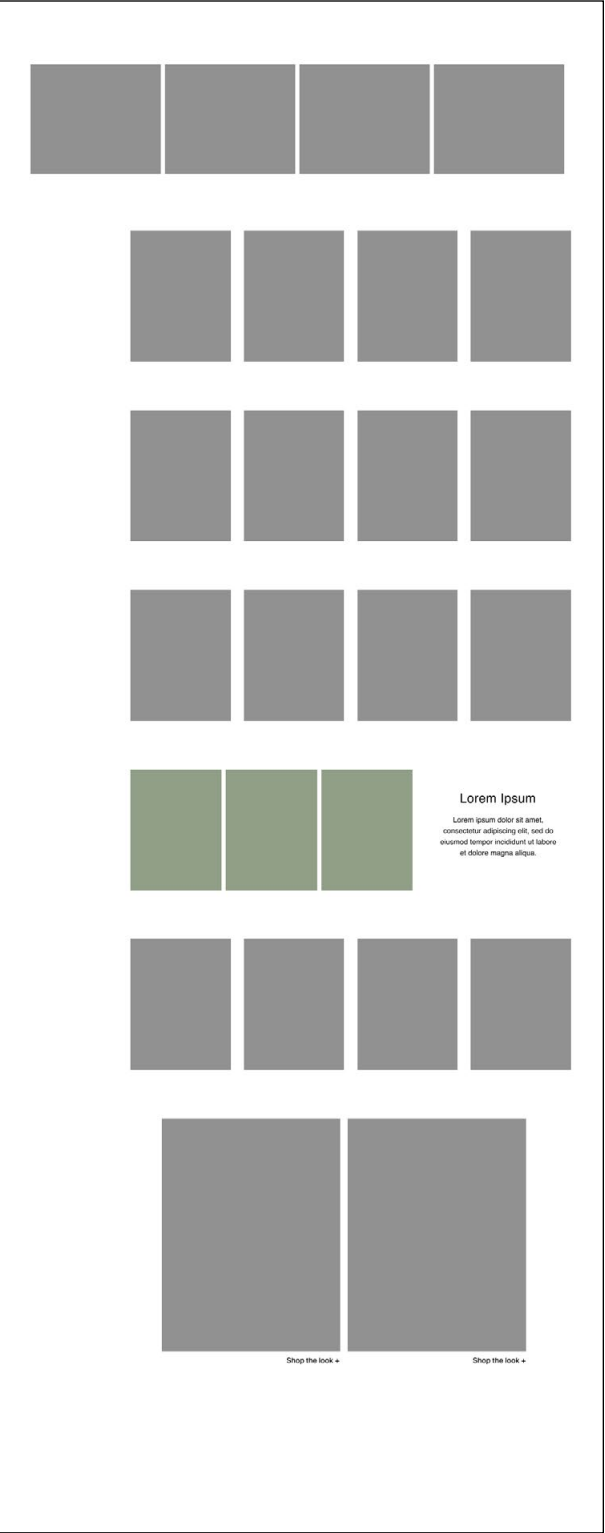
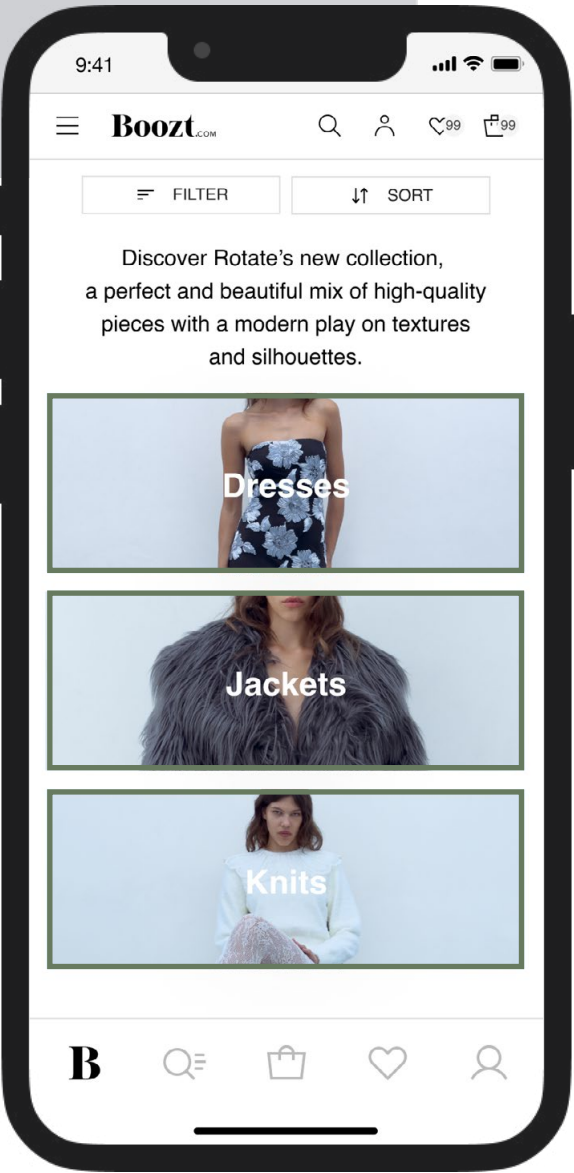
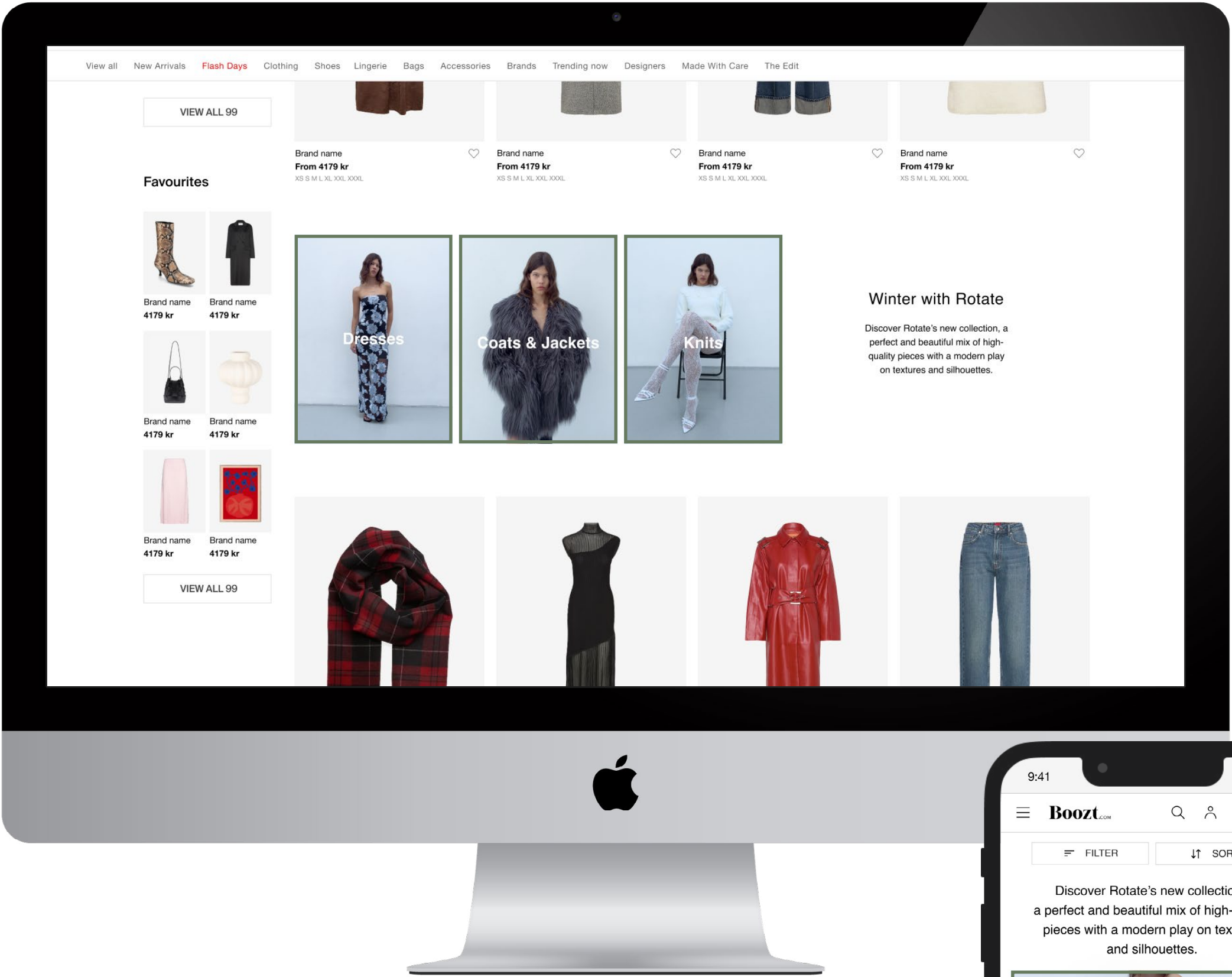




BRANDWALL

BRAND WALL 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.

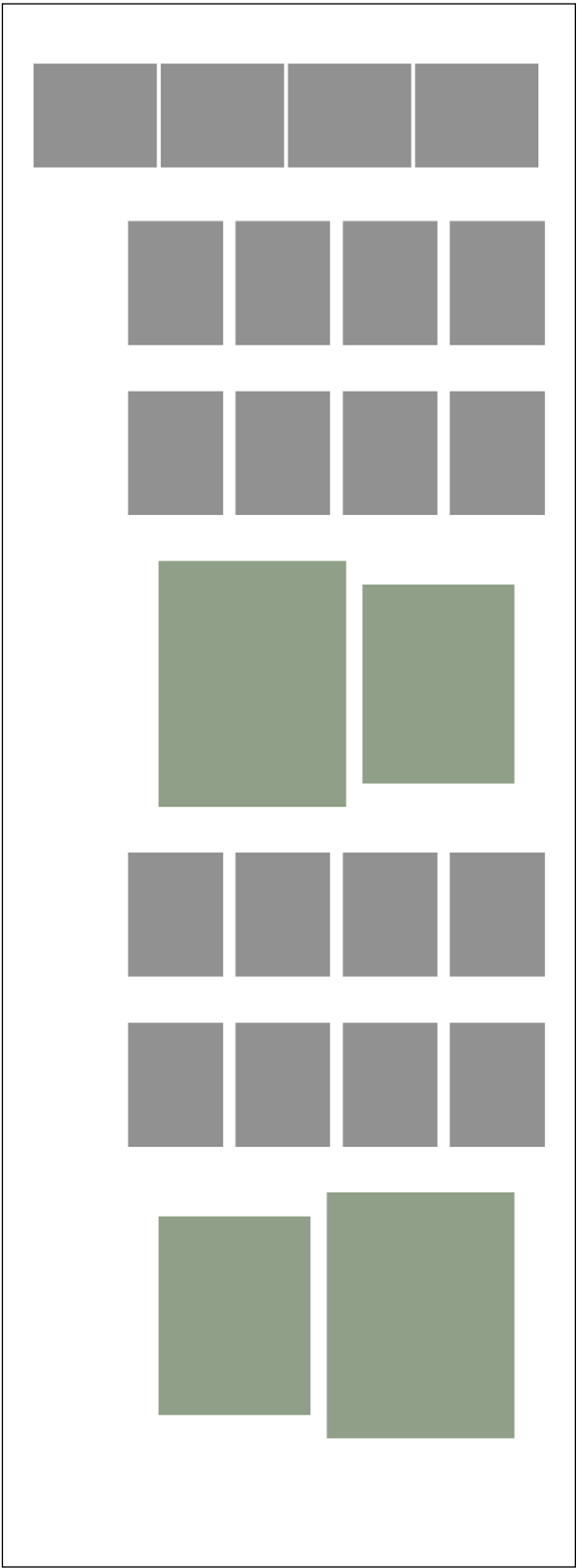
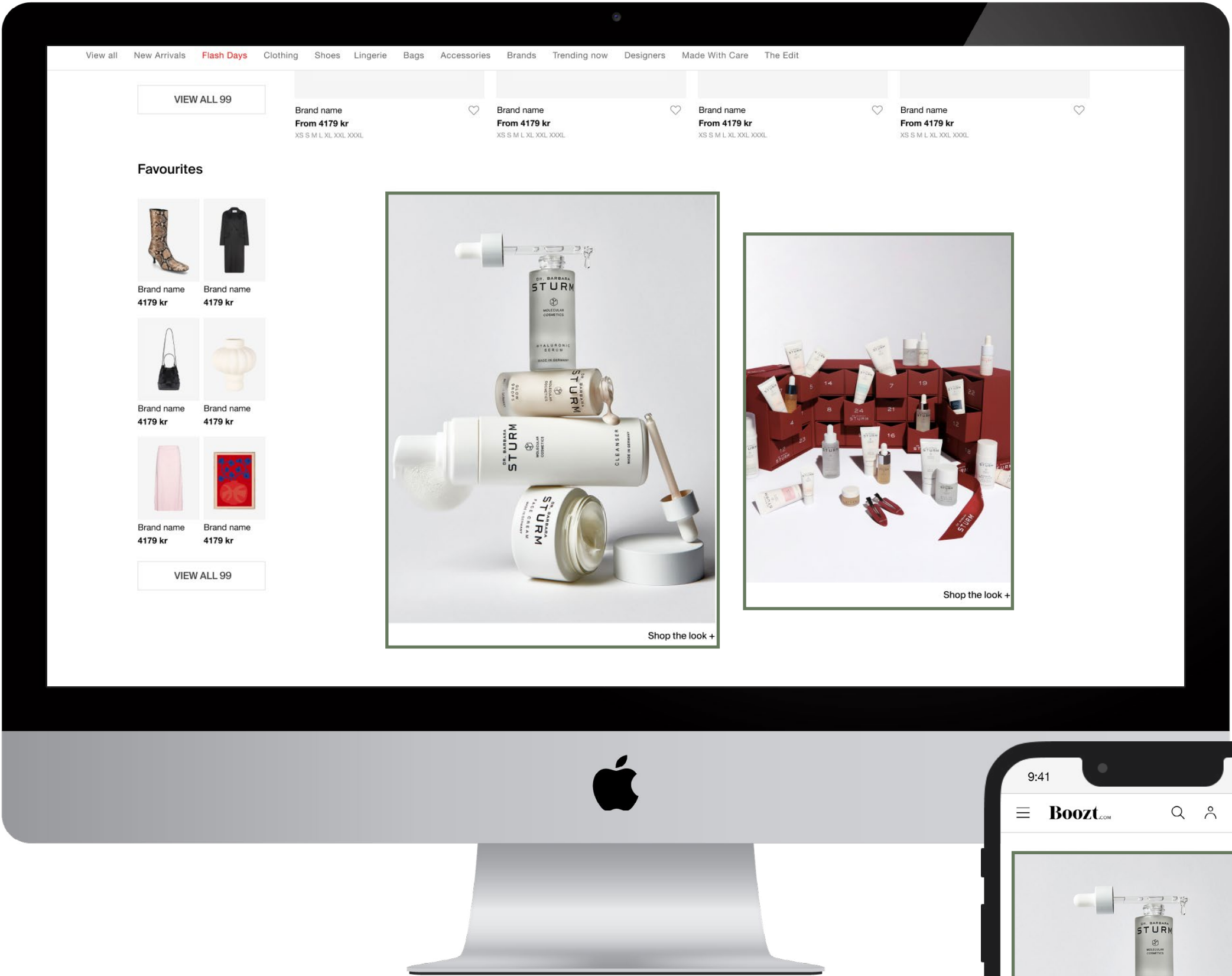




BRAND WALL

BRAND WALL 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.

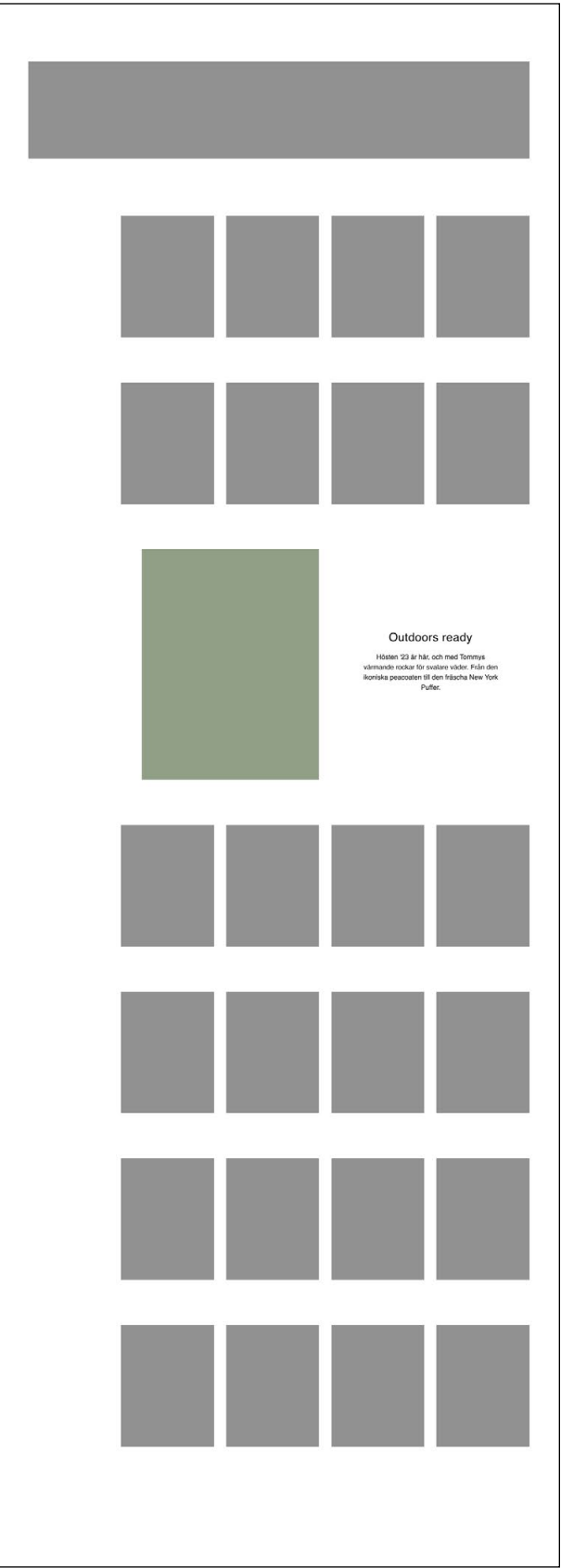
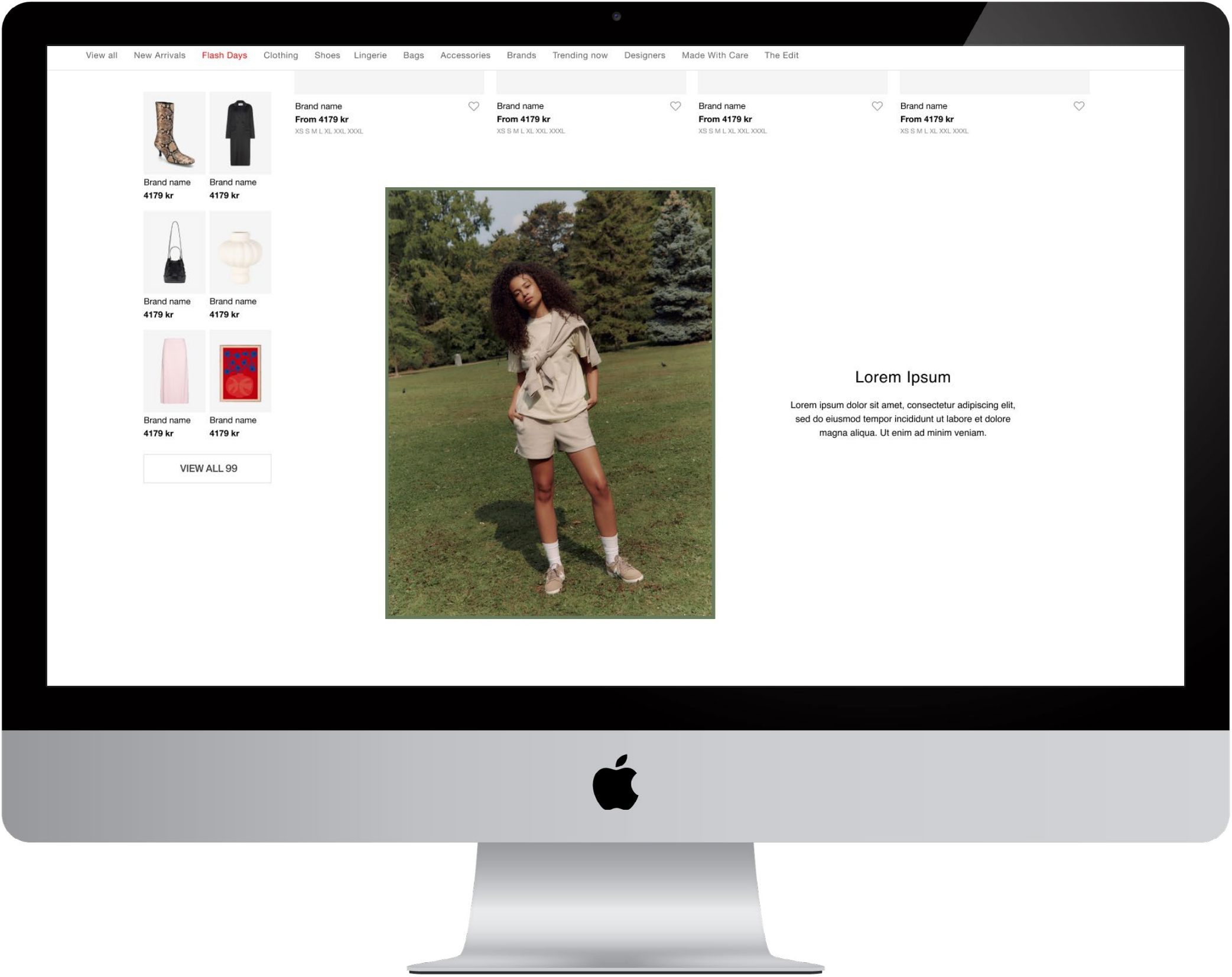




BRAND WALL

BRAND WALL 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.

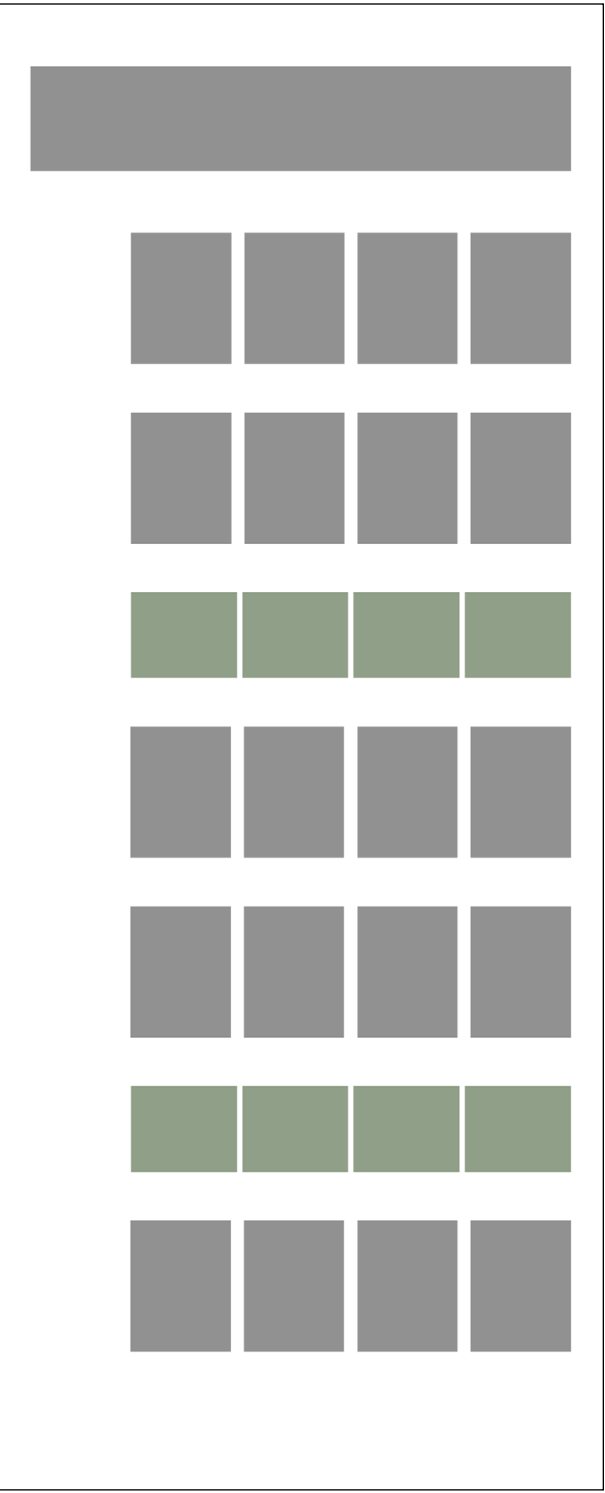
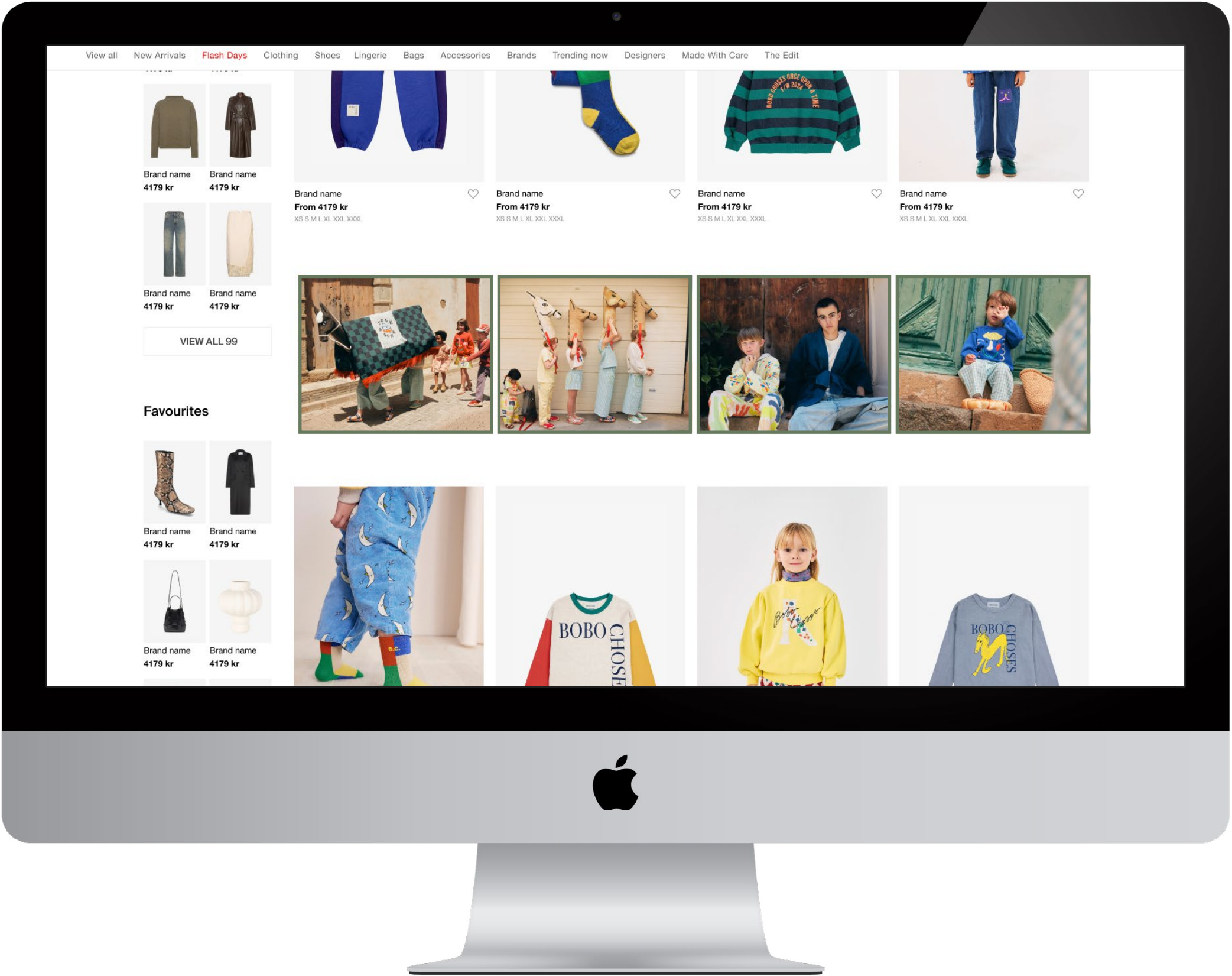




BRAND WALL

BRAND WALL COMPONENT:  
FOUR IMAGES / VIDEOS

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





BRANDWALL

BRAND WALL SUBCATEGORY

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

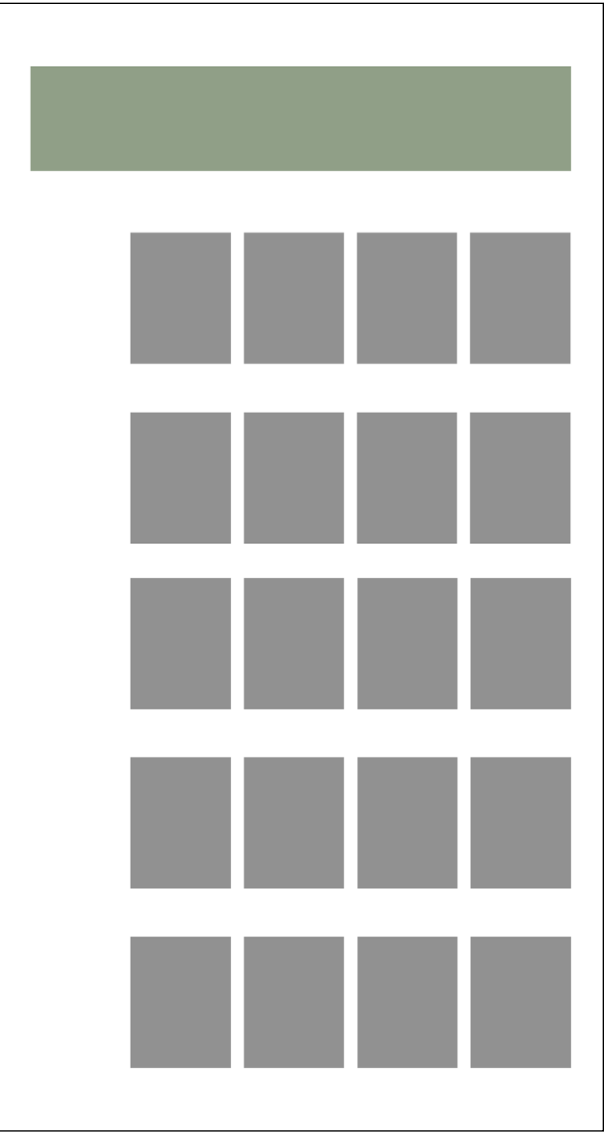
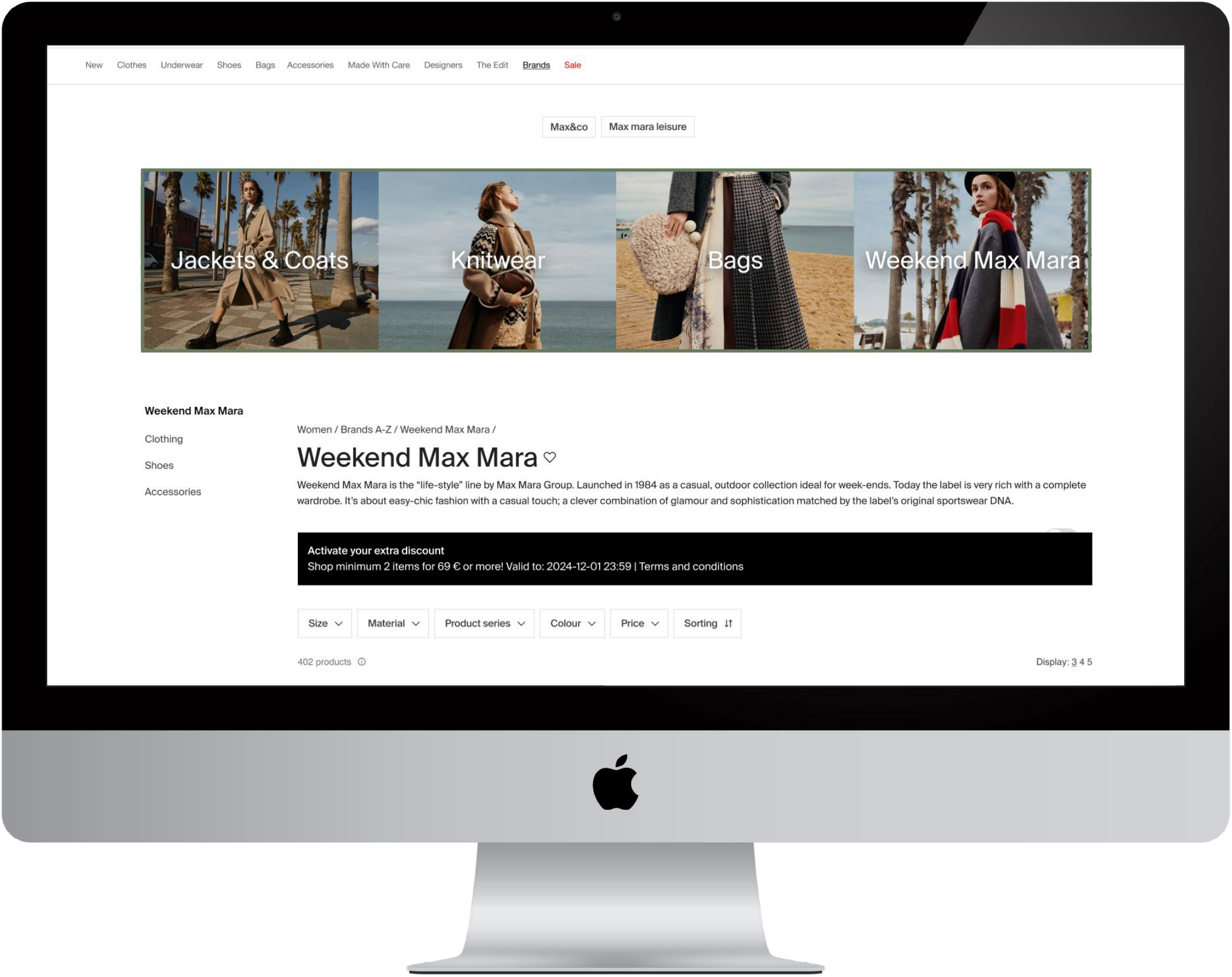
Basic package:

- Creation of a new subcategory at the top of the category menu on the brand wall.
- Brand wall 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 brand wall.
- Brand wall banner of choice.
- Filtered products of choice - a minimum of 10 styles.
- Depending on the number of styles, a minimum of one component is added to the product page.

Duration: 3 months





# LISTING PAGE

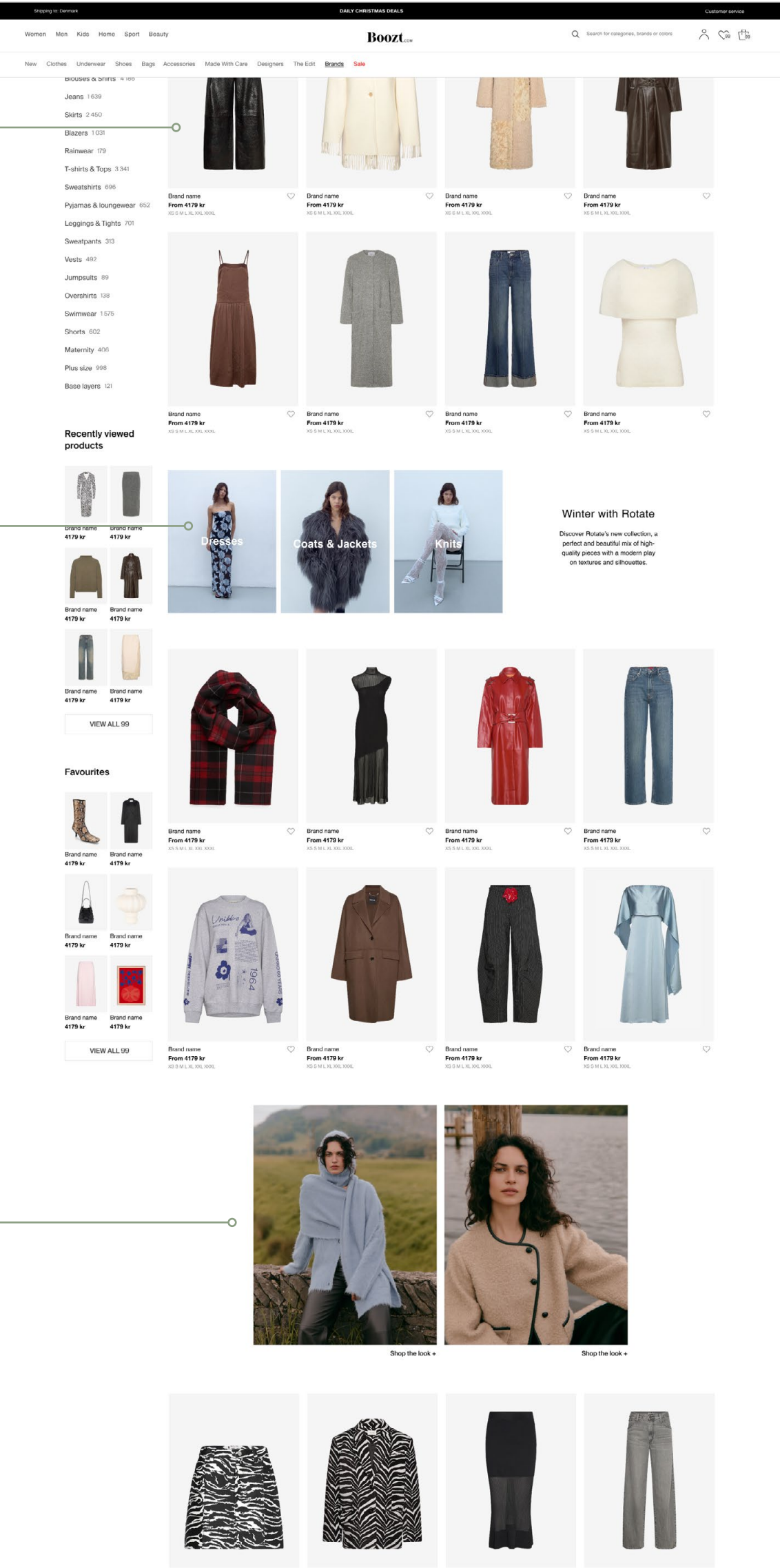
Don't let your products get lost in the crowd—make a powerful impact with strategic listing page placements that highlight your brand, drive traffic, and optimise sales performance.

String page placements are essential for boosting sales and capturing shopper attention right at the decision-making moment. These prime placements put your products at the top of relevant category pages, ensuring maximum visibility as customers browse. By positioning your brand directly in the path of engaged shoppers actively searching for products, listing page placements increase the likelihood of clicks, conversions, and sales.

**SPONSORED PRODUCTS**  
More info and prices on page 38

**CATEGORY BRANDING BANNER**  
More info and prices on page 36

**CATEGORY SHOP THE LOOK**  
More info and prices on page 37





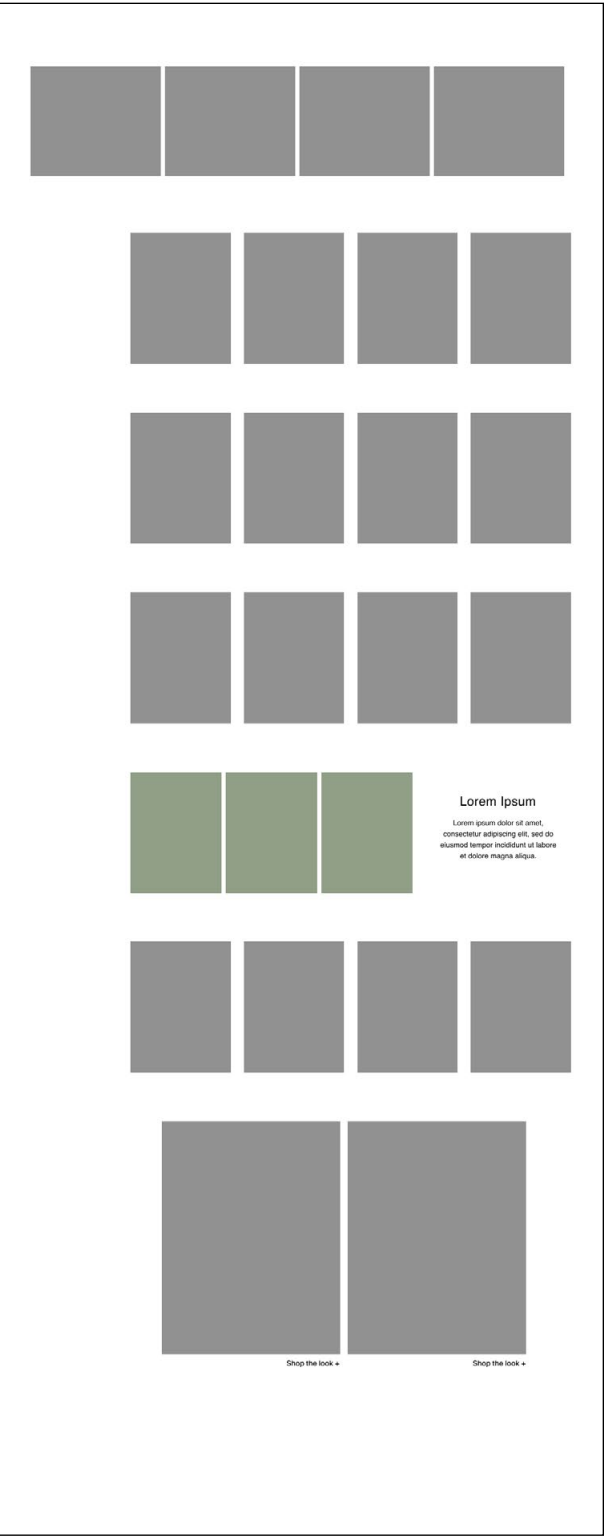
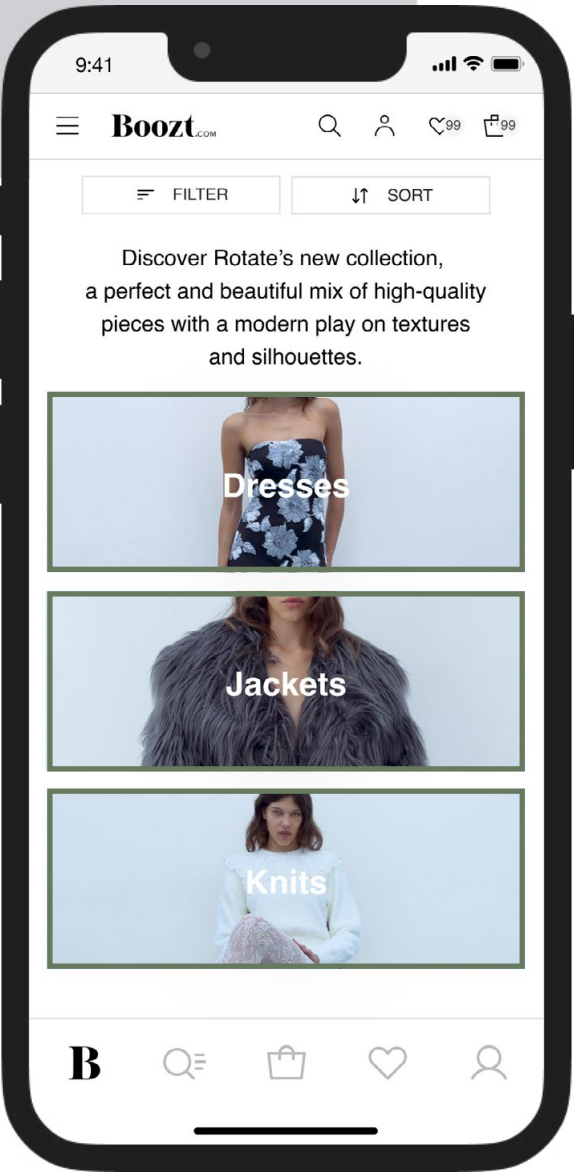
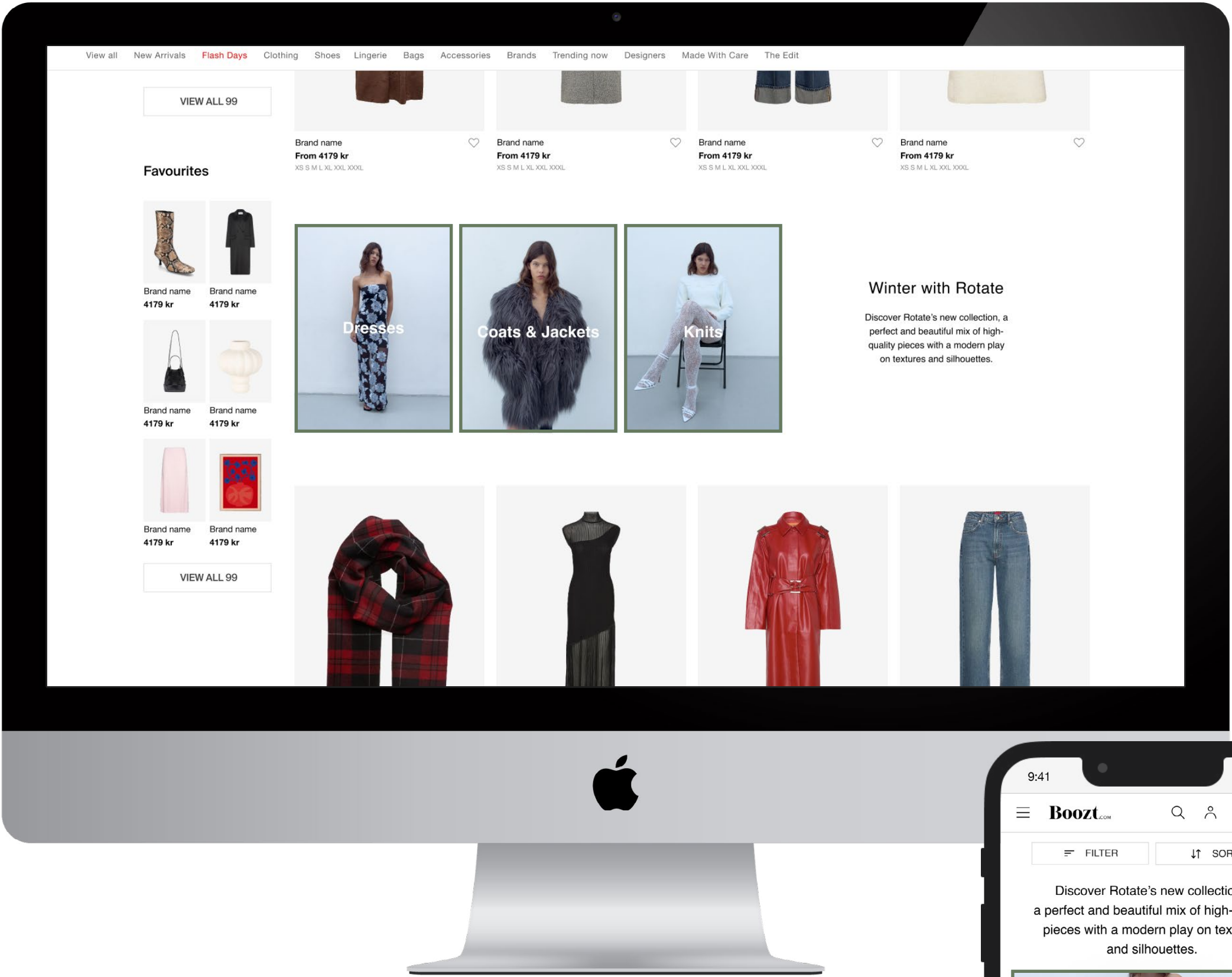
LISTING PAGE

CATEGORY BRANDING BANNER

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

Duration: 4 days

Link to: 3 categories on the brand wall.





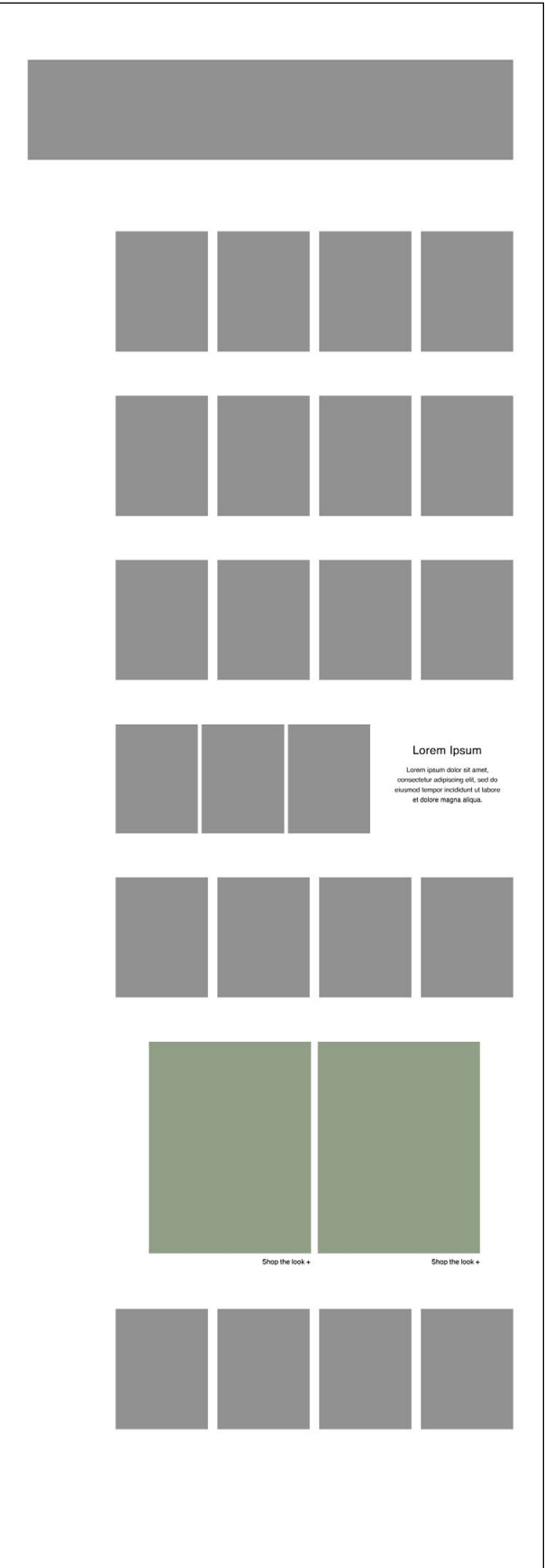
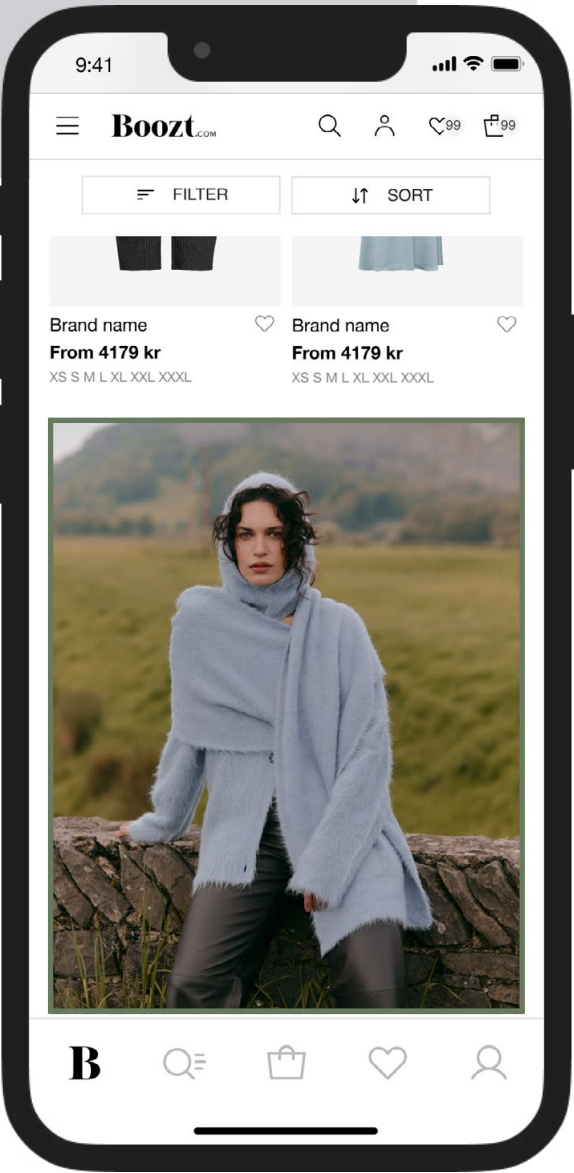
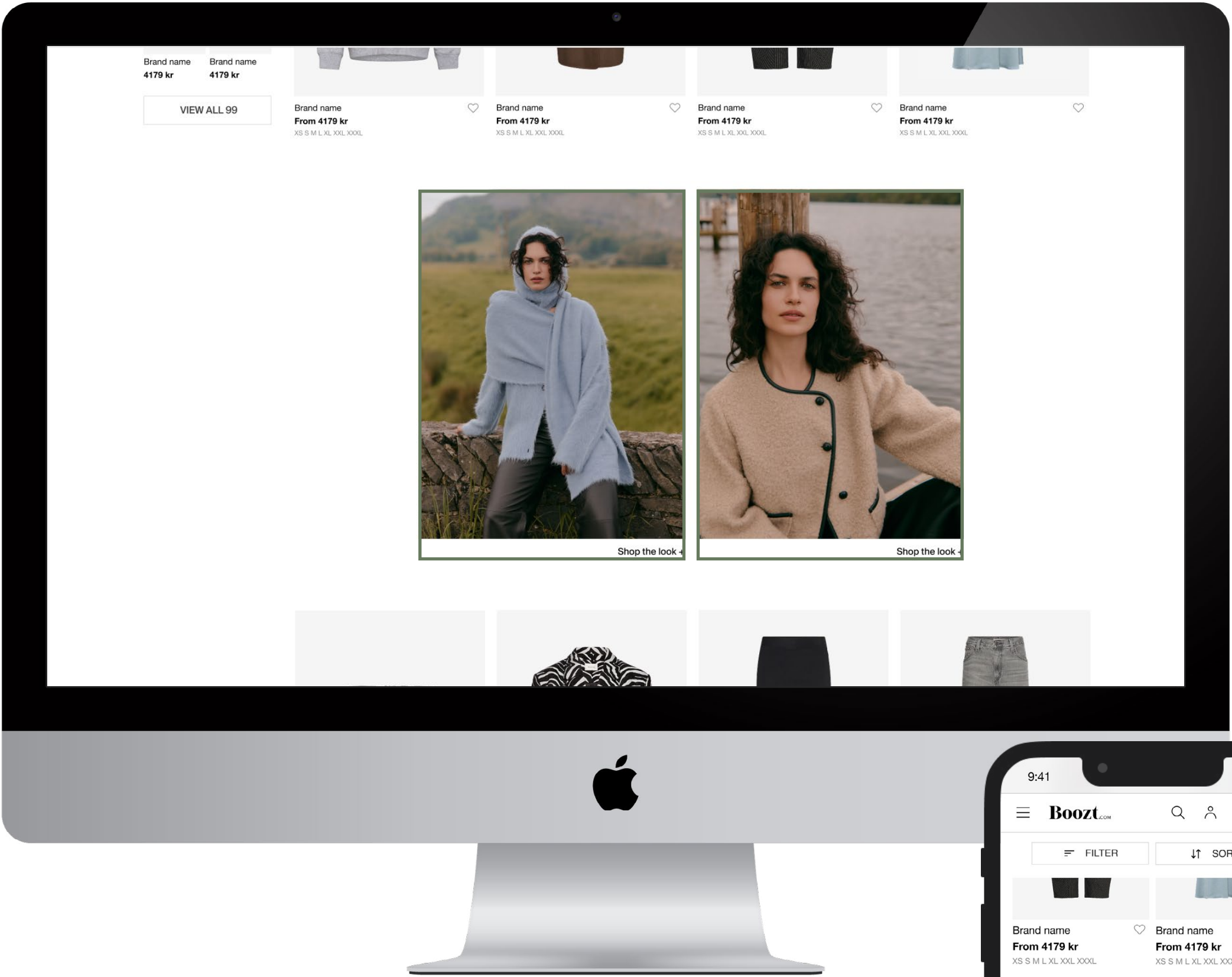
LISTING PAGE

CATEGORY SHOP THE LOOK

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

**Note!** A minimum of one product featured on the look should be available in the category.

**Duration:** 4 days





LISTING PAGE

# SPONSORED PRODUCTS

Boost your sales with Sponsored Products.

Sponsored products help you secure top positions in search results, providing visibility that enhances the shopping experience and gives you valuable insights into product performance.

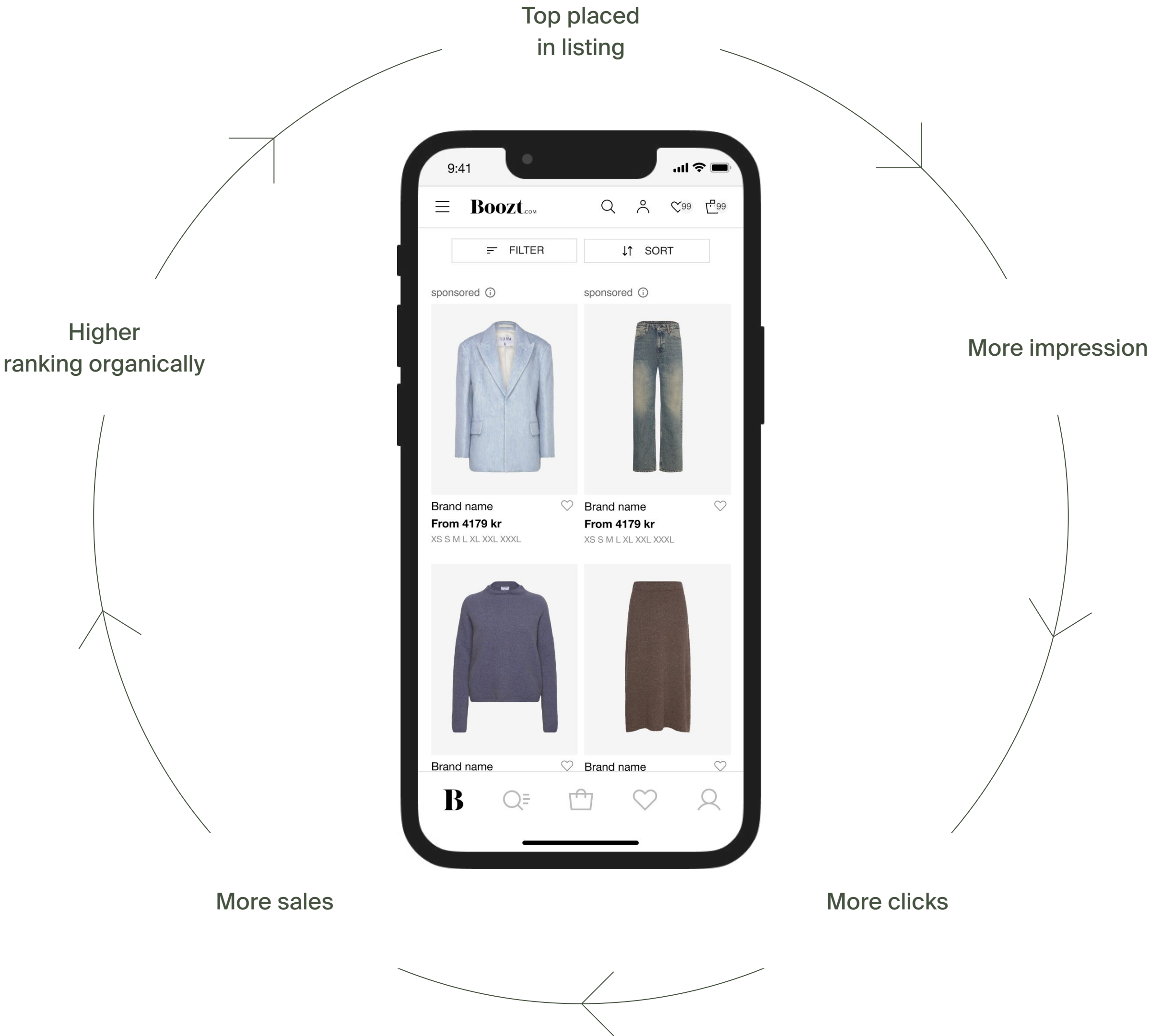
Support brand campaigns or new launches with sponsored products to drive short-term sales, while building lasting brand presence through an always-on approach that reaches Boozt’s in-market customers.

Leverage targeted promotions informed by Boozt Data Intelligence, which can boost profitability by up to 19x compared to non-sponsored products.

**Booking guidance**

- Period: Minimum 4 weeks
- Minimum price per product: 299 SEK

**Cases:**  
Lindbergh - see the case [here](#)





# DIGITORALS

Digital editorials bring your brand story to life, offering an immersive experience that captivates and engages. Through rich storytelling, high-quality visuals, and strategic placements, editorials showcase your products in an inspiring, authentic context. They not only drive brand awareness but also foster a deeper connection with your audience, encouraging them to explore and shop.

Stand out with digital editorials that elevate your brand and turn browsing into buying.

**MICROSITE**  
More info and prices on page 40

**ARTICLE ON THE EDIT**  
More info and prices on page 41

**PRODUCT PLACEMENT ON THE EDIT**  
More info and prices on page 42





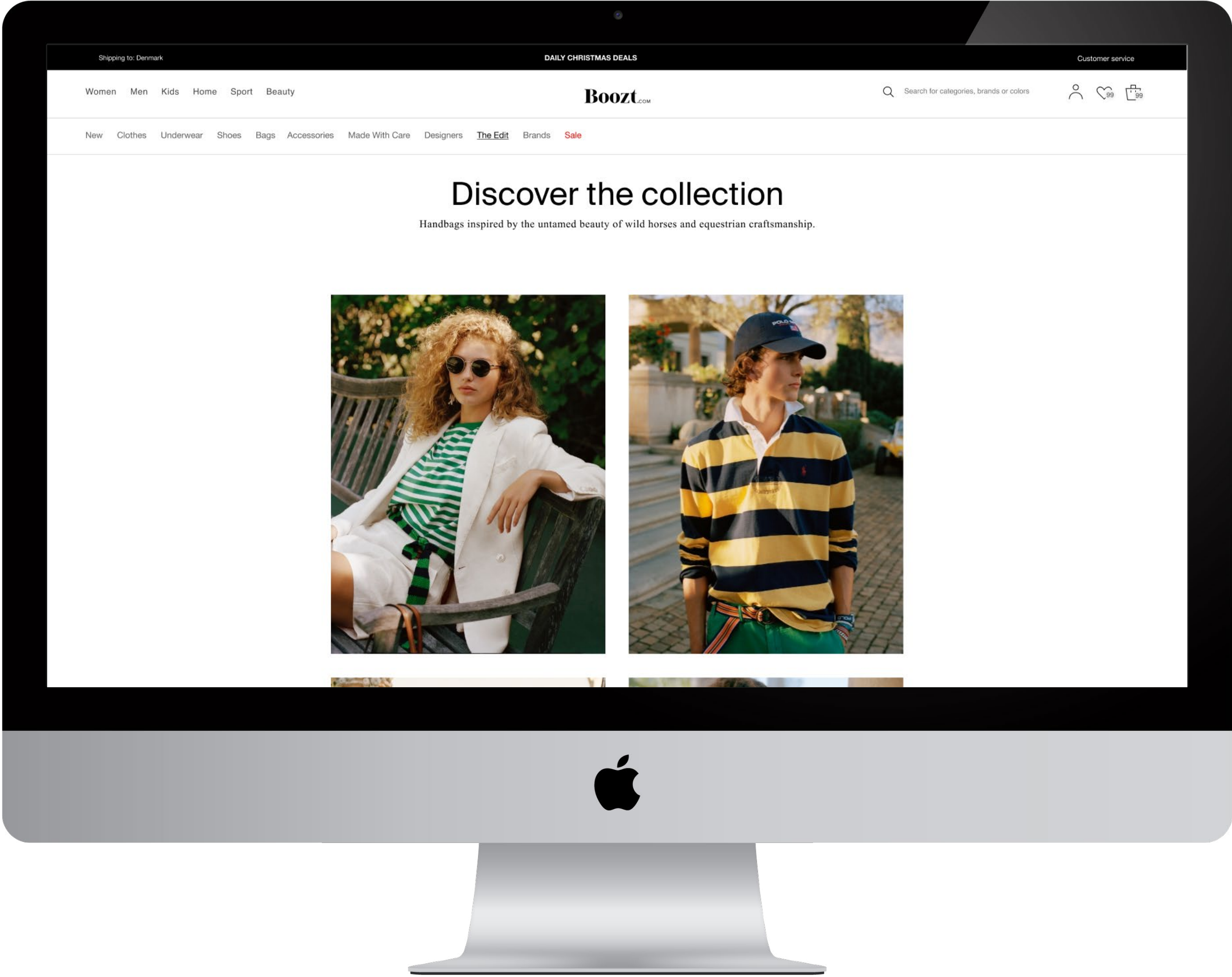
DIGITORIALS  
MICROSITE

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.

Promotion

- Newsletter brand banner (minimum 250.000 send-outs).
- 1 organic post on Instagram and Facebook.
- 1 organic story on Instagram.
- Paid push on Instagram and Facebook.





DIGITORIALS

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.

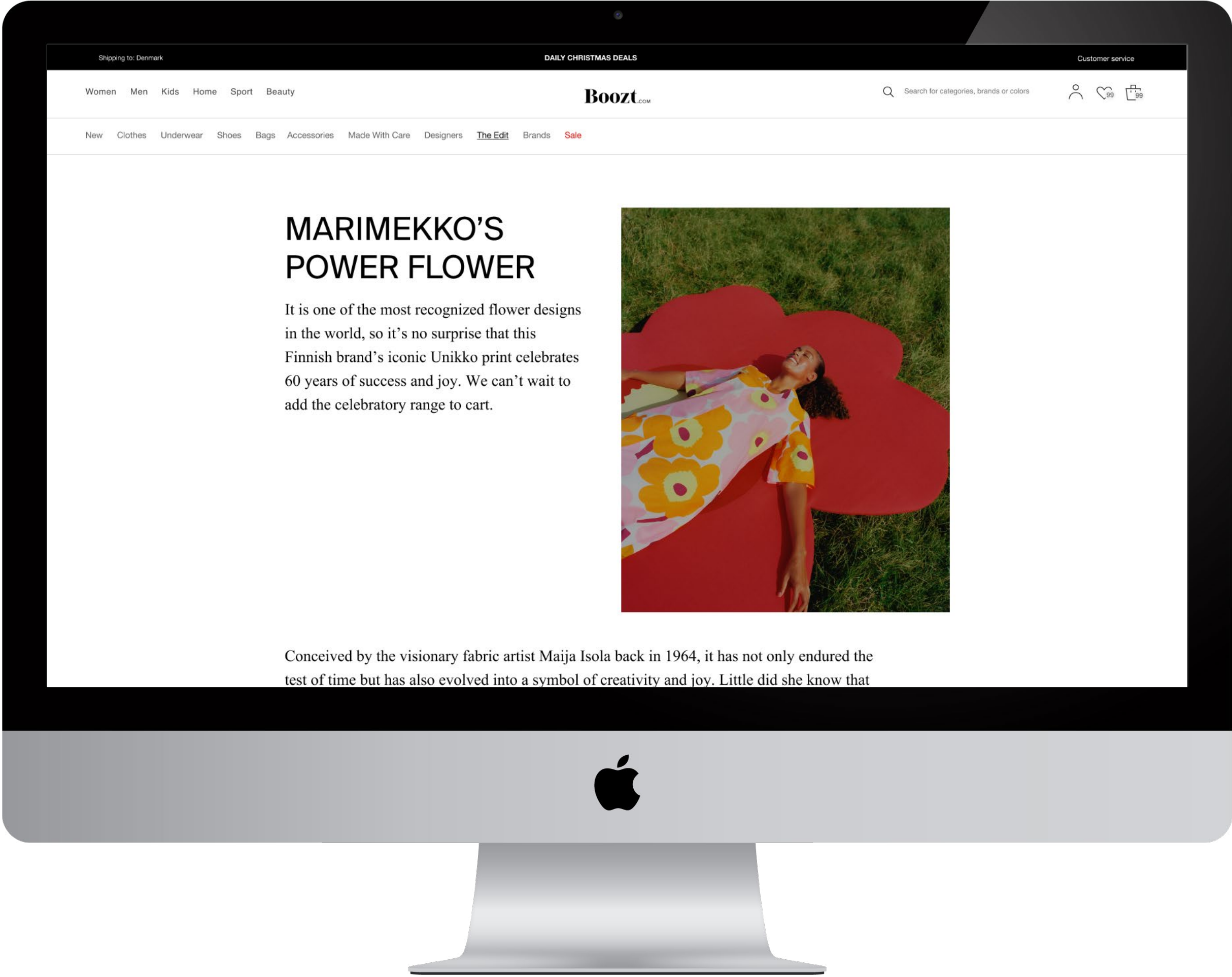
Content will be created based on a brief by the brand and can include  
elements like ‘shop the look’, videos, and products with links to Boozt.

Published on The Edit

Available in DK, SE, and NO

Promotion

- Newsletter brand banner (minimum 250.000 send-outs).
- 1 organic post on Instagram and Facebook.
- 1 organic story on Instagram.
- Paid push on Instagram and Facebook.





DIGITORIALS

PRODUCT PLACEMENT ON THE EDIT

Would you like your brand to be included in an article on the Boozt magazine, The Edit?

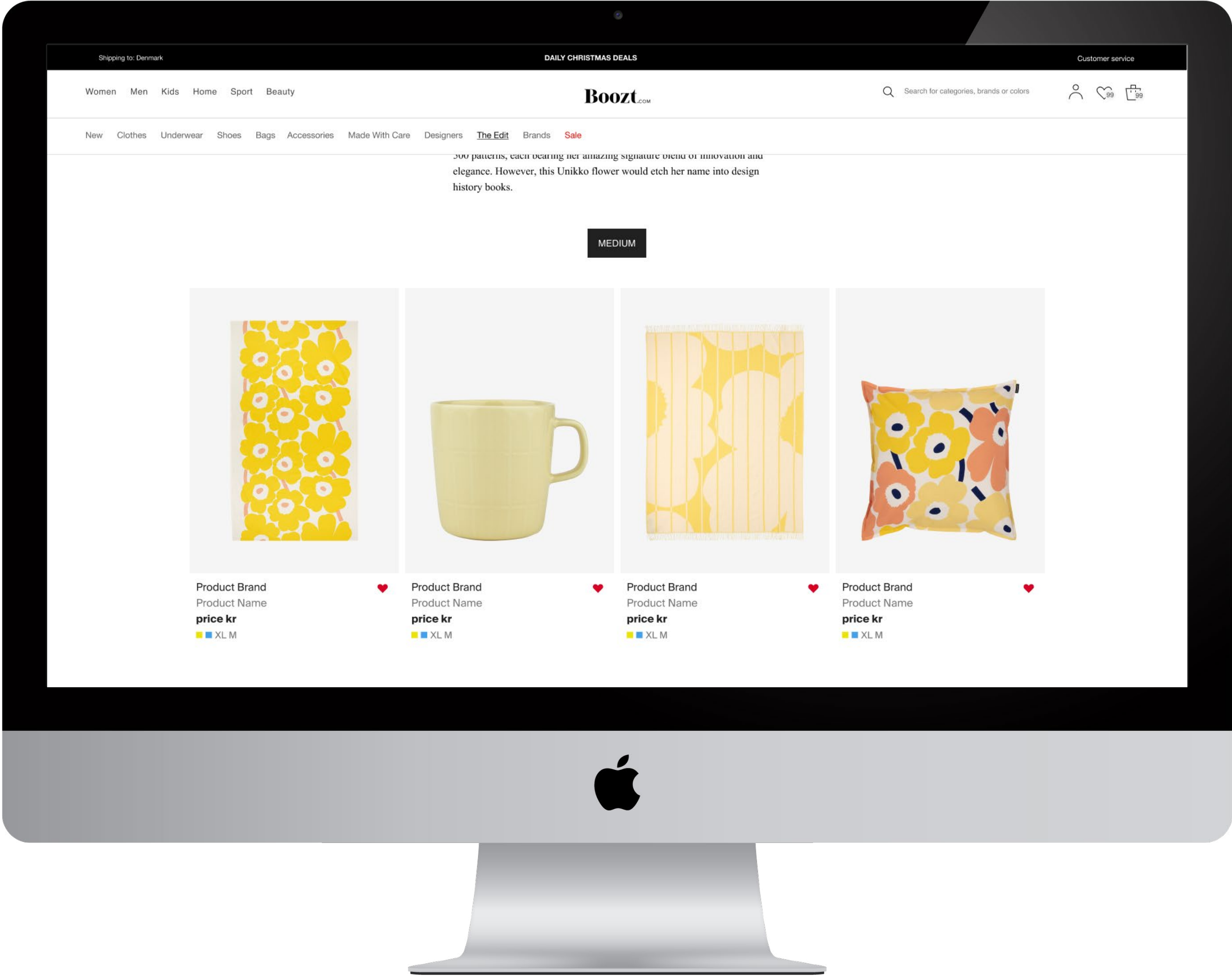
Within an article, you would get either a hero product placement where there would be a large image and detailed product description, or, your brand could be included on the product panel for a product placement. Both would directly link to the product detail page on Boozt.

- Promotion package:
- 1 post on Instagram and Facebook
  - 1 frame on Instagram Story

Time limit

Approx. 3 months

*Note! The product placements won't be deleted but the products might not be relevant after 3 months due to seasonality.*





# OFFSITE PLACEMENTS



# NEWSLETTER

Newsletters are a powerful tool for building strong customer connections and driving consistent engagement with your brand. Reaching directly into your audience’s inbox, newsletters offer the perfect platform to showcase new arrivals, special promotions, and exclusive content, keeping your brand top-of-mind. With targeted, tailored messaging, newsletters help increase traffic, boost conversions, and nurture customer loyalty.

Don’t miss the chance to engage your audience on a personal level—let newsletters work to enhance your brand’s visibility and drive results.

**DEEP LINK BRANDING E-MAIL**

More info and prices on page 45

**ONE LINK BRANDING E-MAIL**

More info and prices on page 46

**CUSTOMER SEGMENT E-MAIL**

More info and prices on page 47

**GENERAL MARKETING BANNER & CAROUSEL**

More info and prices on page 48

**THEME BASED EMAILS**

More info and prices on page 49





NEWSLETTER

# DEEP LINK BRANDING E-MAIL

Inspirational branding e-mail sent to relevant customers. With multiple deep links within the same email, we are allowing users to jump straight to various relevant sections—perfect for campaigns with multiple calls to action or product options.

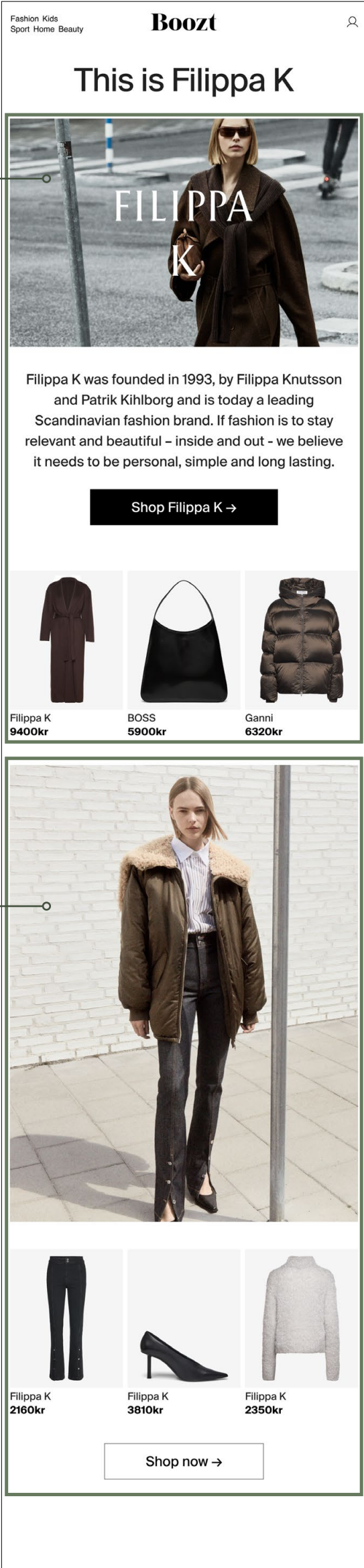
**Number of send-outs:**  
One send-out in a defined week.  
Total send-outs depend on category.

**Link to:** Brandwall, subcategory, or/and PDP

LAYOUT 1 STANDARD

URL to brandwall

URL to product page



LAYOUT 2 HERO

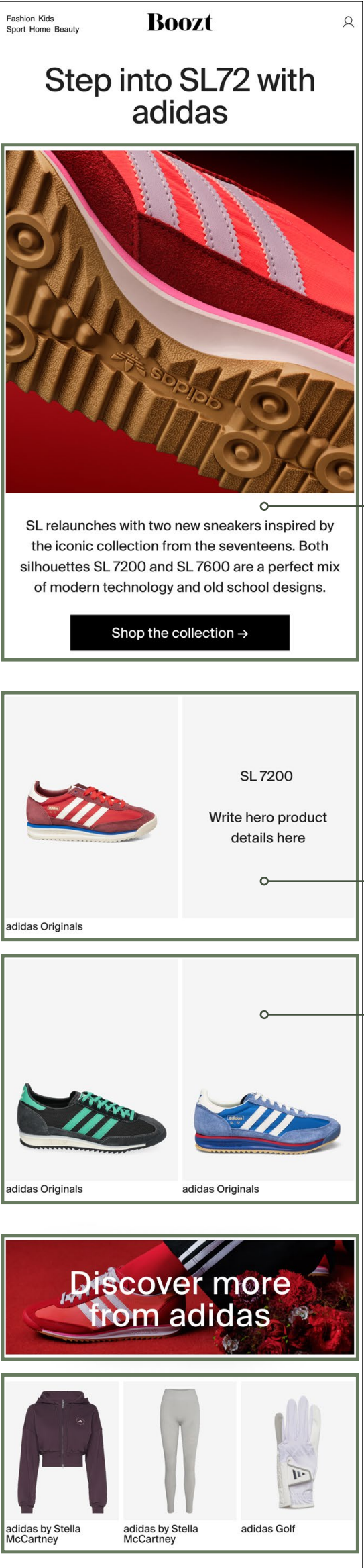
URL to brandwall

URL to product page

URL to product page

URL to brandwall

URL to product page





NEWSLETTER

ONE LINK BRANDING E-MAIL

Drive direct action with the inspirational branding e-mail: using a single deep link.  
This focused approach minimises distractions and ensures your users are directed straight to the content or feature that aligns with your campaign goals.

Number of send-outs:

One send-out in a defined week.  
Total send-outs depend on category.


Link to: Brandwall

URL to brandwall

Fashion Kids  
Sport Home Beauty


Boozt

# This is Filippa K




Filippa K was founded in 1993, by Filippa Knutsson and Patrik Kihlberg and is today a leading Scandinavian fashion brand. If fashion is to stay relevant and beautiful – inside and out - we believe it needs to be personal, simple and long lasting.


Shop Filippa K →




Filippa K  
9400kr




BOSS  
5900kr




Ganni  
6320kr






Filippa K  
2160kr



Filippa K  
3810kr



Filippa K  
2350kr

Shop now →



NEWSLETTER

CUSTOMER SEGMENTS EMAIL

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-party data, all e-mails are customized to each customer in the different segments.

Link to: Brandwall.


Fashion Kids  
Sport Home Beauty

Boozt


We miss you Sophie



It's 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's too late




Brand name  
price here

Shop now →




Brand name  
price here

Shop now →



Brand name  
price here

Shop now →



Brand name  
price here


Shop now →

Fashion Kids  
Sport Home Beauty


Boozt

Welcome to Stylein

We're happy to see that you like  
this brand




New arrivals, discover the latest  
launches onsite




Brand name

Shop now →




Brand name

Shop now →




Are you still interested?



Brand name  
price here

Shop now →




Brand name  
price here

Shop now →

Fashion Kids  
Sport Home Beauty


Boozt

Thank you for being a  
customer



It's been a while...  
We wanted to remind you of the wonderful  
experience and products that await you!


Discover now →




You may also like

New in from your favourite brand


Get a look at them before anyone else does




Brand name  
price here



Brand name  
price here



Brand name  
price here



Brand name  
price here

Shop now →



NEWSLETTER

GENERAL MARKETING BANNER  
& CAROUSEL

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.

Number of send-outs:

Women:	400.000
Men:	200.000
Kids:	200.000

Formats:

- Brand Banner
- Product Carousel

Link to: Brandwall


URL to product page

URL to brandwall

Fashion Kids  
Sport Home Beauty


Boozt

### This season’s trends




Discover a curated collection of this season's it styles to wear from busy office days to weekend city strolls.

Discover now →



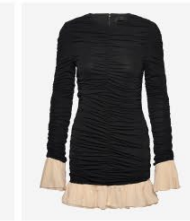


Baum und Pferdgarten  
1690kr




ROTATE Birger Christensen  
2900kr

Shop animal prints →

ROTATE



Shop now →



Explore Rotate Birger Christensen's styles for this festive season.

Discover now →



NEWSLETTER

THEME BASED EMAILS


The seasonal calendar provides a unique opportunity for brands to engage with customers by aligning with timely themes and events. Category managers establish overarching themes and frameworks to guide brand participation, ensuring alignment and relevance for each season. BMP offers premium Product Detail Page (PDP) placements that brands can purchase to increase visibility. Pricing for these placements is flexible, depending on the number of promotional send-outs selected, allowing brands to scale their presence according to their needs and budget.

Link to: PDP


Fashion Kids  
Sport Home Beauty

Boozt


New in: Lighting




Discover our newest lamps




Kristina Dam Studio  
7150kr




Serax  
3229kr

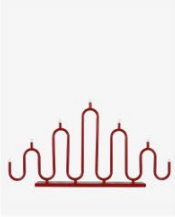


Golden Lighting  
2869kr




Design For The People  
2199kr






Globen Lighting  
1795kr



Globen Lighting  
1899kr



Globen Lighting  
639kr

Shop now →

URL to product page



# APP PUSH

App push notifications are a direct line to your customers, delivering timely and personalised messages that drive engagement and boost sales. With push notifications, you can reach users instantly with updates on new arrivals, exclusive offers, and limited-time promotions—all right on their mobile devices. This powerful tool increases traffic, and conversions, and also strengthens brand loyalty by keeping your brand at your customers' fingertips.



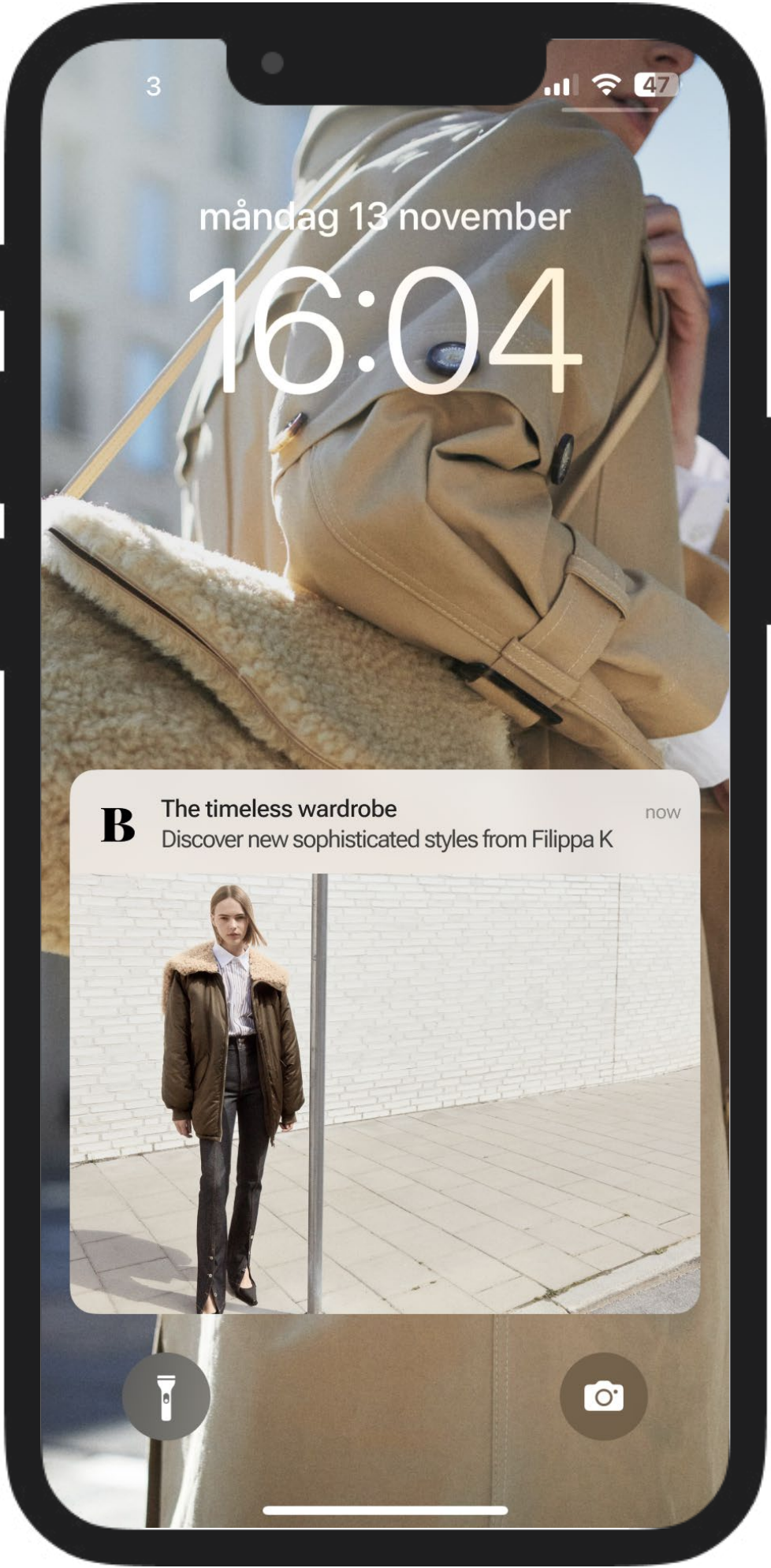
## APP PUSH

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

**Timing:** One send-out in a defined week.

**Link to:** Can link to brand wall or selected category.

**Segment size requirements:**  
Minimum 50.000 send-outs per App Push





# SOCIAL MEDIA

Social media is a cornerstone of the modern media landscape, offering unparalleled reach and the ability to connect with audiences in real-time. With billions of active users, platforms like Instagram, Facebook, and TikTok enable brands to build authentic relationships, spark conversations, and showcase their unique identity. Social media not only drives brand awareness and engagement but also influences purchasing decisions through visually rich, shareable content. In today’s competitive market, a strong social media presence is essential for staying relevant, amplifying brand messages, and driving growth.

**PAID SOCIAL MEDIA**

More info and prices on page 53

**SO-ME CREATION PACKAGE**

More info and prices on page 55

**INSTAGRAM STORYBOARD**

More info and prices on page 56

**INSTAGRAM VIDEO BOARD**

More info and prices on page 57

**VIDEO GUIDES**

More info and prices on page 58

**INSTAGRAM GIVEAWAY**

More info and prices on page 59

**TIKTOK VIDEO BOARD**

More info and prices on page 60

**TIKTOK GIVEAWAY**

More info and prices on page 61

**LIVE SHOW**

More info and prices on page 62

**LIVE SHOW PRODUCT PLACEMENT**

More info and prices on page 63





SOCIAL MEDIA

PAID SOCIAL MEDIA

With our exclusive first-party data, we offer a game-changing advantage for brands seeking more targeted, impactful, and secure advertising on META.

Besides that, we also offer generic outreach on META, YouTube, and TikTok.

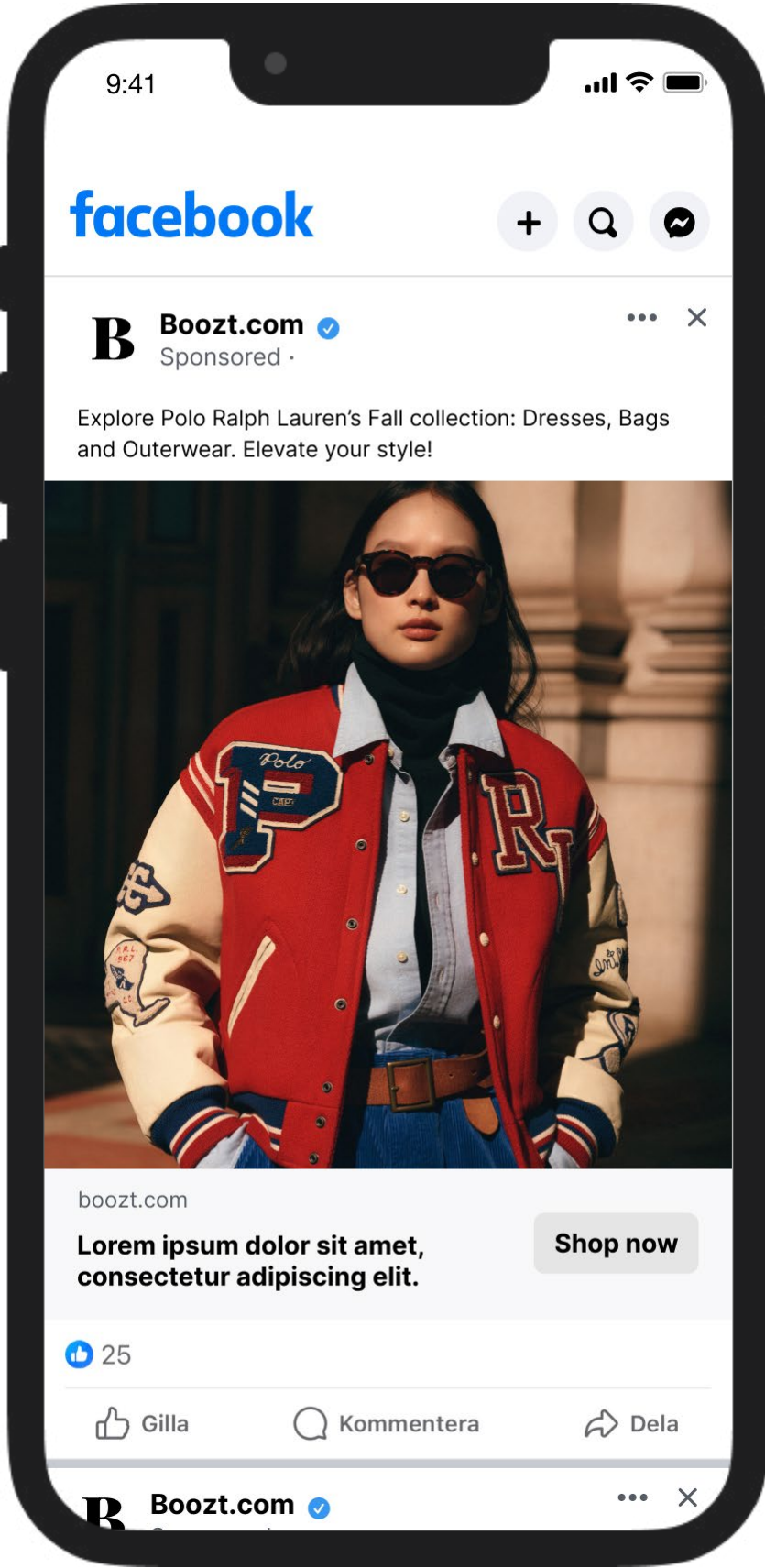
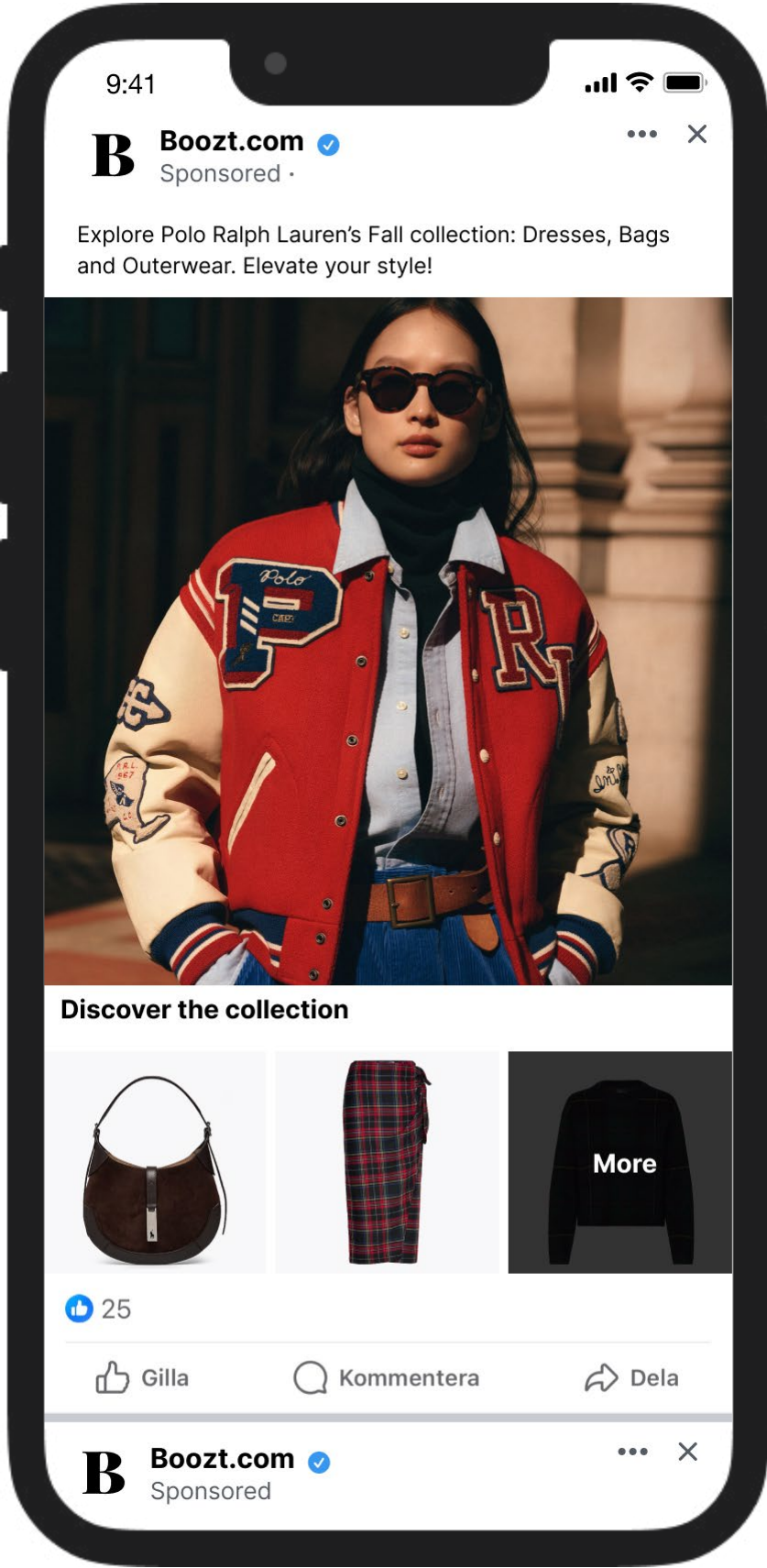
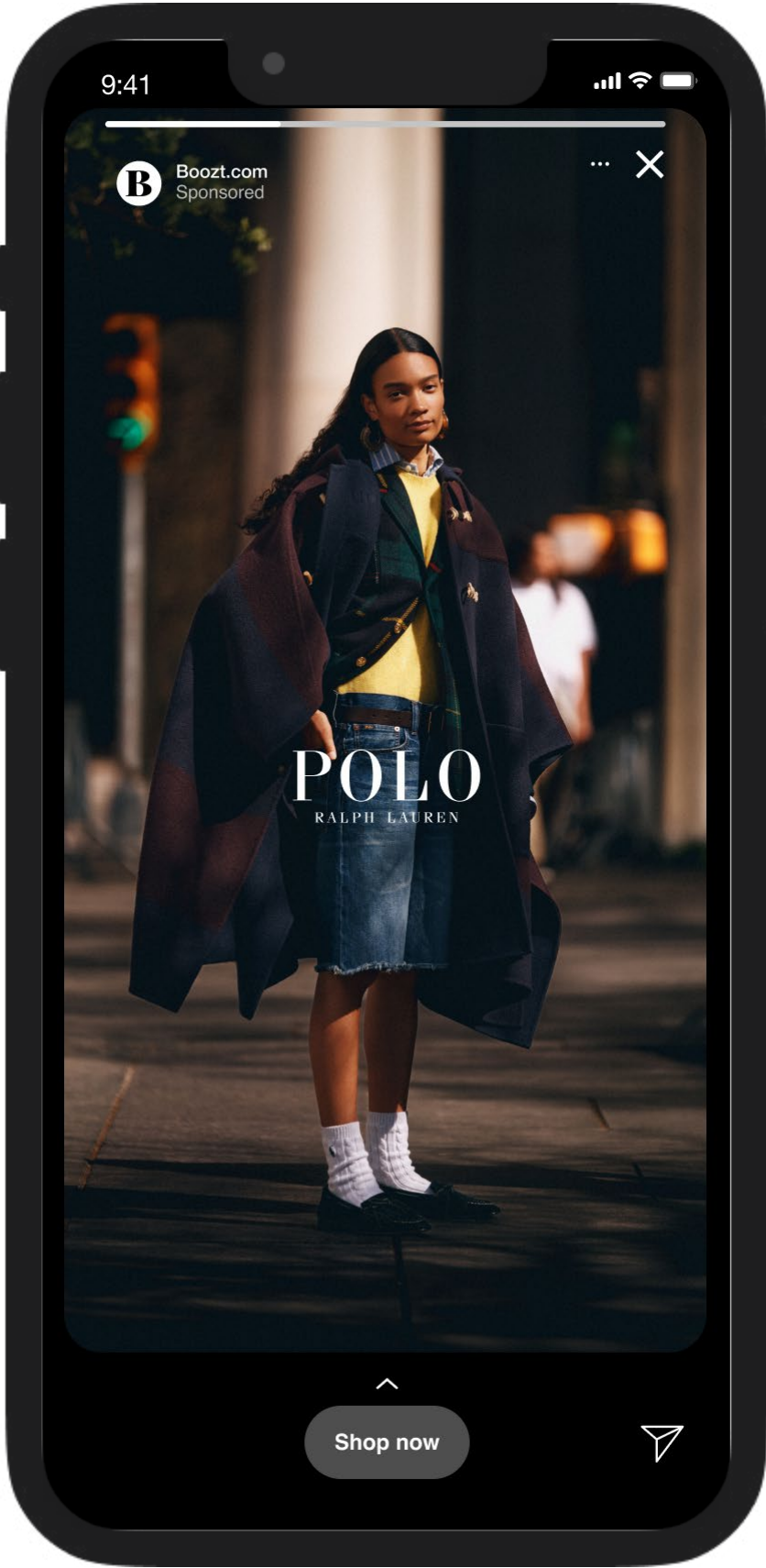
Utilize the opportunities in 2025.

**Channels:**

META, TikTok, and YouTube.

**Segmentation:** Customised based on KPIs.

(See the next slide for recommendations).





META		TIKTOK	YOUTUBE
OBJECTIVE	Reach & traffic	Reach & awareness	Engagement & frequency
KPI	Reach, CPM or traffic	Reach or CPM	View trough rate and re-targeting
SUITABLE FOR	Good for high reach and traffic to a low cost. Possibility to use META’s data or Boozt 1 <sup>st</sup> party data to pinpoint the right audience	Recommended for reaching a younger audience. Need to have adapted material for TikTok to get best outcome of campaign	Use our Google shopping data to target your audience. Good channel for brand building and retargeting
AVAILABLE MARKETS	Nordics Iceland Baltics	Nordics Iceland Baltics	Nordics Iceland Baltics
AUDIENCE OPTIONS	Boozt 1 <sup>st</sup> party data or META 3 <sup>rd</sup> party data	TikTok 3 <sup>rd</sup> party data	Google 3 <sup>rd</sup> party data
PLACEMENTS	In-feed Story	In-feed Takeover Hashtag-challenges	In-stream In-feed Story
ASSETS	Images Videos SKU’s	Videos Music with rights	Videos



SOCIAL MEDIA

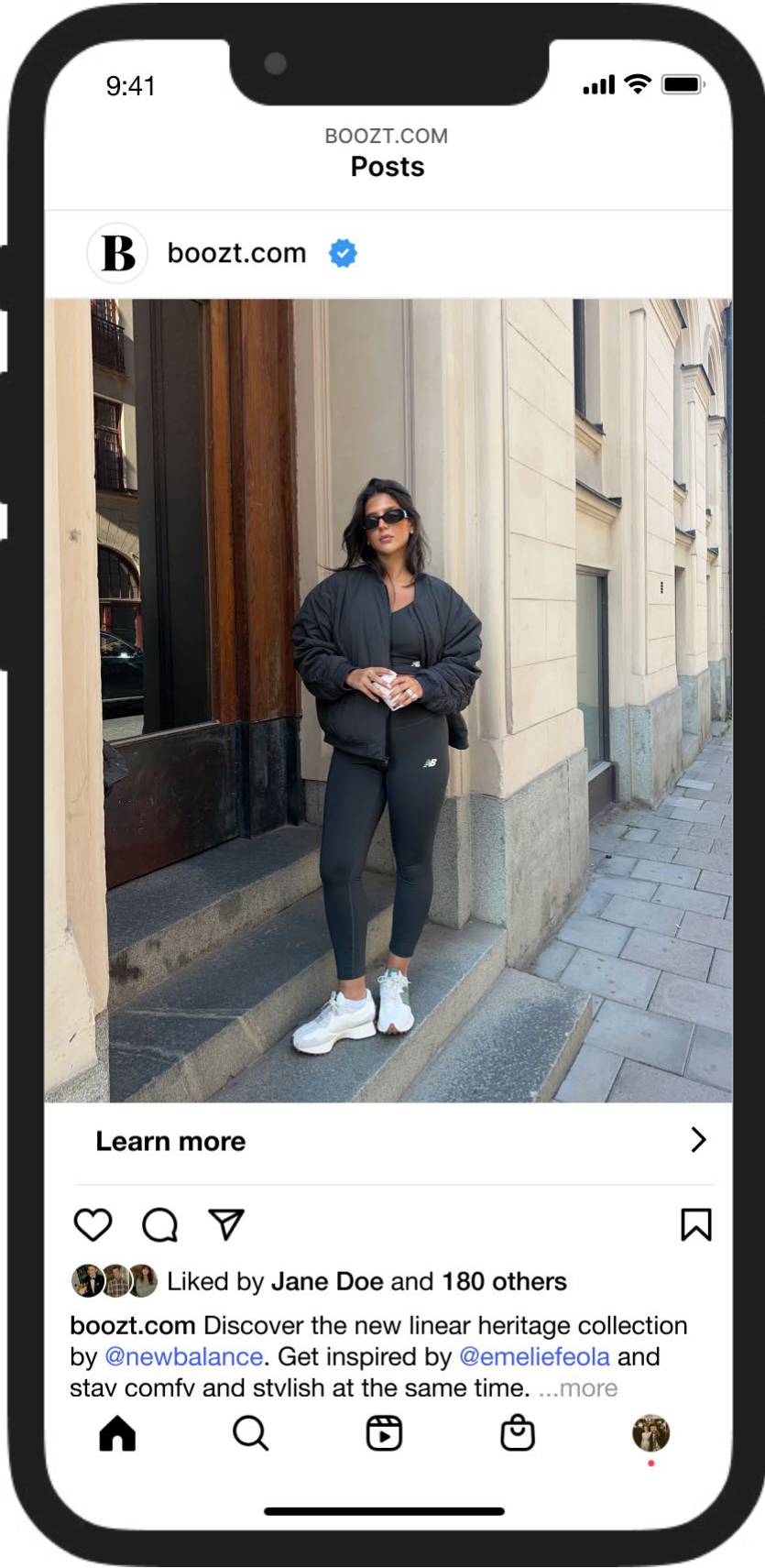
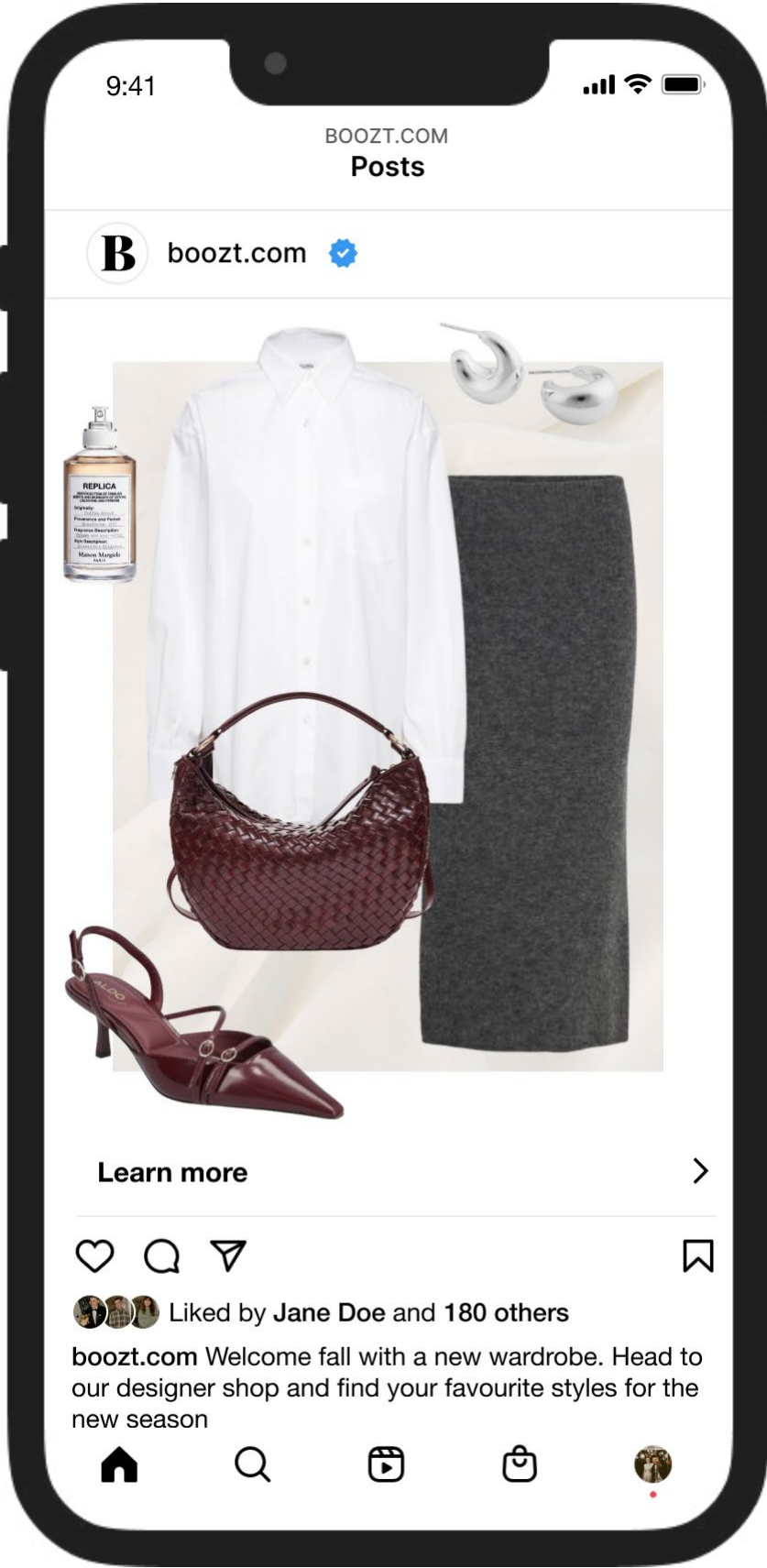
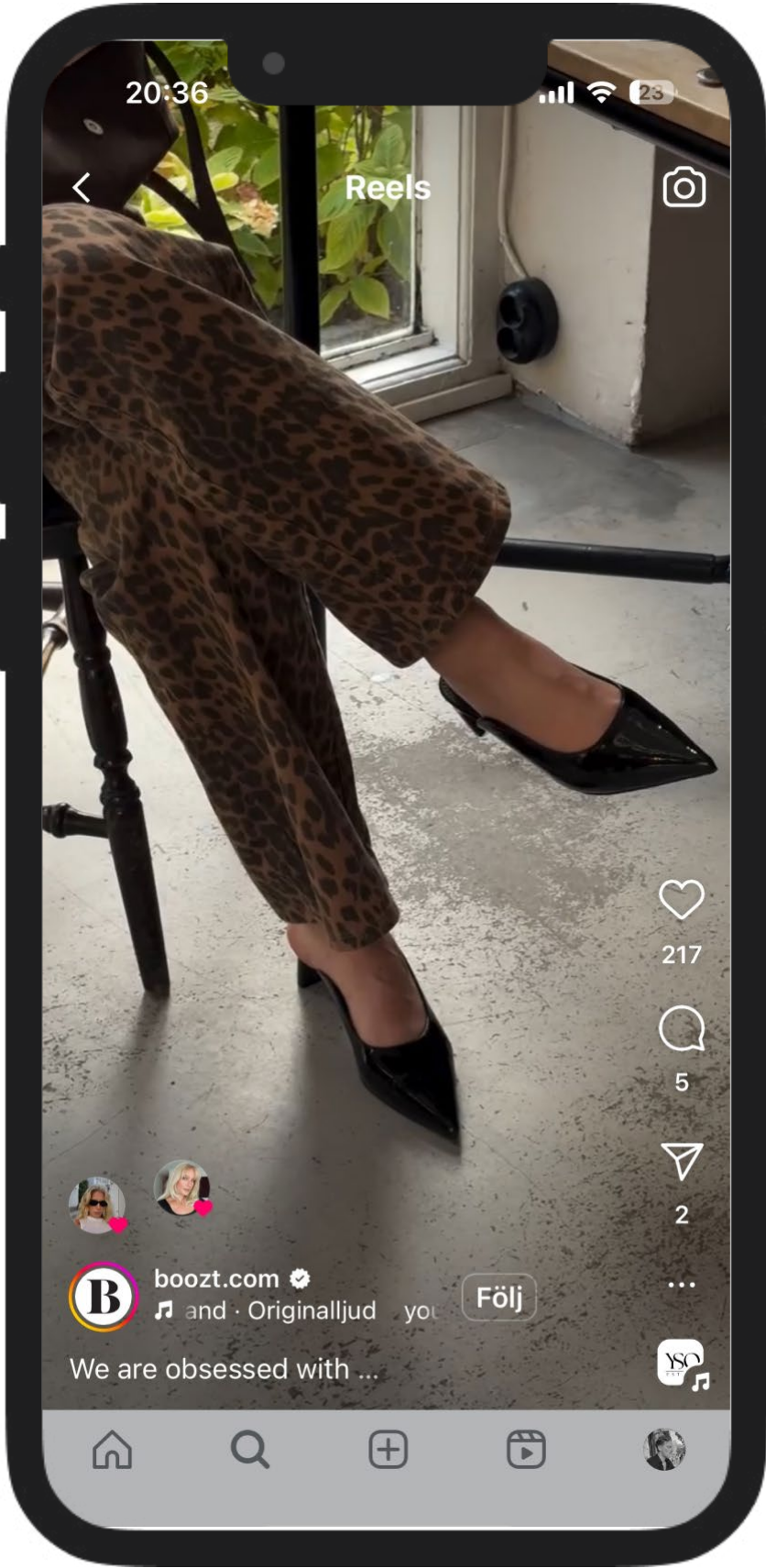
# SO-ME CREATIONS PACKAGE

Elevate your brand’s visibility with our tailored social media package. We will craft engaging, on-brand content for META platforms, designed to capture attention and drive impactful results. Our dedicated team manages every aspect of production, ensuring that each post aligns seamlessly with audience interests to maximize performance.

From dynamic reels to captivating images and visually striking collages, our content creators bring your products to life.

To extend your reach, we will add targeted paid support behind your content, giving it an extra boost.

For a more focused approach, you’re welcome to suggest up to three EANs for our content creators to spotlight!





SOCIAL MEDIA

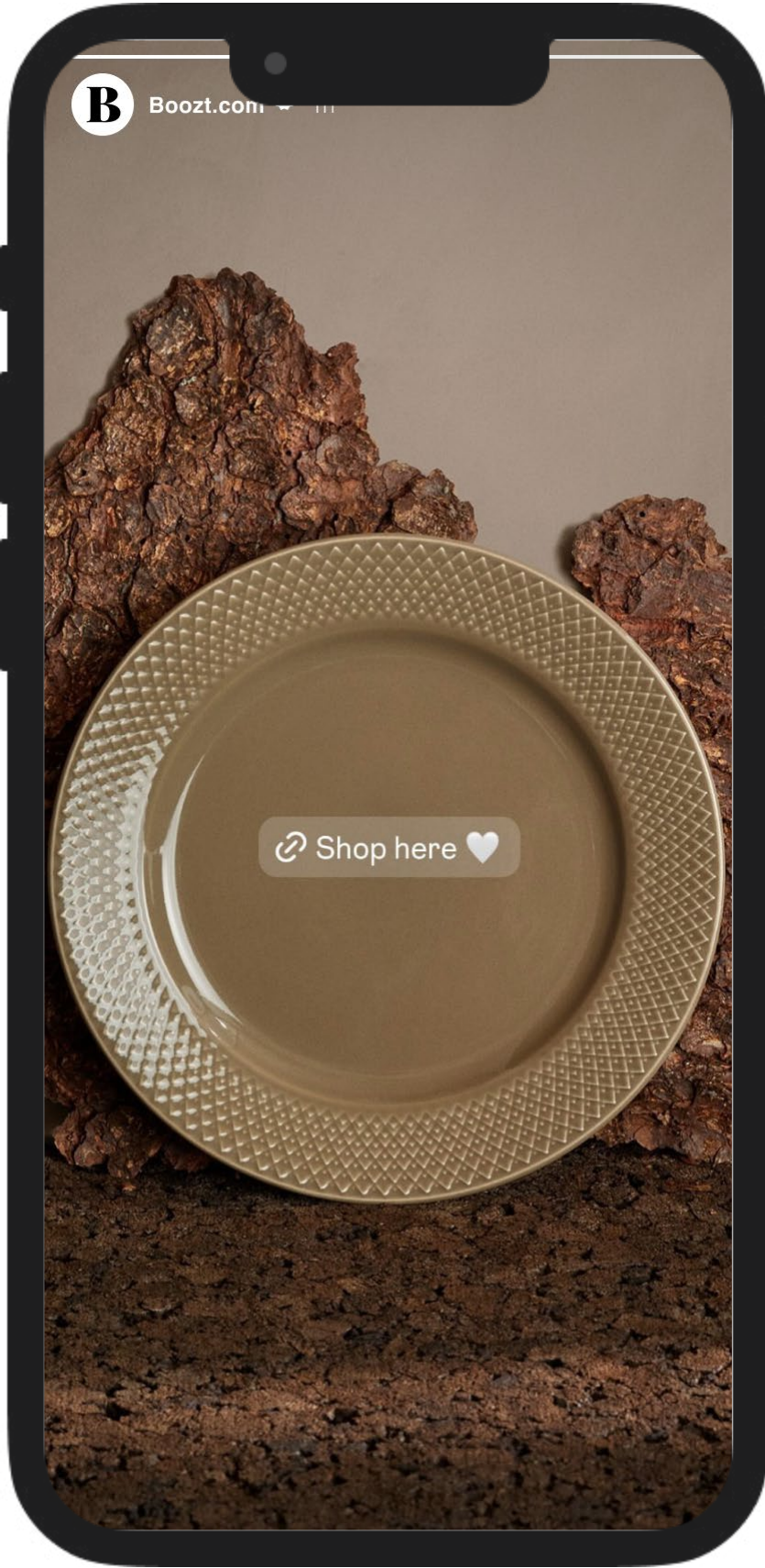
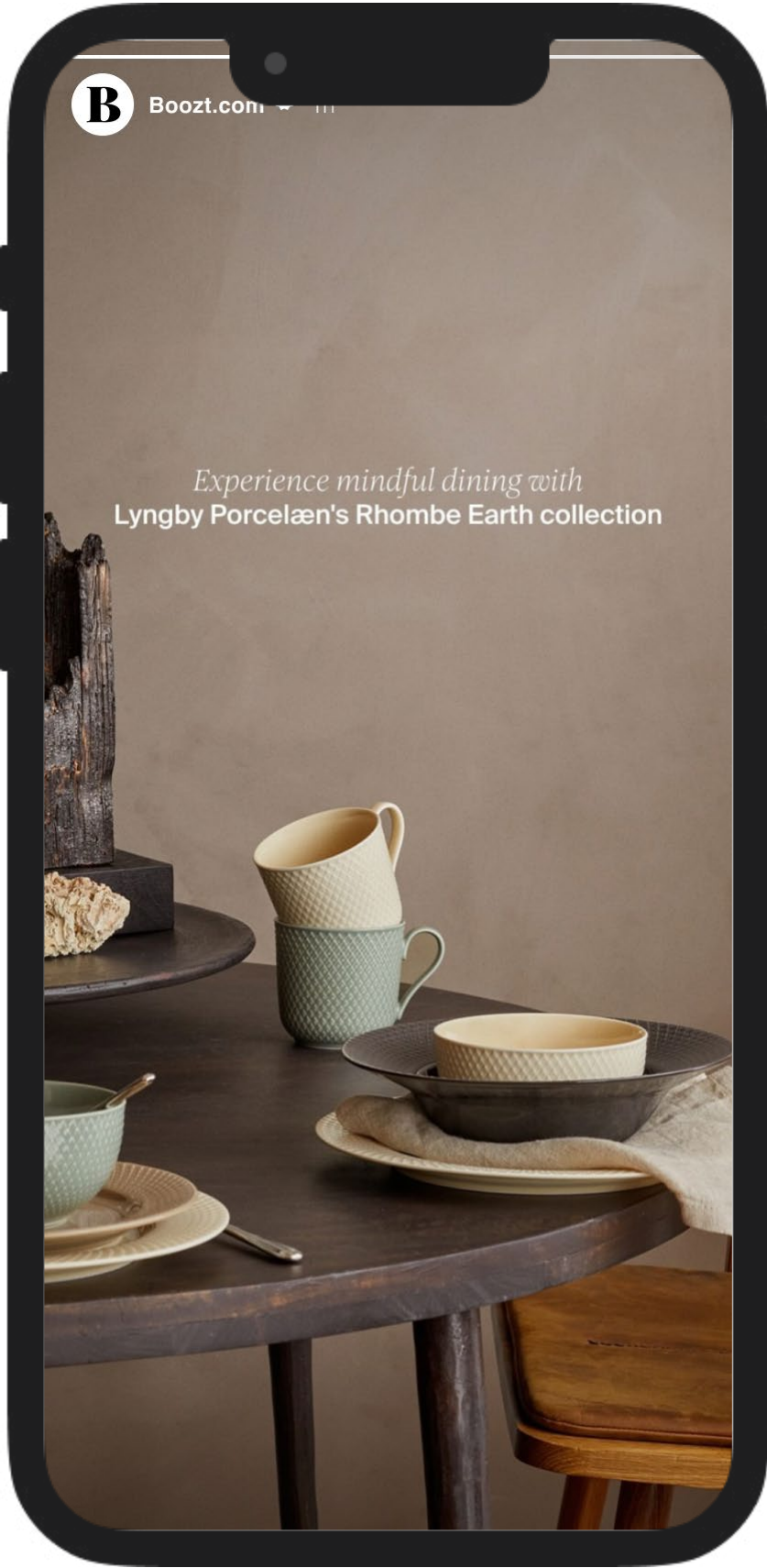
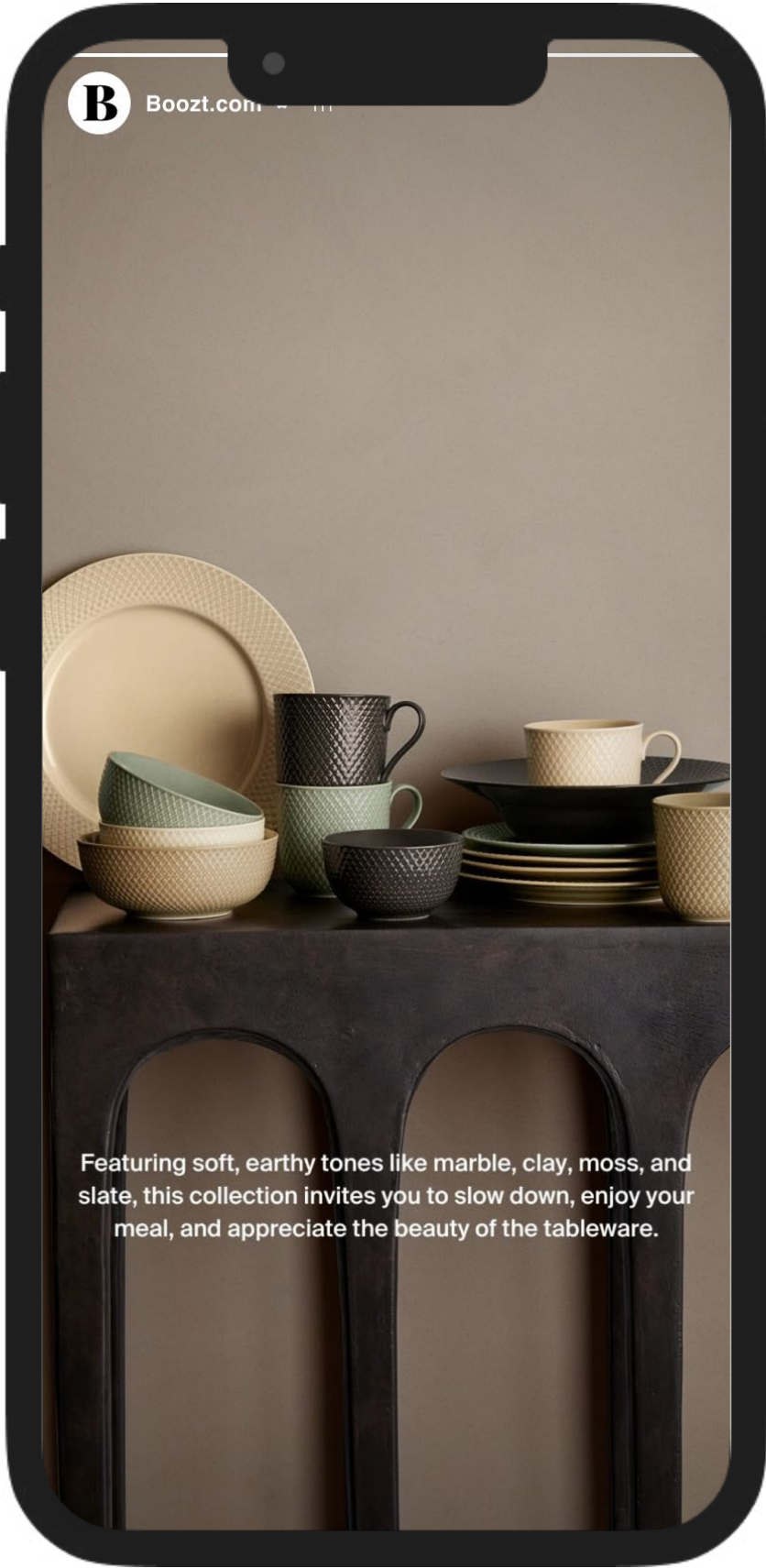
# INSTAGRAM STORYBOARD

Showcase your latest collection or spotlight key products with our Instagram Storyboard package. Perfect for telling a captivating story on META platforms, whether it’s about a new launch, highlighting hero products, or sharing helpful tips and benefits. With visually engaging content, you can capture your audience's attention, build excitement, and create a narrative that brings your brand to life in a way that truly resonates with your followers!

Provide 1 to 3 images without text or logos; packshot product images are not permitted.

**Sold/week:** 3

**Potential reach:** 120K





SOCIAL MEDIA

INSTAGRAM VIDEO BOARD

Bring your brand story to life with our Instagram Story video package. This is the perfect way to showcase a new collection, highlight key products, or share valuable tips and benefits in an engaging video format. Capture attention and connect with your audience by telling a compelling story that brings your products front and centre on Instagram Stories.

Please note that the video material must be provided by the brand. This includes any preferred text overlays and logos.

Sold/week: 3

Potential reach: 120K





SOCIAL MEDIA

VIDEO GUIDES

Highlight your new products or collections with our engaging video guide. This tailored content is designed to captivate your audience with fresh ideas and inspiration, featuring concepts such as “How to Style,” beauty guides, recipes, home decor inspiration, current trends, and handy tips and tricks. Our video guides not only showcase your products but also provide valuable insights that resonate with your followers, encouraging them to explore your collection further.

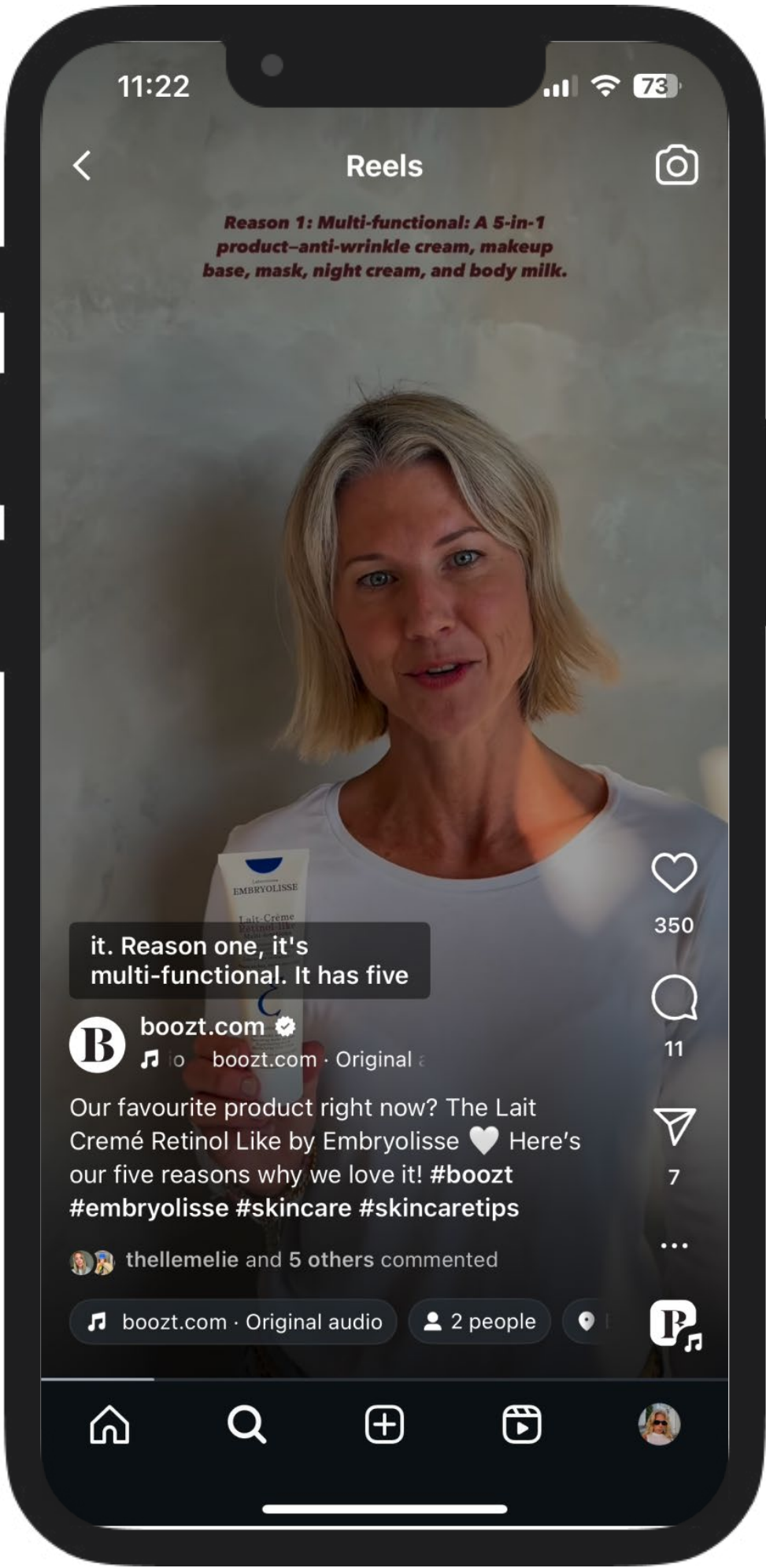
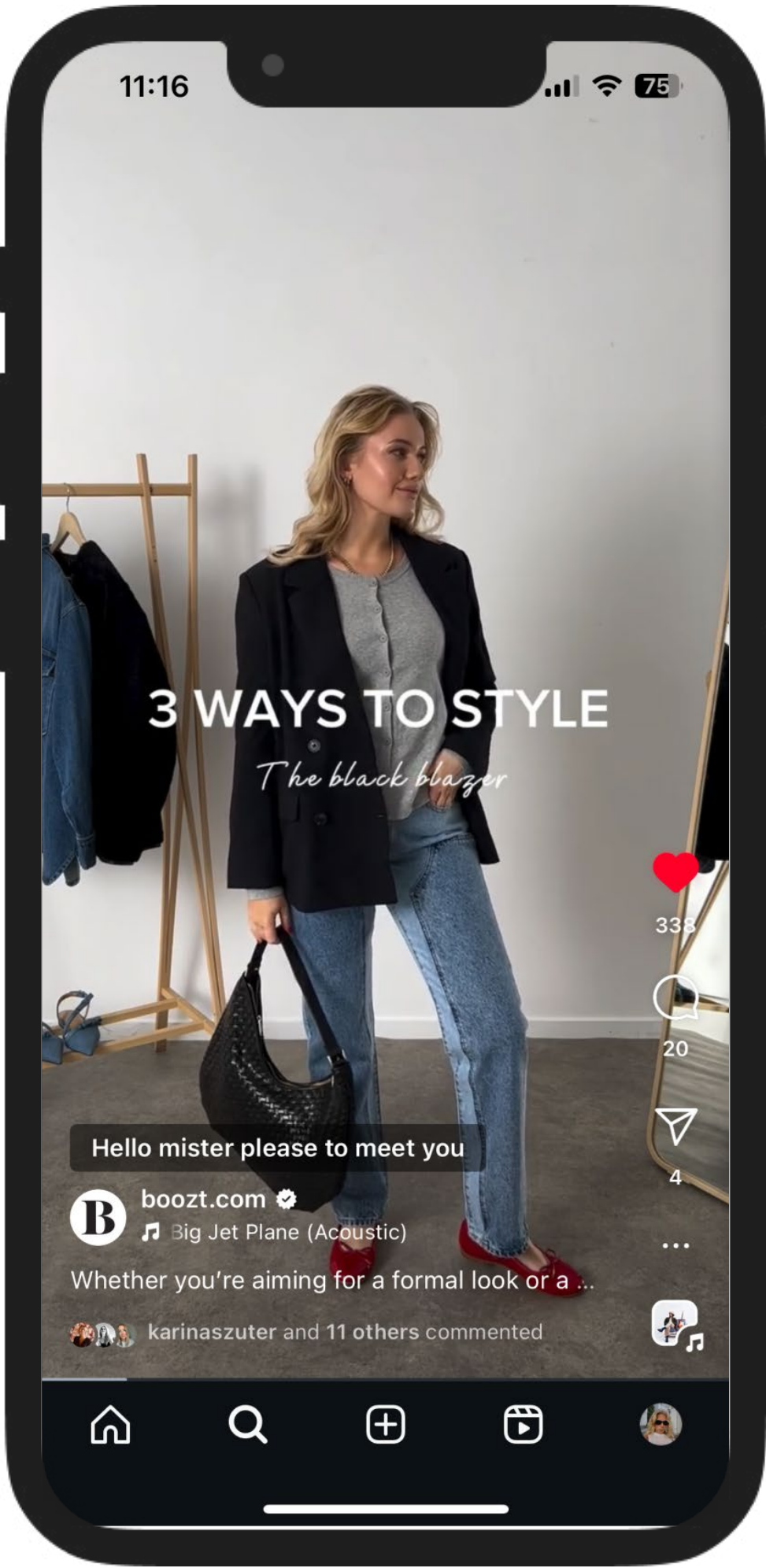
To maximise reach and engagement, we will share the video across both Instagram and Facebook, linking to the link in the bio for easy access. Additionally, we will implement a targeted paid push behind the content to enhance visibility and drive traffic.

- Included:
- Post and story on Instagram and Facebook
  - Targeted paid promotion to boost content reach

Sold/week: 1

Potential reach: 150K

*\*The video can be added to the brand wall*





SOCIAL MEDIA

# INSTAGRAM GIVEAWAY

Boost your brand awareness on Instagram with an exciting giveaway. This is a fantastic opportunity to engage your audience and create buzz around your products. Simply choose the items you’d like to include in the giveaway, ensuring they have a minimum total value of 2,000 SEK.

To enhance visibility and reach a broader audience we will implement a targeted paid push behind the content, maximising participation and excitement. Additionally, we will handle the winner selection process and reach out to the winners on your behalf.

**Potential reach:** 150K

*\*The prize has to be provided and shipped by the brand including a sample to be used to shoot the material.*





SOCIAL MEDIA

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, or specific products, or share tips/benefits on how to use the products.

Sold/week: 2

Potential reach: 120K





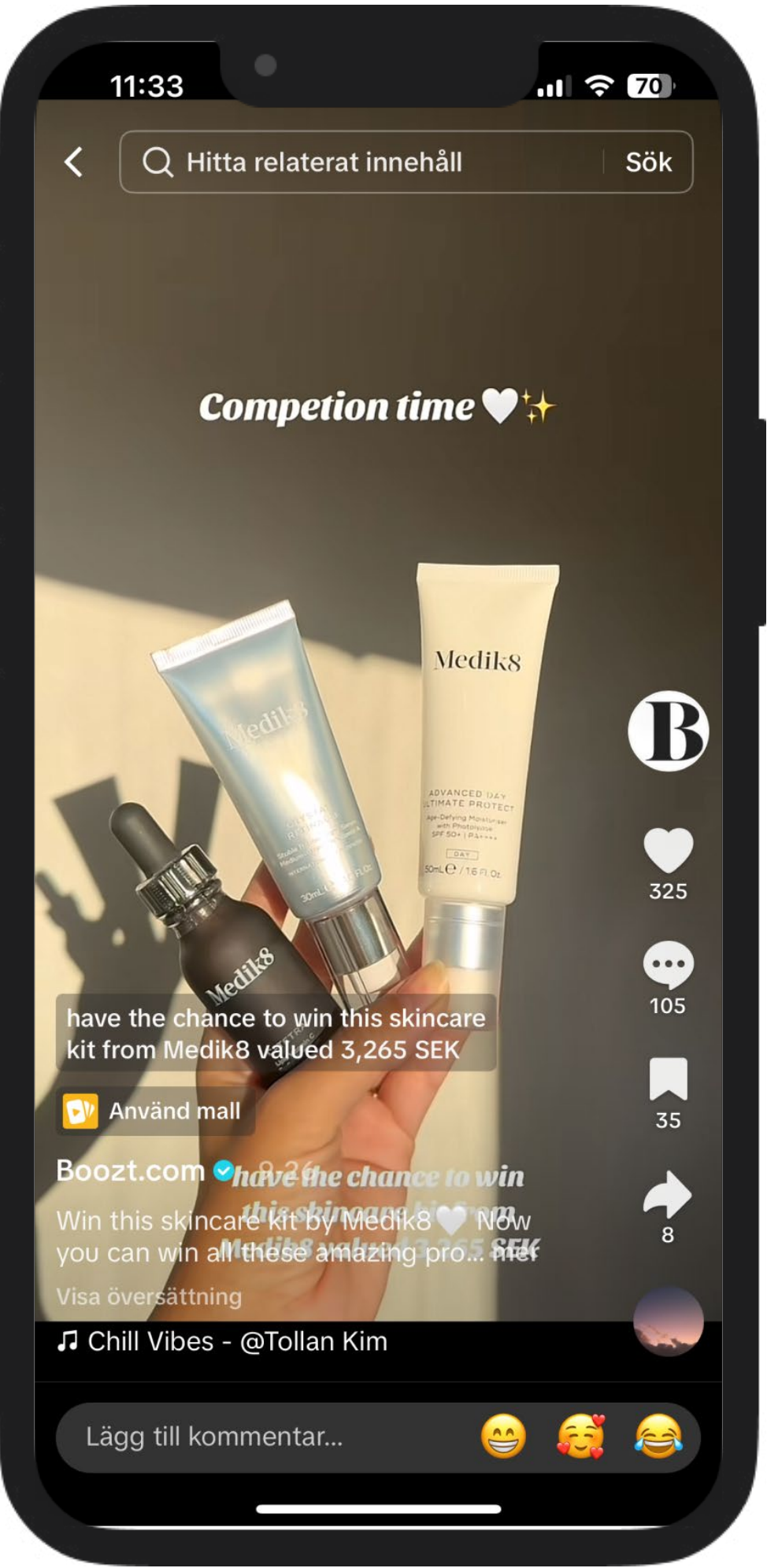
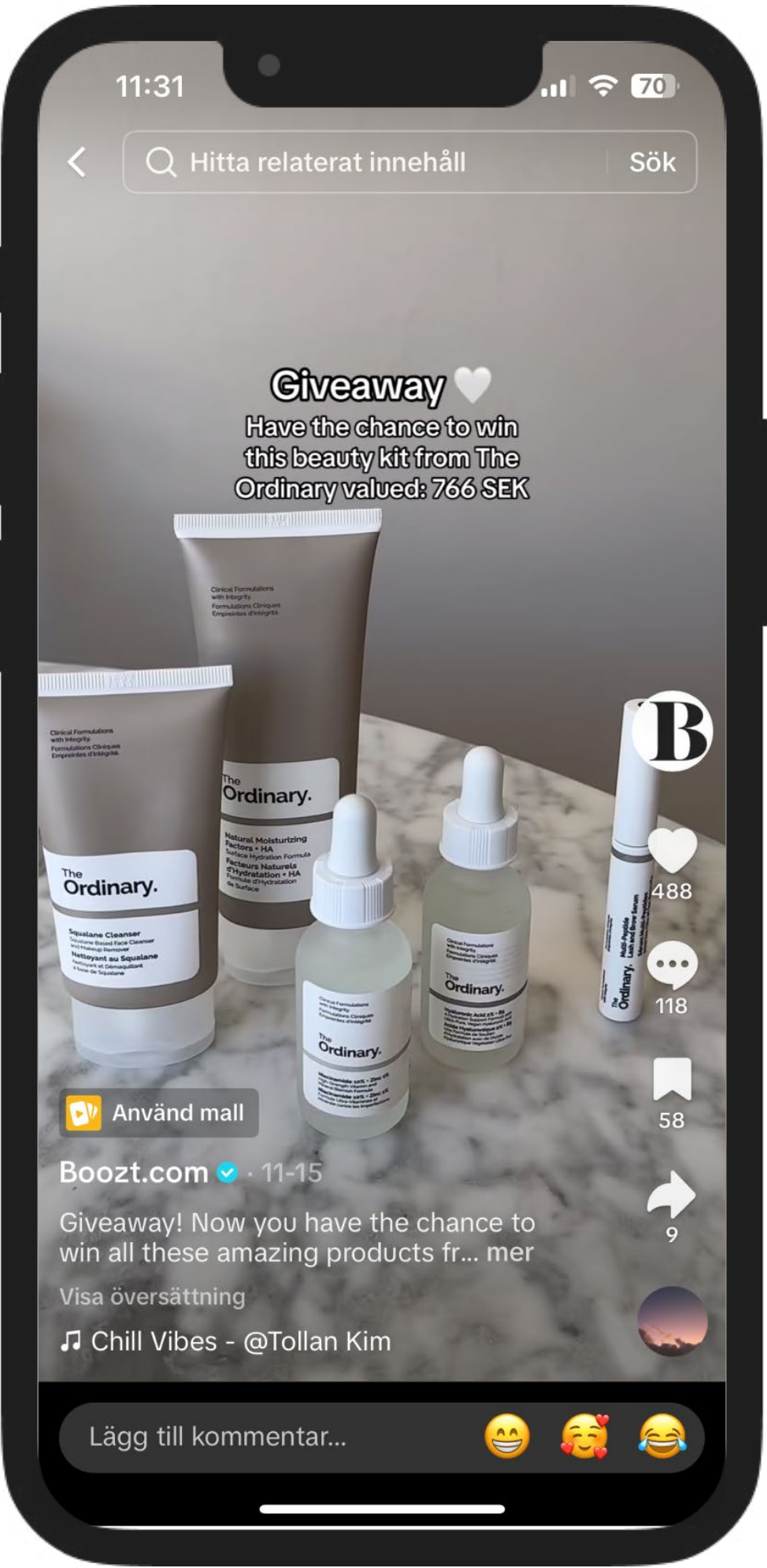
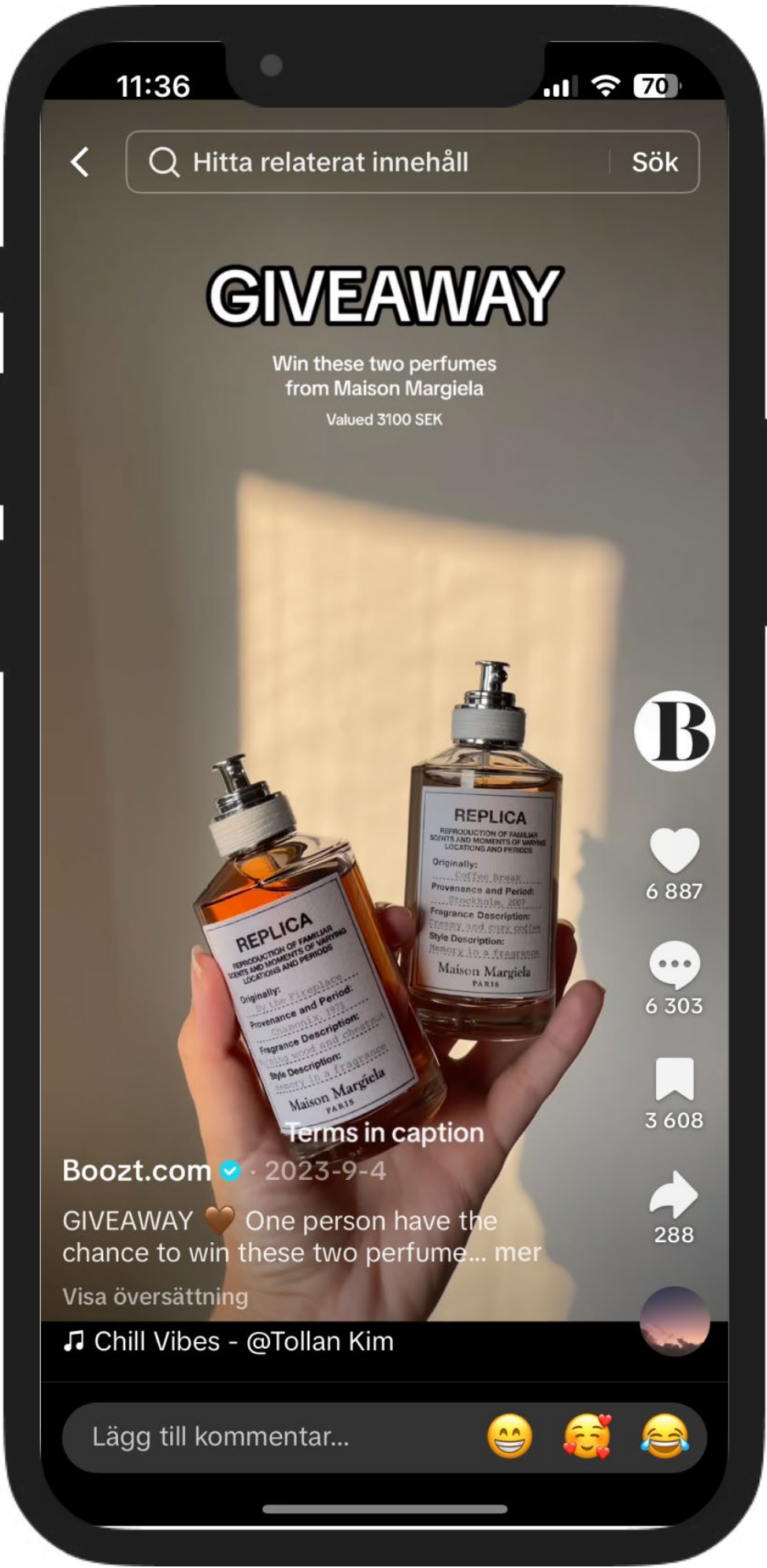
SOCIAL MEDIA  
TIKTOK GIVEAWAY

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

Further, we will do a targeted paid push behind the content.

Potential reach: 120K

*\*The prize has to be provided by the brand. This includes a sample to be used to shoot the material.*



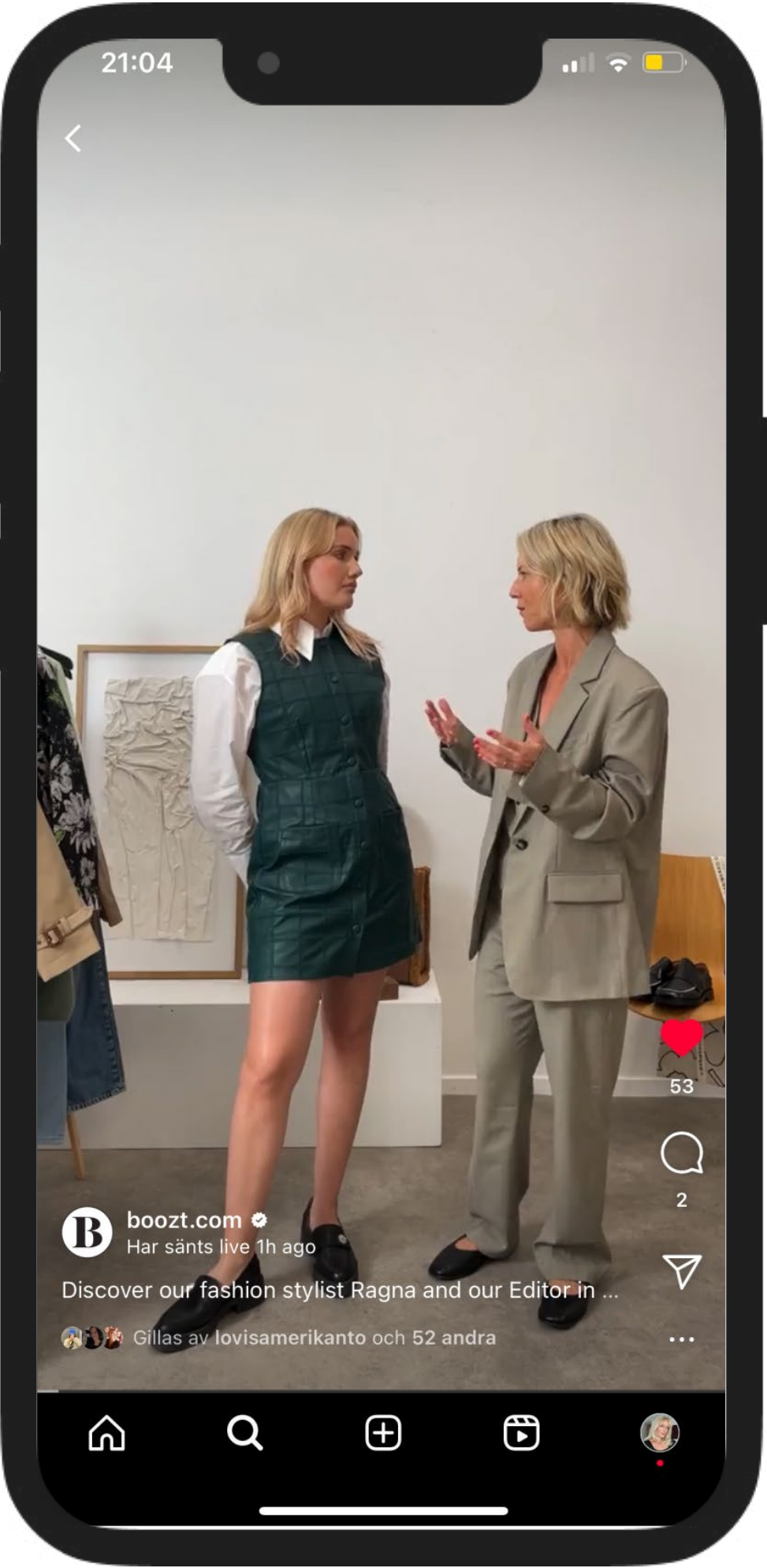


SOCIAL MEDIA  
LIVE SHOW

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 will need to be provided by the brand.
- Promotion package included.  
(Instagram Story + Instagram Post + paid push on META)





SOCIAL MEDIA

LIVE SHOW PRODUCT PLACEMENT

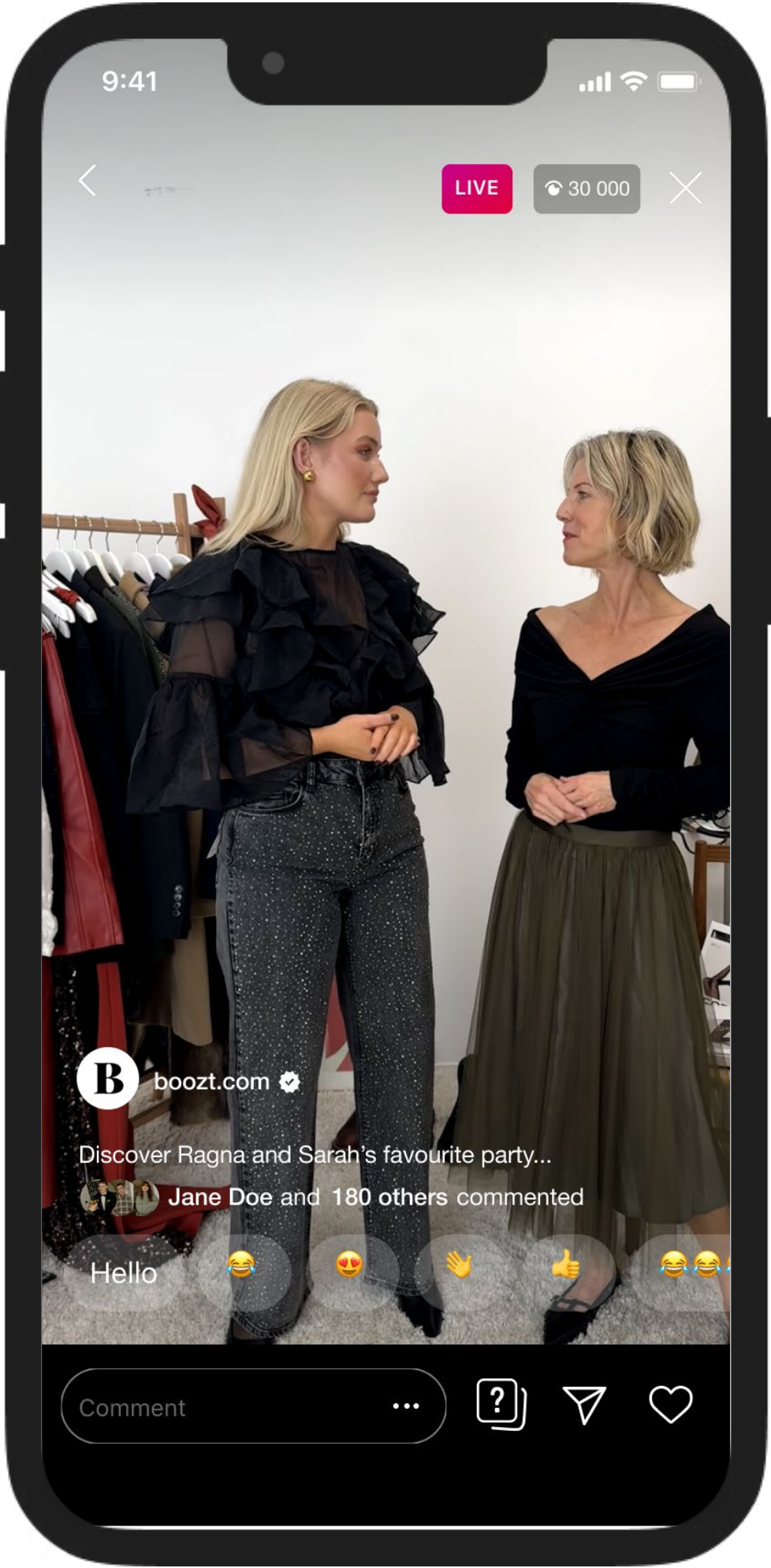
Be part of one of Boozt's live shopping shows about fashion and beauty trends, tips, and seasonal must-haves. Select one or more products that will be highlighted during the show. The show will be streamed live on both Instagram and Boozt platforms, granting double exposure to the content.

Placements available (per show):

- 4 for Fashion
- 2 for Accessories
- 2 for Beauty

LIVESHOWS 2025

MARCH:	SPRING TRENDS
MAY:	OCCASION WEAR / SUMMER TRENDS
AUGUST:	BACK TO WORK / FALL TRENDS
NOVEMBER:	PARTY WEAR
DECEMBER:	CHRISTMAS GIFTING





# INFLUENCER

Content creators are more relevant than ever. With an ever-growing range of niches, creators allow brands to reach highly targeted audiences with authentic, engaging content. To make the most of influencer partnerships, it is essential to find a creator who aligns with your brand's values and speaks to your target audience.

## **BOOZT AMBASSADOR PACKAGE**

More info and prices on page 65

## **BOOZT TIKTOK AMBASSADOR PACKAGE**

More info and prices on page 66

## **INFLUENCER CAMPAIGN**

More info and prices on page 67

## **MICRO-INFLUENCERS**

More info and prices on page 68





INFLUENCER  
BOOZT AMBASSADORS PACKAGE

Get your content created and your message out through our Influencer Ambassadors package. Tailored to your specific campaign needs, this package ensures that your brand reaches its target audience through carefully selected influencers who resonate with your values.

- Included:**
- An influencer ambassador matched to your campaign and brand.
  - Posts and stories on their channels with a clear call to action.
  - A customised campaign designed to meet your objectives.
  - Creative content creation that captures your brand's essence.
  - A comprehensive report detailing campaign performance after completion.
  - A Boozt Package featuring posts on Instagram and Facebook.

Our diverse ambassadors cover a variety of target audiences, and we will assist you in finding the perfect match to elevate your brand presence.

*\*Rasmus Brohave, Gine Margrete and Lovisa Wallin*





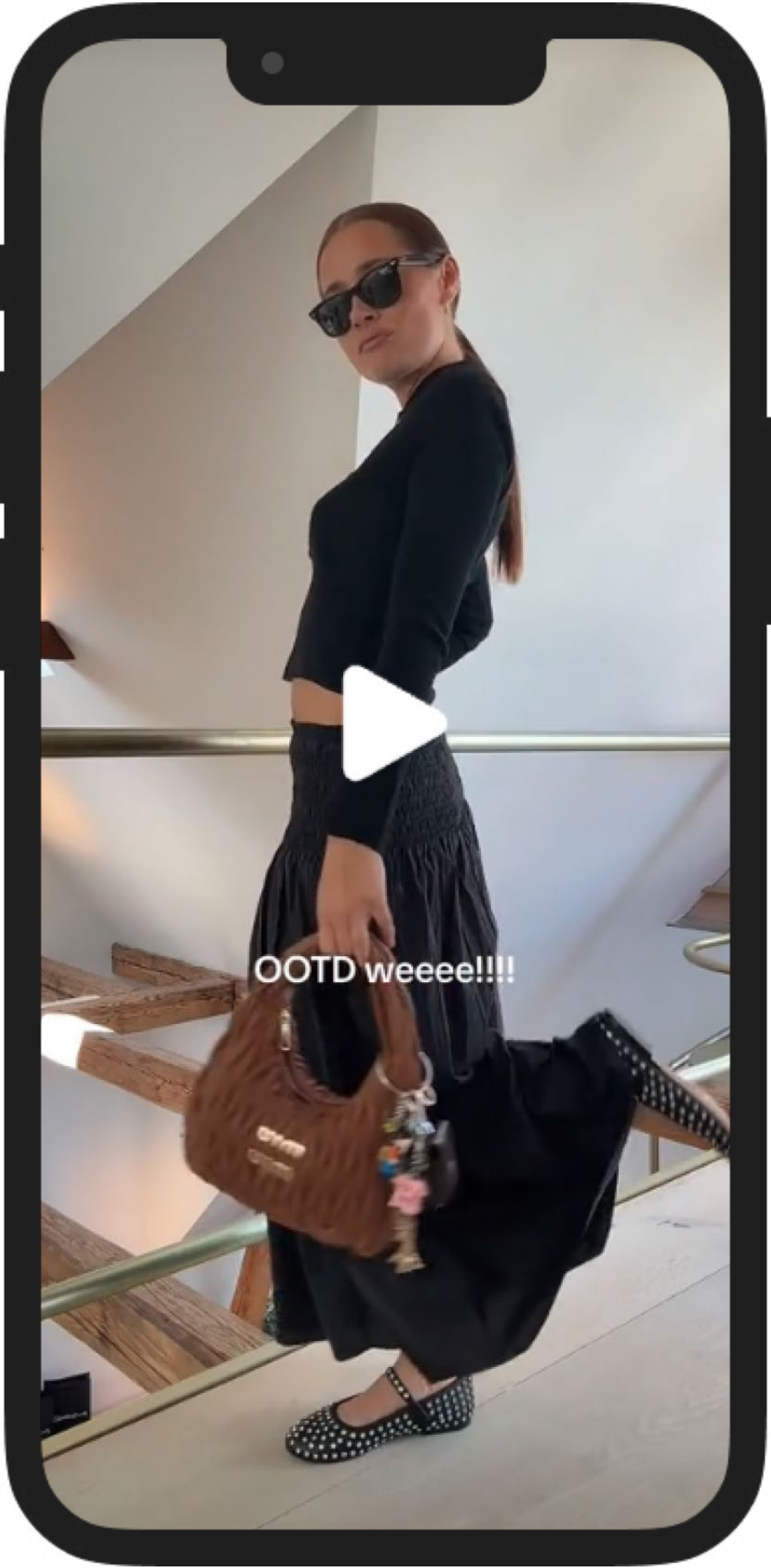
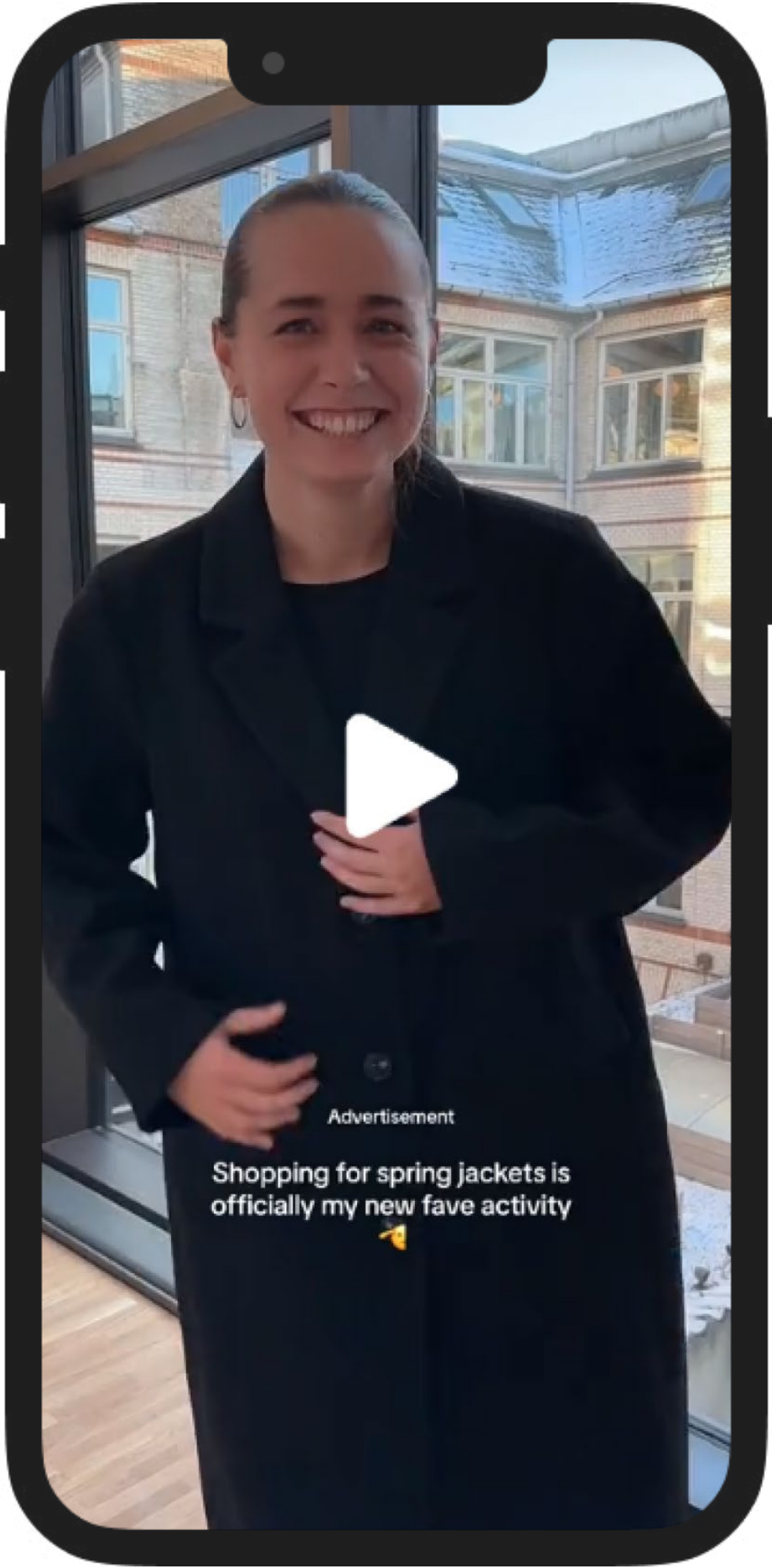
INFLUENCER

BOOZT TIKTOK AMBASSADOR PACKAGE

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

- Included:**
- A TikTok ambassador is carefully chosen to reflect your brand and campaign goals.
  - Engaging video content posted on their channel with a clear call to action.
  - Paid promotion to drive traffic directly to your brand wall.
  - Campaign results and insights delivered in a comprehensive post-campaign report.
  - Boozt republishing the content to expand reach across our TikTok platform.

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





INFLUENCER  
INFLUENCER CAMPAIGN

(with external influencer(s))

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 carefully selected to align with your requirements.
- Includes Boozt Social Media Package.





INFLUENCER  
MICRO-INFLUENCERS

Leverage the power of local, trusted voices with our Micro-Influencer Ambassador Package, crafted for brands seeking authentic, visually compelling content.

What’s Included:

- Creative Content Creation: Collaborate with micro-influencers, each carefully selected for their creativity and storytelling skills, to deliver unique and visually engaging content.
- Targeted Product Placement: Benefit from micro-influencers local reach, with audiences of 500–5,000 followers, allowing for authentic, niche-targeted placements that feel personal and relatable.
- Tailored Campaigns: Each campaign is customised to align seamlessly with your brand vision, ensuring a cohesive and effective content strategy.

Why Micro-Influencers?

Micro-influencers are trusted voices within their communities, connecting with friends and followers who share their interests. Known for their eye for quality and detail, these influencers bring a unique perspective to product placements, enhancing larger campaigns with an intimate, local touch.





# OFFLINE

Offline media remains a powerful tool for building brand visibility in the physical world, reaching audiences in their daily environments with high-impact messaging. By placing your brand in key locations, you tap into new audiences and reinforce your presence with a tangible, lasting impact. In a crowded media landscape, offline channels are invaluable for maximising reach, boosting brand recognition, and creating real-world connections with consumers.



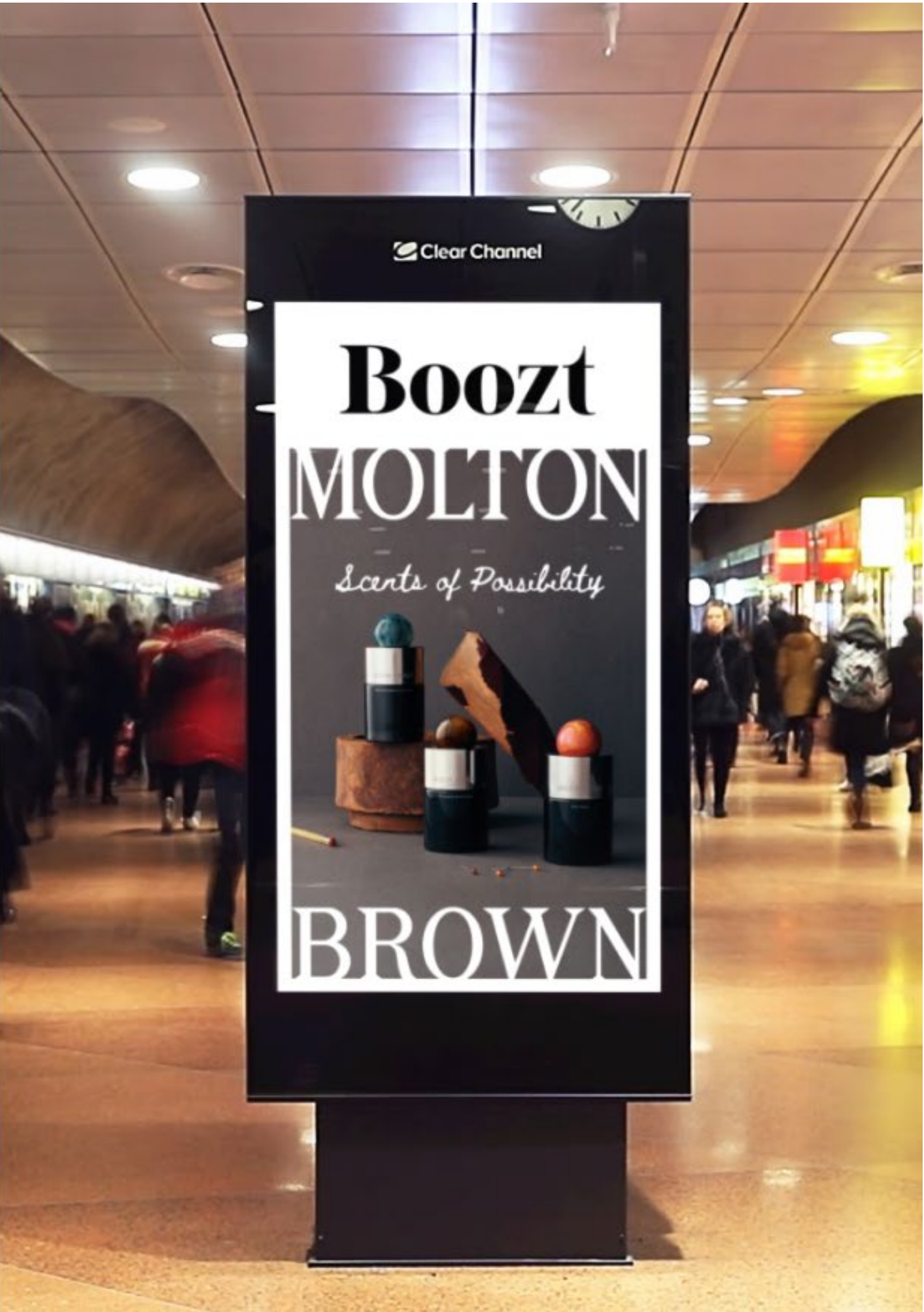
OFFLINE MEDIA

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

**Segmentation:** By country or region.

**Media:**

- TV
- Out of home
- Digital video





# CANCELLATION AND PAYMENT POLICY

**Bookings:**

All media plans must be approved in the partner portal. The campaign must be approved at the latest one full working week before the start of the campaign, and will only be booked after this approval.

*\*Some campaigns might include placement with longer booking deadlines, please advise with your sales representative.*

**Moving, changing, and cancellation:**

Moving, changing, and cancelling must be carried out in writing to Boozt Media Partnership. It is only possible to move or cancel placements on Boozt's own media.

**Changing of campaigns:**

Bookings can be changed free of charge no later than 5 calendar weeks before the campaign starts. If BMP receives changes at the latest 4 weeks before the campaign starts, the brand will pay a fee of 25.000 SEK.

**Movement of campaigns:**

It is possible to move campaigns free of charge until 5 weeks before the campaign starts if it is an identical campaign (i.e. the same budget, the same product, etc.). If the movement of campaigns is carried out later than 4 calendar weeks before the campaign starts, a fee of 25.000 SEK is placed on top of the budget moved.

**Cancellation of campaigns:**

If a campaign is canceled later than 5 calendar weeks before the campaign week starts the brand shall pay a cancellation fee of 25 % of the campaign budget (min 50.000 SEK).

**Payment:**

Two weeks before the start of the campaign. If the campaign is not paid before, the campaign will be canceled, and a fee of 25.000 SEK will be invoiced.

**Marketing Contribution Bank:**

All amounts paid to the bank in the period of January 1st – November 30th, 2025, shall be used during the year 2024.

**Stock:**

Please be aware that reorders of stock and new collection launches are the brands' responsibility and must be aligned with the buyers before activation of campaigns. If stock is insufficient, BMP reserves the right to highlight products based on relevance, stock levels, and performance.



A man with dark hair and a beard stands in front of a modern building with large glass windows and a wooden facade. He is wearing a brown tweed jacket over a brown corduroy shirt and a white turtleneck. The text "GET IN TOUCH!" is overlaid in large white letters.

# GET IN TOUCH!

For more information or support, please contact [bmp@boozt.com](mailto:bmp@boozt.com)