



BELGIUM
bpost



Love You Mobile Postcard

'LOVE YOU' has allowed one to stay close to his or her loved ones during the COVID-19 lockdown.

ACTION

By offering a 'LOVE YOU' code for 10 free mobile postcards per person, bpost wanted to provide a safe, fast way for citizens to stay in contact with their loved ones when not quarantined together. Each recipient could use a code on the card to send his/her free card as well.

By using the mobile postcard bpost reduced the number of interventions in sending a card.

The company was able to form connection between lonely people and enhance the appreciation for postmen and postwomen. Additionally, by reducing the amount of handling in the process of buying, writing, sending and receiving a card, bpost reduced the risk of contamination and emissions.

RESULTS AND IMPACT

More than two million mobile postcards were sent, making the campaign a huge success. The campaign made bpost employees feel proud and engaged. The postal company received a lot of positive feedback and also inspired other companies/cities to follow its example: the National Lottery, brewer Alken Maes, the city of Sint Truiden.



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