

ADIKTED
ADVERTISING

THE UPS STORE

"THE PARTNER YOU NEVER KNEW YOU NEEDED."

WHO WE ARE

WE ARE ADIKTED ADVERTISING



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BESS MYERS



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WHY WE'RE HERE



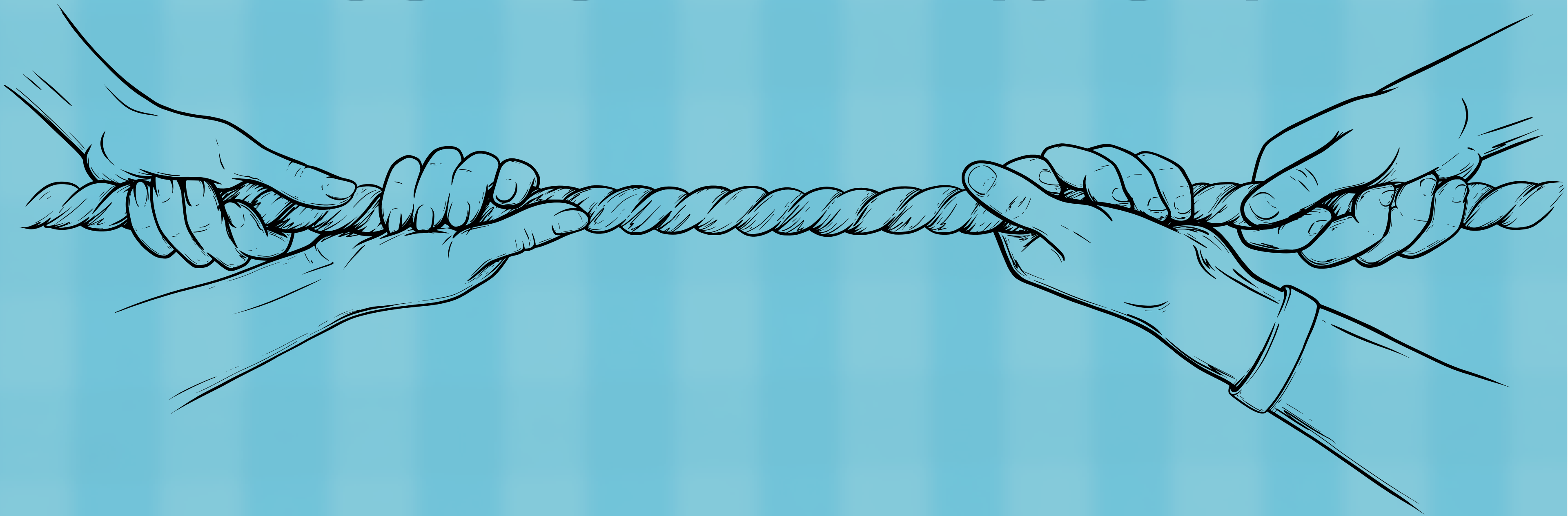
WHY WE'RE HERE

The UPS Store is facing a key challenge:

How can The UPS Store effectively reach and engage an untapped audience of Gen Z small business owners?

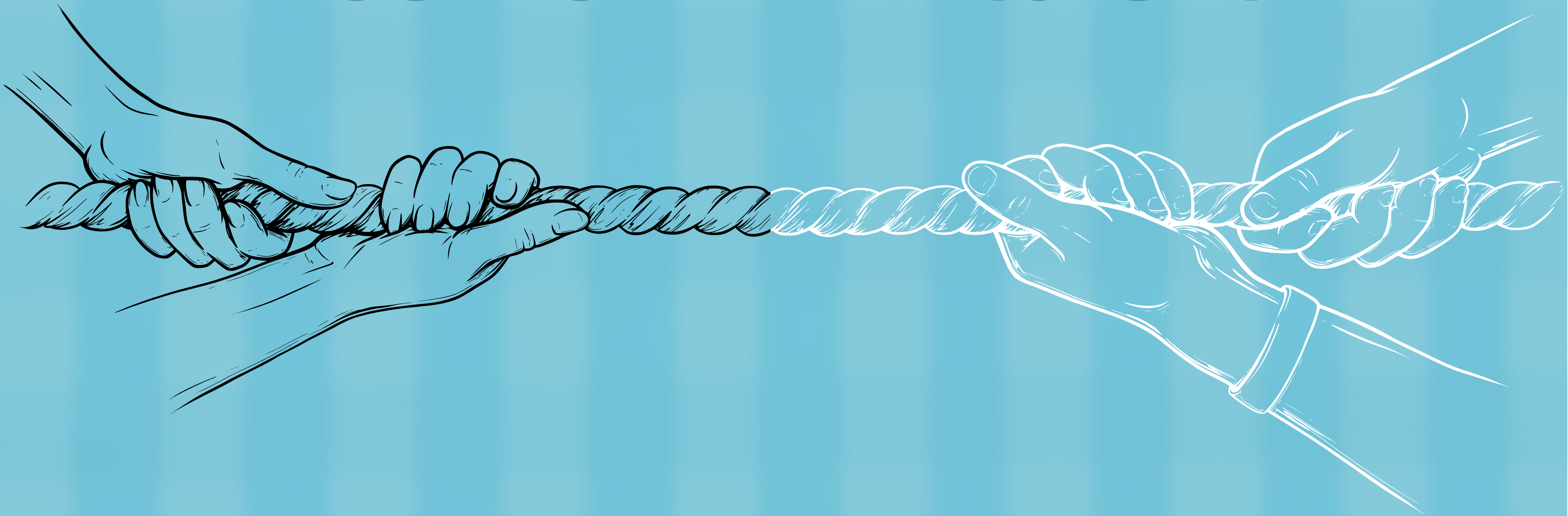


CULTURAL TENSION



**Gen Z is redefining what
entrepreneurship looks like.**

CULTURAL TENSION



Gen Z is redefining what entrepreneurship looks like.

But the world doesn't see them as legitimate business owners.

THE CORE ISSUE...



THE UPS STORE®

SHIPPING • PACKING • MAILBOXES • NOTARY
SHREDDING • FAXING • COPYING • PRINTING



THE CORE ISSUE...



THE UPS STORE

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**The UPS Store isn't connecting with Gen Z
small business owners.**

TARGET AUDIENCE:

Gen Z Small Business Owners

Core Identity:

- Digital-native entrepreneurs
- Running micro-brands from their bedrooms, cars, or apartments
- Side hustles become businesses
- Creative, self-taught, ambitious

They're Not Playing Business, They're Building One.

CONSUMER INSIGHTS

Gen Z is "chronically online". TikTok is the most preferred platform for this group and is considered the best word-of-mouth platform for small businesses. They rely heavily on social media for product discovery and networking.

CONSUMER INSIGHTS

Gen Z is known for the “hustle.” They frequently experience imposter syndrome and require validation to be taken seriously as “real” owners. They prefer to figure things out themselves rather than ask for help.

The Hustle Mindset:

- Their business is part of their identity
- They handle everything (design, customer service, packing, shipping)
- They wear the burnout with pride
- They prefer to figure things out themselves

GEN Z: DIGITALLY NATIVE. CHRONICALLY ONLINE.

77% use TikTok for product discovery.

46% use social apps as search engines.

35% spend 4+ hours a day on social media.

They trust creators over corporations.



HOW GEN Z SEES THE UPS STORE

“Just a shipping place”

Outdated

“It’s just... there”

Forgettable

Invisible

“What else do they do?”

“Just a drop off place”

“What **help** do they **offer**?”



THE OPPORTUNITY



The UPS Store 

Gen Z SBO's represent a rapidly growing audience with long-term partnership potential.

HAWAII
HUNTERS

The UPS Store
Print & Business Services

The UPS Store
Print & Business Services

INSIGHTS AND STRATEGY

Our **belief insight** is that Gen Z entrepreneurs crave validation, credibility, and partnership; they want to be taken seriously as professionals.

Our **creative strategy** is to marry these insights and market the UPS store as the resource they didn't know they needed in a way that validates Gen Z and doesn't shame them for trying to handle everything by themselves.

As for their **behavior insight**, Gen Z prefers to figure things out themselves instead of asking for help; they don't look at the UPS store as a resource because they don't know what the UPS store offers.





**“THE PARTNER YOU
NEVER KNEW YOU
NEEDED”**

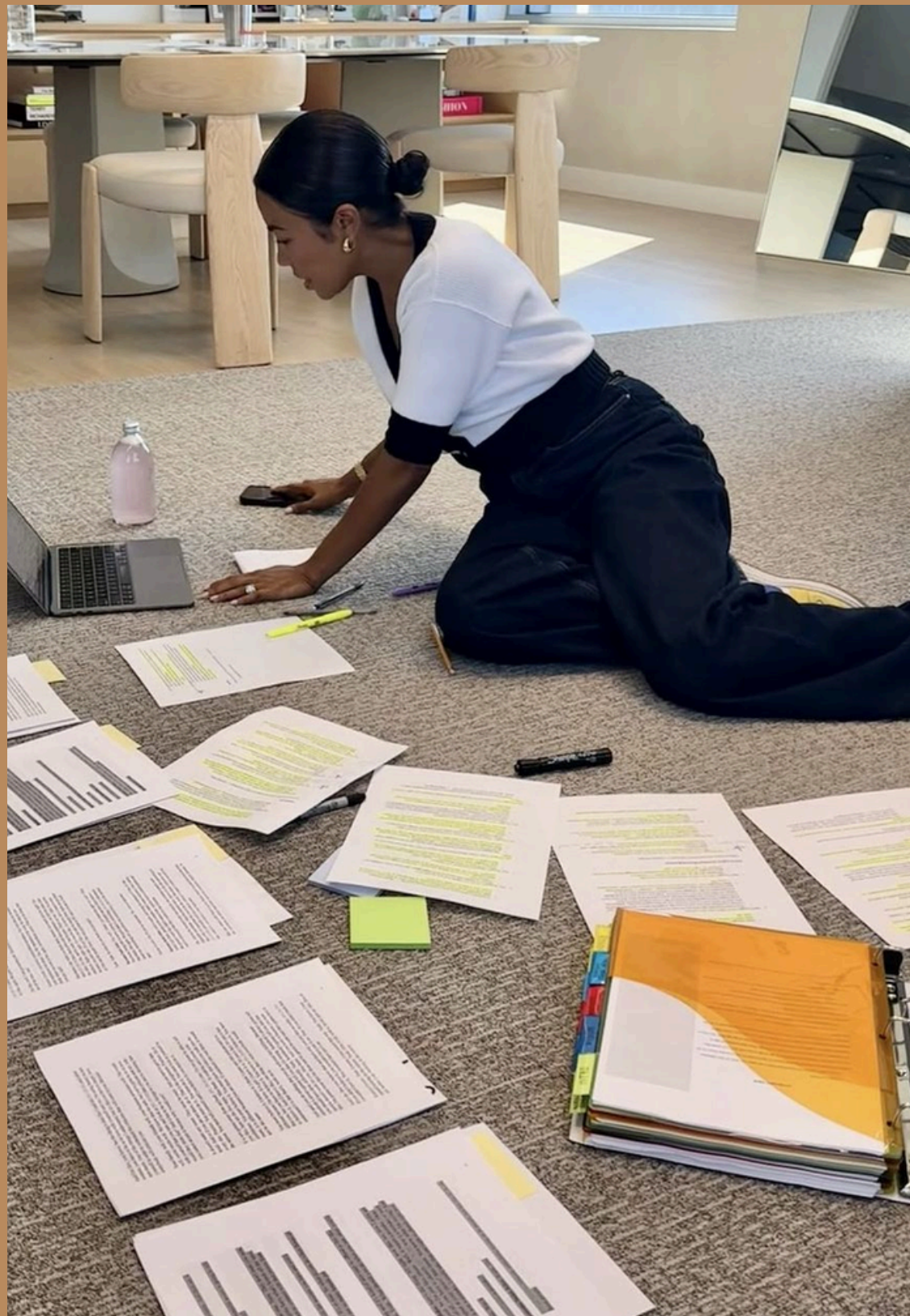
MORE THAN JUST MAILBOXES

MANIFESTO

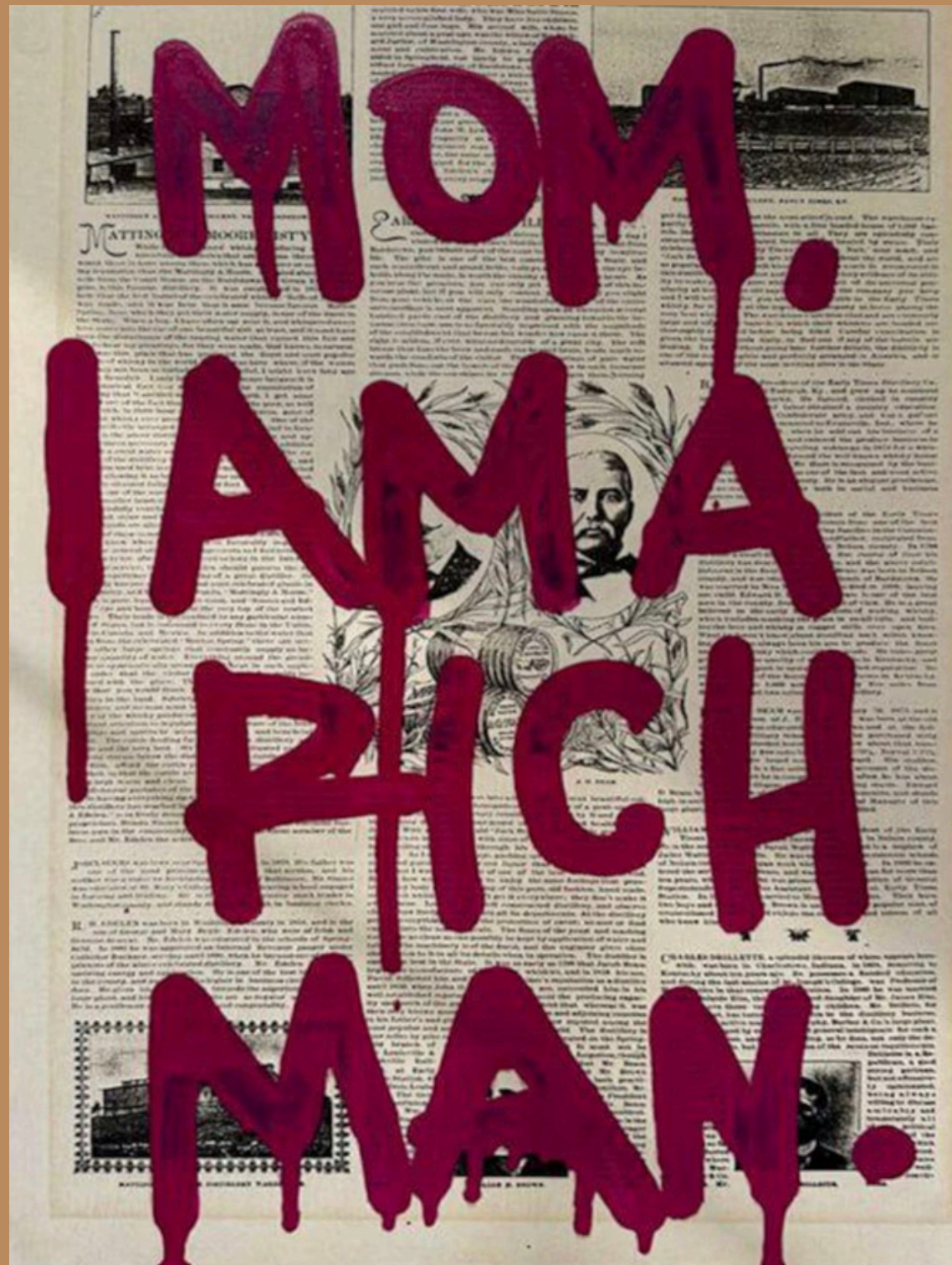
YOU STARTED WITH A SPARK. AN IDEA SKETCHED ON A NAPKIN. A LATE NIGHT THOUGHT THAT WOULDN'T GO AWAY. YOU BUILT SOMETHING ON YOUR TERMS: FROM YOUR DESK, YOUR CAR, YOUR HOUSE. YOU ANSWERED THE MESSAGES. YOU RAN THE SALES. YOU PACKED THE BOX. YOU DID IT ALL, BECAUSE NOBODY ELSE WAS GOING TO. WE SEE YOU. THE SIDE HUSTLE TURNED INTO A BUSINESS. THE PASSION PROJECT THAT BECAME A BRAND. THE DREAM THAT REFUSED TO STAY SMALL. THEY MIGHT CALL IT "CUTE." WE CALL IT CREDIBLE. BECAUSE YOU'RE NOT PLAYING BUSINESS, YOU'RE BUILDING ONE. YOU DON'T JUST NEED TO BE SEEN, YOU DESERVE TO BE BELIEVED IN. YOU'VE ALREADY STARTED THE STORY, WE'RE HERE FOR THE NEXT CHAPTER. NOT TO TAKE OVER, BUT TO STAND BESIDE YOU. NOT TO RUN THE SHOW, BUT TO RUN WITH YOU. WE'RE THE PRINTERS BEHIND YOUR PITCH DECKS. THE SHIPPERS BEHIND YOUR FIRST BIG SALE. THE ONE IN YOUR CORNER, FOR YOUR BOLDEST IDEAS. BECAUSE YOUR BUSINESS ISN'T SMALL. IT'S JUST GETTING STARTED.



THE UPS STORE[®]



WE SEE YOU BUILDING



WE SEE YOU BRANDING



AND WE WILL SEE YOU WINNING.

THE UPS STORE VIDEO ADVERTISEMENT



THE UPS STORE®

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SHREDDING • FAXING • COPYING • PRINTING

EVERY BIG THING STARTS SMALL

HUMAN CONNECTION DRAWS PEOPLE IN



**HUMAN CONNECTION
DRAWS PEOPLE IN**

**“JUST” MAKES THE
STORY STICK**



**HUMAN CONNECTION
DRAWS PEOPLE IN**

**“JUST” MAKES THE
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**GEN Z SBOs SEE
THEMSELVES IN IT**



**BECAUSE YOUR
BUSINESS ISN'T
SMALL**



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**IT'S JUST
GETTING
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IN-PERSON EXPERIENCE "BOX CITY"





“BOX CITY” EXPERIENCE

A “Box City” experience held at Breakaway, an EDM music festival.

- **Venue Design:** The space would be a cardboard/box venue from the outside, where inside will look different, creating a variety of spaces.
- **Activities:** The experience should involve moving from room to room with different activities.
 - Activities include places to print custom stickers and other personalized items, all taken care of by the UPS Store.

WHY BREAKAWAY?

A “Box City” experience held at Breakaway, an EDM music festival all over the country, but we are focused in Atlanta, Georgia.

Why Georgia? Atlanta is a huge Gen-Z and SBO hub.

Why Breakaway? Breakaway is where you will find the Gen-Z audience and small businesses in one place.



CONCEPT 1



**PACKING, SHIPPING, PRINTING, PARTYING.
THE ULTIMATE SMALL BUSINESS PARTNER,
THE  STORE.**





ups Break Store

EXTERIOR



INTERIOR

CONCEPT 2





**PACK, PRINT, POSE, AND PARTY ON.
THE ULTIMATE FESTIVAL PARTNER,
THE  STORE.**



EXTERIOR



MERGING FUNCTIONALITY

AND STYLE.



SHOOT, PRINT & SHARE



THE VIBE

PHOTOS THE UPS STORE



STRIKE
A POSE



Take
headshots
& passport
photos too



THE UPS STORE



LET'S
CREATE



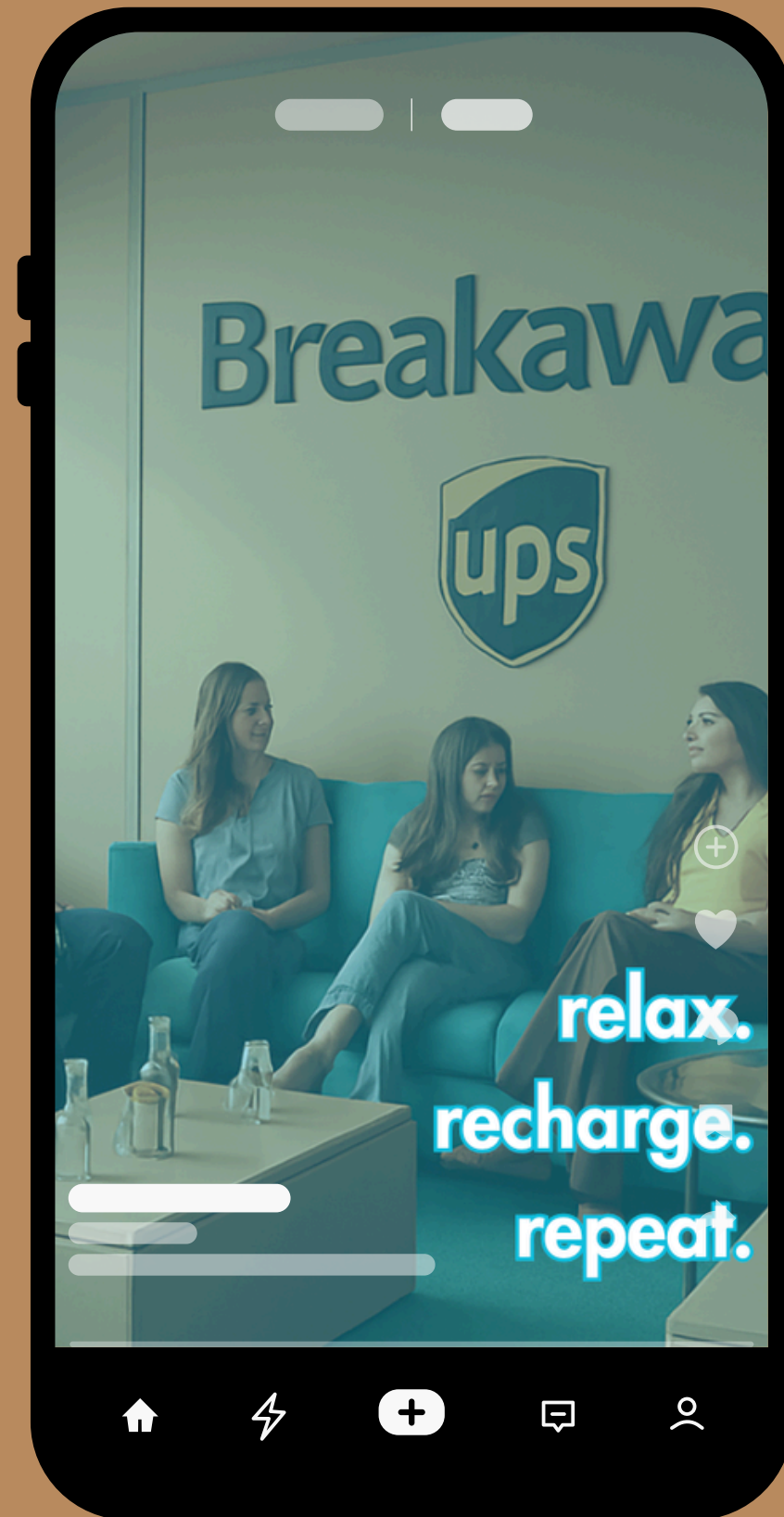
THE ACTIVITY

CUSTOMIZE & PRINT

SOCIALS: POSTS

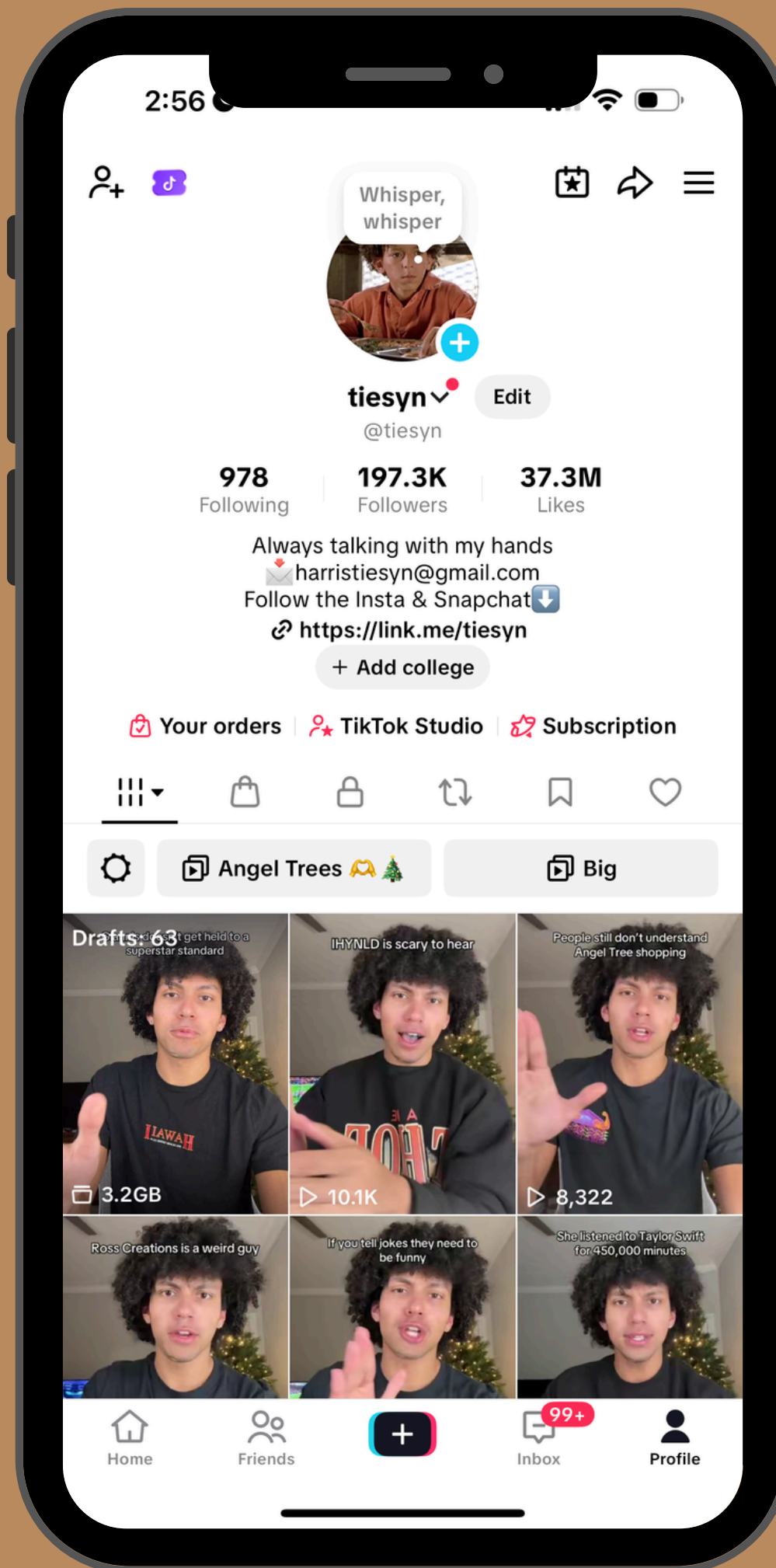
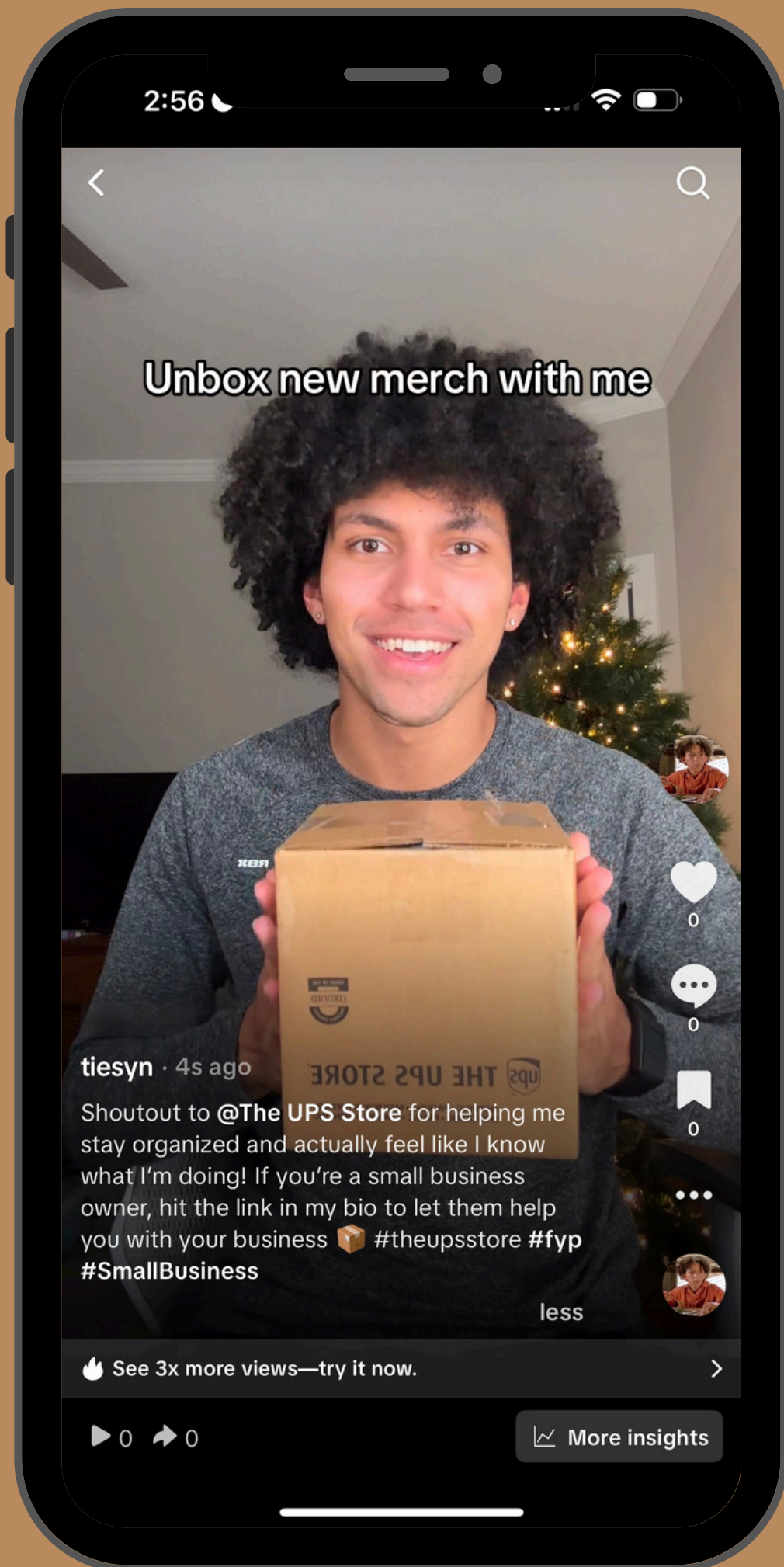


SOCIALS: STORIES



Influencer Campaign:

Inviting growing Influencers to attend Breakaway to not only promote Box City, but also UPS!



- ← Back
- Discover LIVE
- Go LIVE
- Creator tools
- More

Get Coins

- Following
- cbsnews** ✓ 1.2K
 - misslolaoffic...** 122
- Suggested LIVE creators
- cozyearth** ✓ 315
 - narally_loves...** 4.5K
 - pbsnews** ✓ 2.1K
 - cocoshopglo...** 1.1K
 - cbsnews** ✓ 1.2K

MISS LOLA OFFICIAL 9.3K

Gifts:

- Rose 1
- Hi Bear 10
- Let 'Em Cook 20
- Rosa 10

More Recharge ^

Viewers · 128 ?

- 1 May 101
- 2 Emily C 14
- 3 ✨👑BRI 13

Comments:

- Maria Fernanda: do you guys ship with the UPS Store?
- Megumi Ann: your basket does not appear for me 😞
- user007852: followed the host
- Megumi Ann: I'm in hawaii 🙄
- Forestine Young: Heyyyyy my Lola
- 29 👑👑BRI No. 2: cream or pink heart breaker casey ? for the tahlia dress 😊
- 27 🌸Tanya🌸👑: Do you have the ballerina 👑 heels? 🌸🌸Tanya🌸👑
- 18 🍷prettladykay: I love those tiger stripe heels ❤️
- Forestine Young: Heyyy besties
- 17 🍷May: HEY!!!!!!!
- 11 🍷Addvortiz

Type... 🗨️ ❤️



SMALL BUSINESS WEBINARS

TikTok for Business How it works Goals Industries Products Resources Log in **Get Started**

CREATIVE WEBINAR FOR SMBs

Join our 'Creative Made Simple' September Webinar for SMBs

September 13, 2024

Are you a small-medium sized business looking to elevate your content game on TikTok? Join us on September 26th for our upcoming webinar, "Creative Made Simple".

Register today

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in

THE



STORE



THANK YOU.