



BlueBits Technologies Inc.



BlueAds

What is BlueBox?

BlueBox is a Smart Parcel Locker Solution that optimizes parcel reception within all types of buildings.

Connect your business with our users, carriers, and visitors, in high-traffic areas.

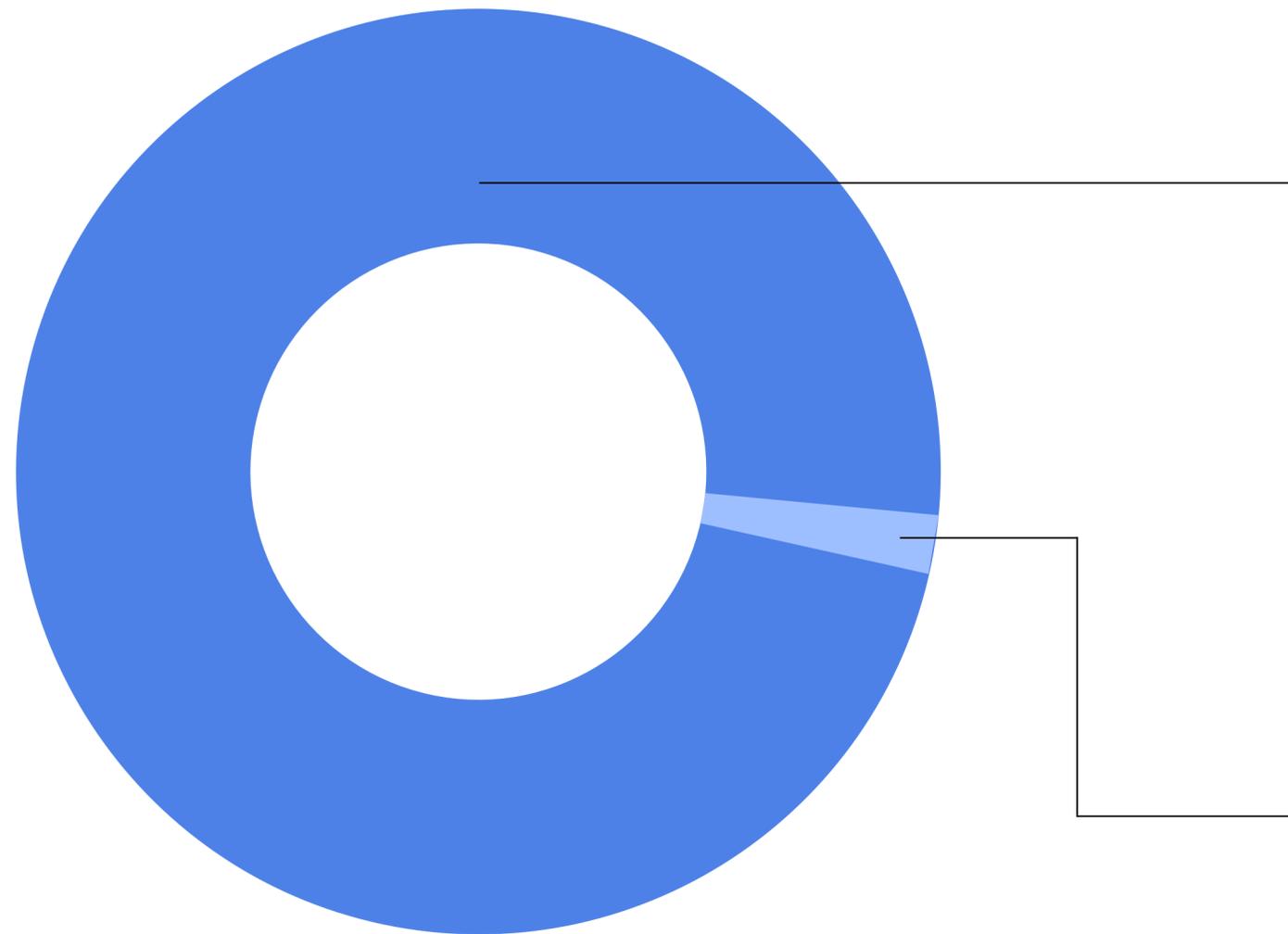
 **BlueBox**
bluemyth.ca





Over 40,000 deliveries received per month in our network since 2020, with over 100 communities in the lower mainland

Building Portfolio



Residential

91% Reach residents living in buildings with BlueBox, our ads will reach everyone who uses and passes our lockers on a regular basis.

Commercial

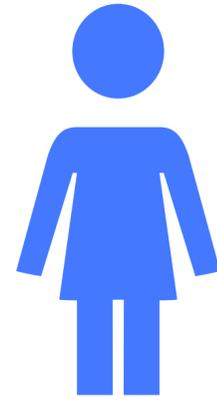
9% Display your ads to other businesses and office staff.

BlueBox Resident Profile



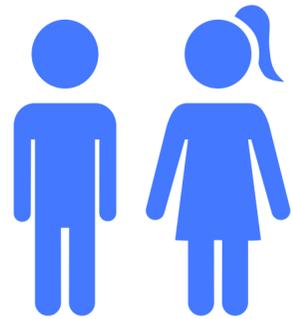
49%

Male Population



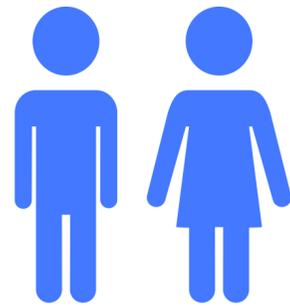
51%

Female Population



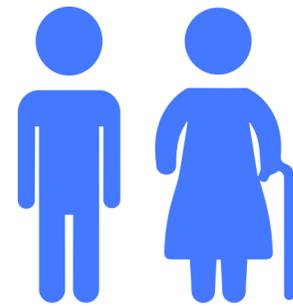
17%

19-24 Y/O



45%

25-54 Y/O



26%

55+ Y/O

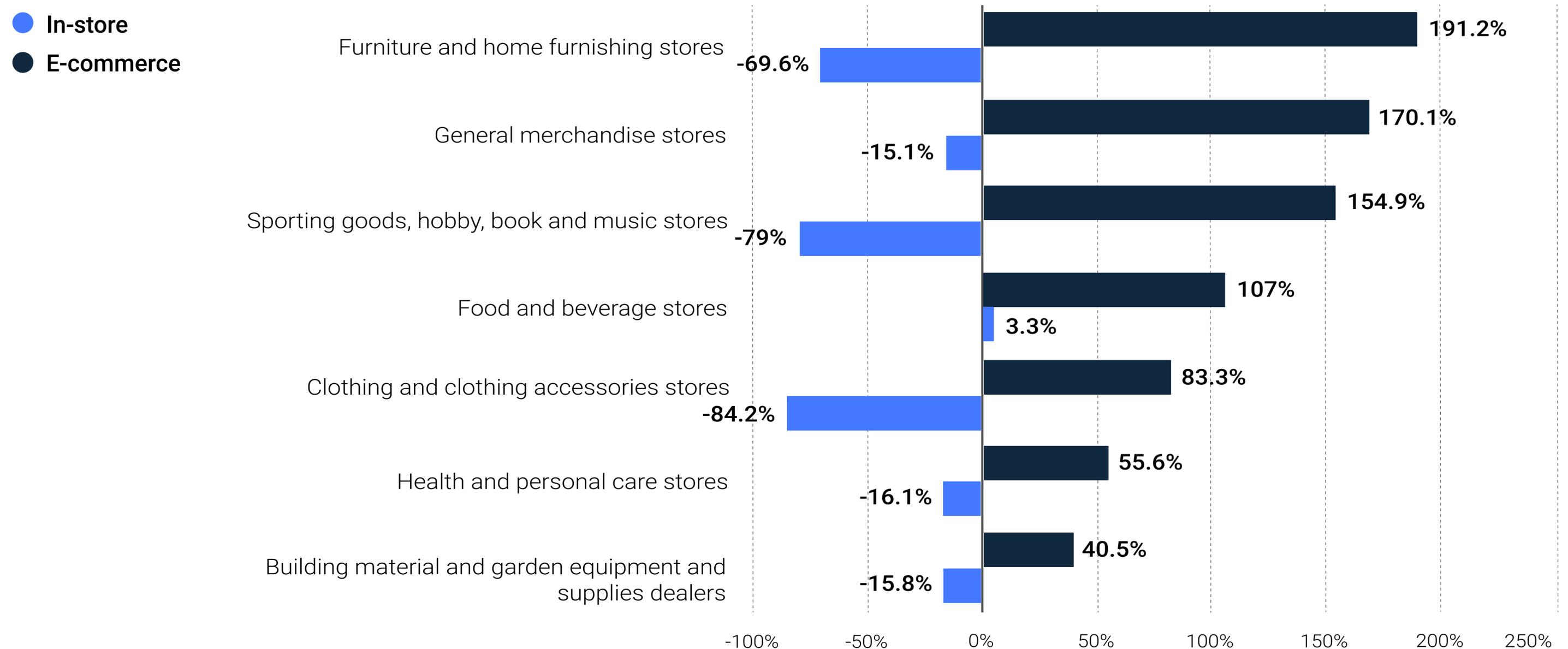


BlueAds



Impact of E-commerce

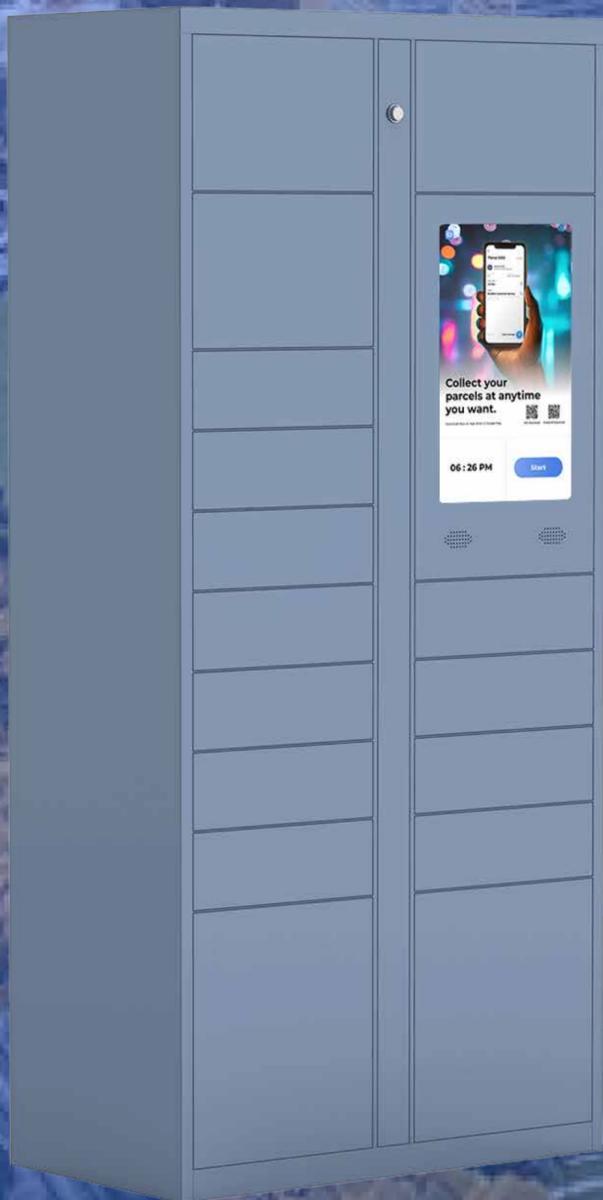
Change of in-store and e-commerce sales during the Corona virus pandemic in Canada from February to April 2020, by sector





BlueAds is a unique advertising service with **constant digital exposure**, creating **genuine ad impressions** and **captivating user experience** between advertisers and consumers.

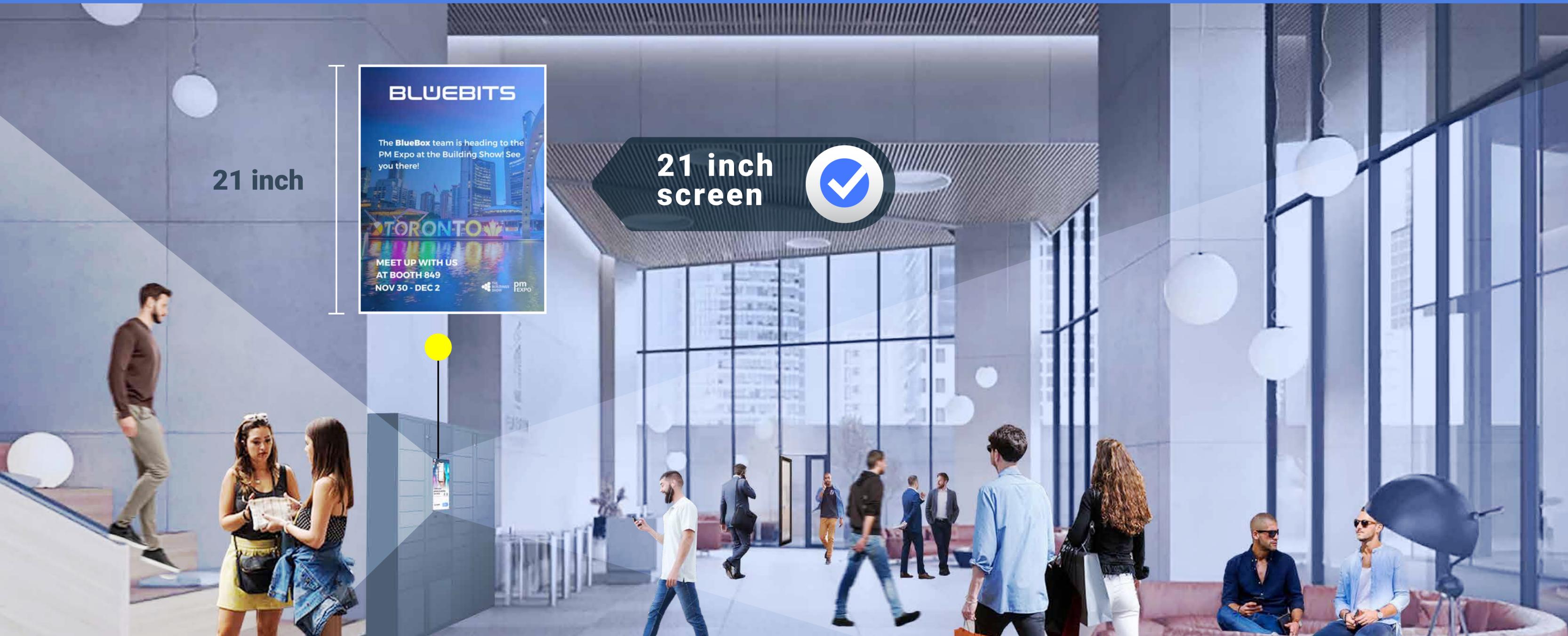
BlueAds Advantages



Situated at the **Ideal Location**,
targets the **Right People**
to create the **Biggest Influence**
at the **Right Moment**.



Premium Location



21 inch



21 inch
screen



The high traffic flow in buildings ensures a substantial viewership bringing together businesses and consumers.

Targeted Audience Demographic

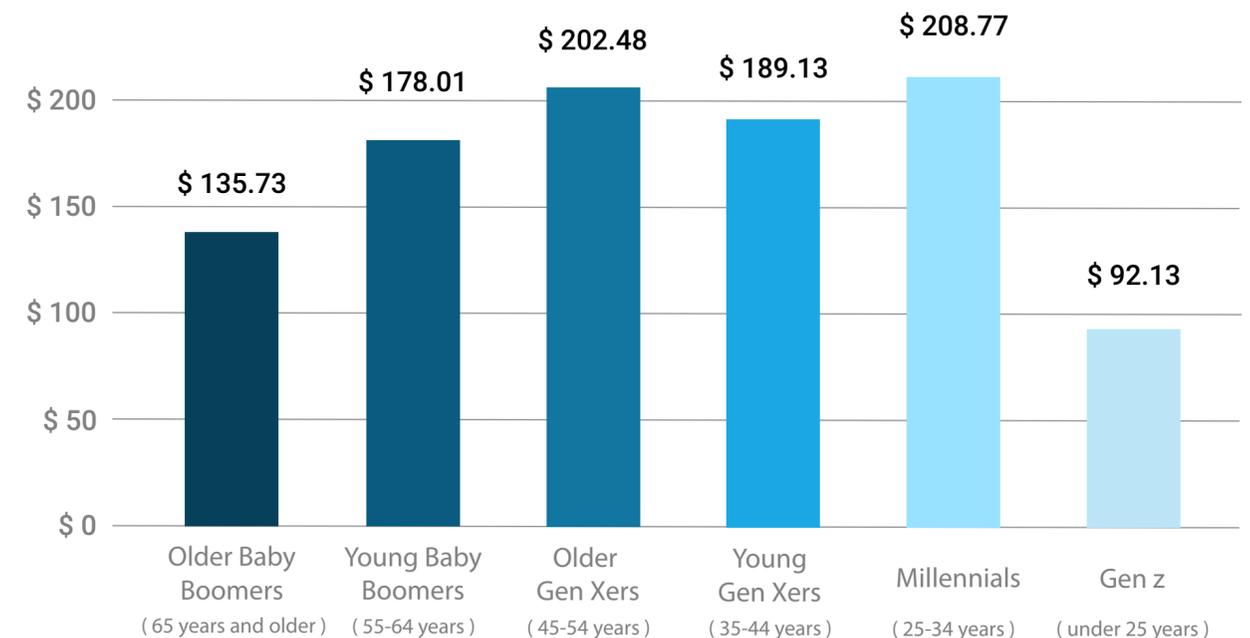
Our BlueAds service gives businesses direct advertising to **millennials**, the majority demographic **living in buildings with BlueBox**. Businesses that advertise on the BlueAds platform get direct engagement with this high spending age-group but are not limited to just this demographic.

Did you know...

Millennials spend on average **\$208.77** a day
Majority of millennials prefer to shop online;
of that **65%** prefer to use a mobile wallet

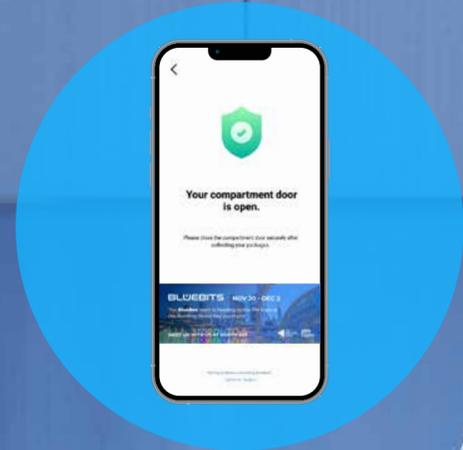
(CNBC, 2019)

Daily Spending *by Age*



(Sunmark, 2017)

Interactive / Engaging Ad Experience

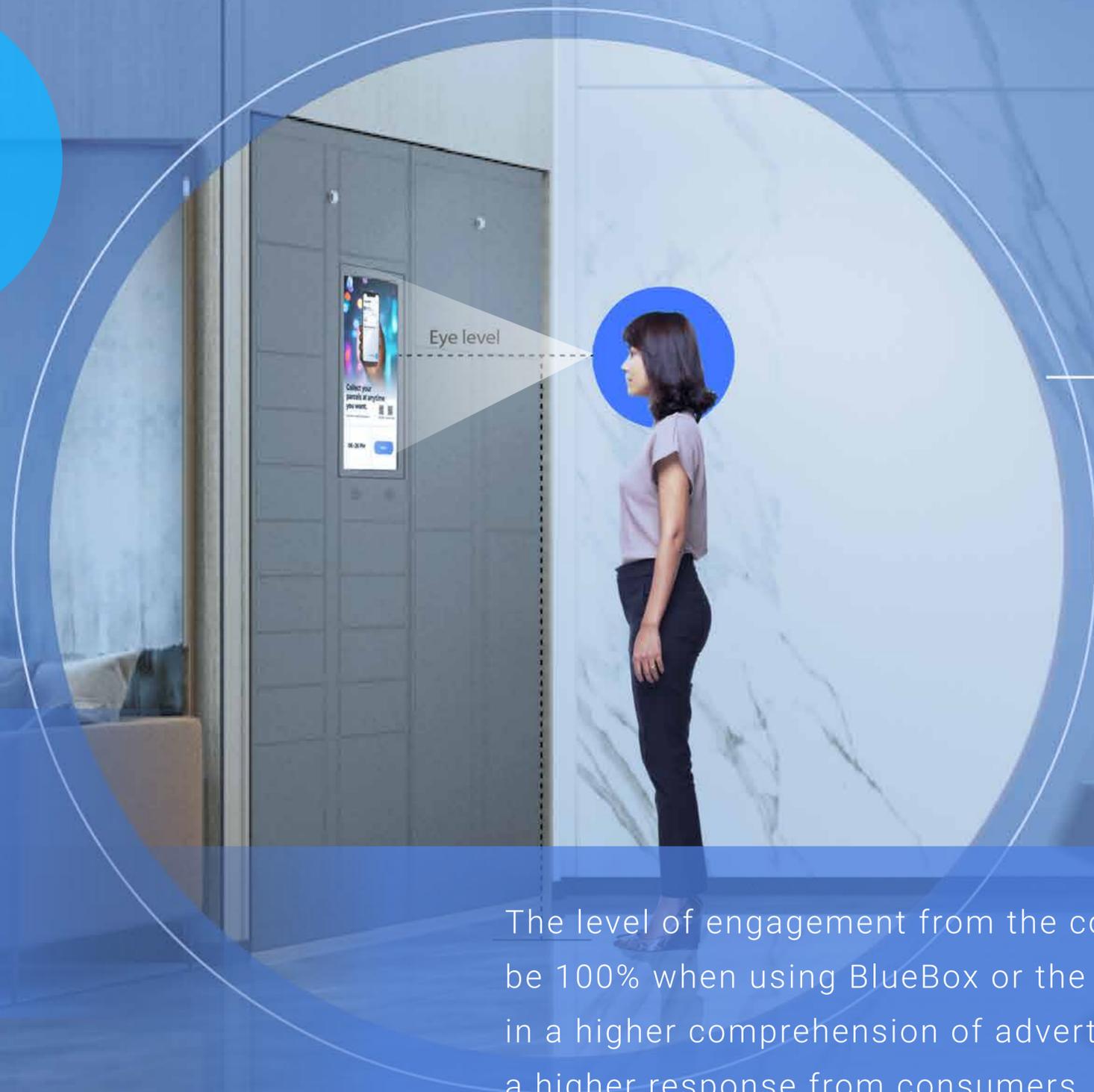


78% of Millennials

say they prefer spending on experiences rather than things they desire.

(Eventbrite, 2014)

Unlike traditional advertisements, which passively advertises to passersby, our BlueAds service offers an active advertising experience that guarantees engagement.



In all directions

The level of engagement from the consumer will always be 100% when using BlueBox or the BlueBox app, resulting in a higher comprehension of advertisements and fostering a higher response from consumers.

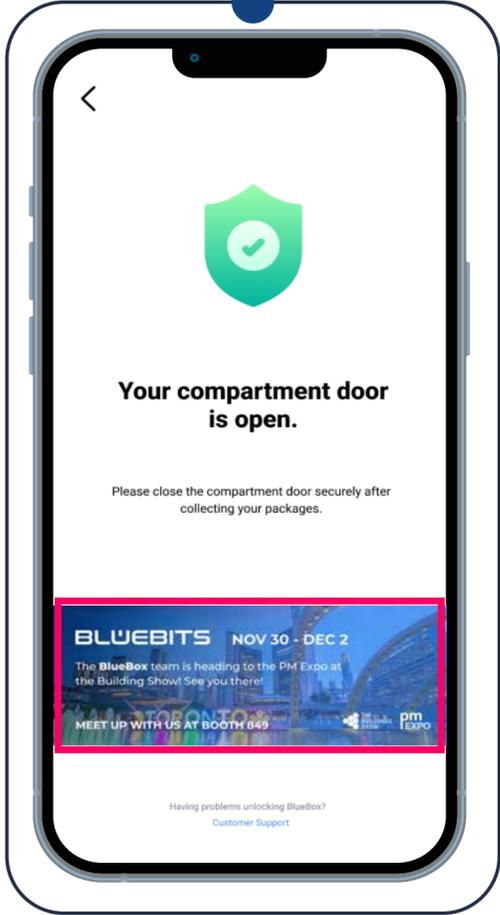
Creating Engaging Moments

Our BlueBox users love the process of receiving parcels/deliveries, and so do we! That's why we make sure this process is as engaging as possible. We aim to convert every delivery pick-up into a core memory, creating a unique and engaging experience.



The Mobile Ad displayed on BlueBox App amplifies exposure by capitalizing on the existing user base of BlueBox app.

BlueBox App Ads



Over **12,000 users** use the BlueBox app on a regular basis. These ads amplify exposure by interacting with our users.

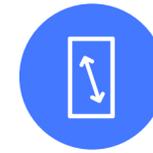


On-Screen Advertisement

Display your advertisement on our
BlueBox starting screen



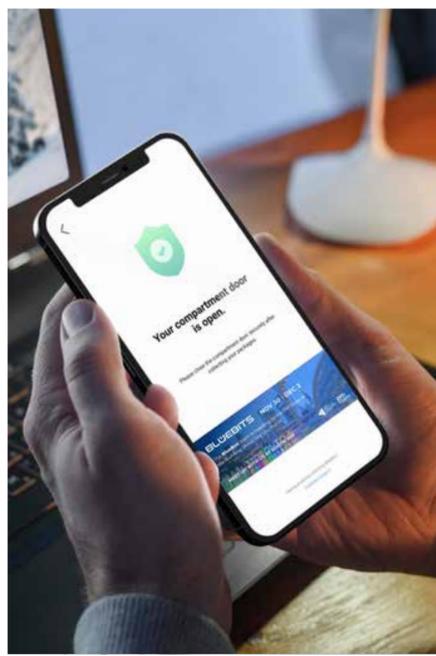
21.5" touch screen



1080px by 1440px Advertisement Size



1080px by 1920px screen resolution (9:16)



Banner Advertisement

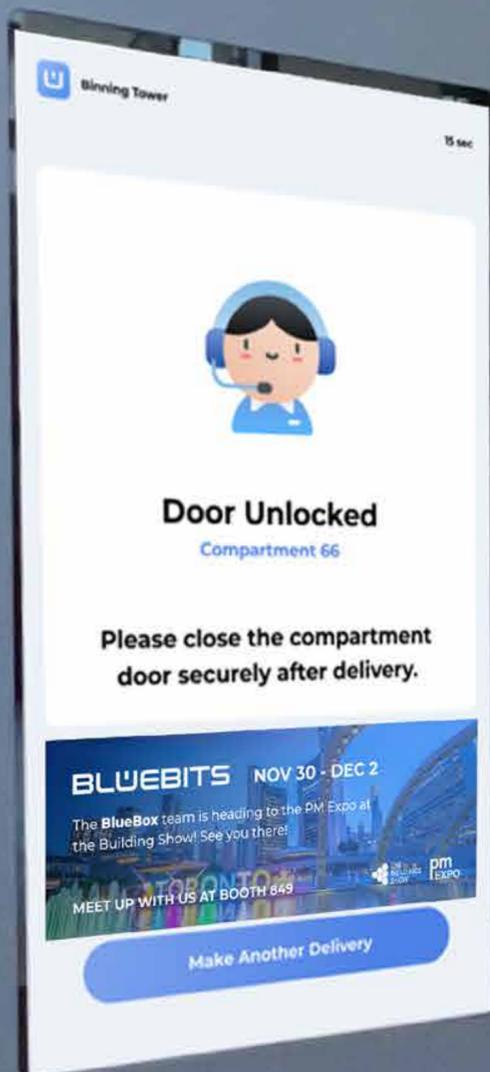
Display your advertisement on the last collection screen of the parcel pick-up process



1 advertiser per pick-up



1080px by 400px Ad Size



BlueAds Cycle



15 Second Intervals

3 Minute loops

12 Ads per screen

2+ Hours of exposure per day

Bluebox Ads Region Map

The following areas are our advertising regions which include a community of BlueBox lockers throughout.

- 1 Richmond Oval and Walmart (RO)
- 2 Richmond Sexsmith Area (RS)
- 3 Richmond Sexsmith Area (RS2)
- 4 Metrotown West (MW)
- 5 Metrotown East (ME)
- 6 New Westminister (NW)
- 7 Langley/Maple Ridge (LM)
- 8 Tsawwassen (TS)
- 9 Kerrisdale/West Side Vancouver/South Vancouver (KWSV)
- 10 The University of British Columbia (UBC)
- 11 Granville & Davie (GD)
- 12 Downtown East (DE)
- 13 Mt Pleasant & Olympic Village (PO)
- 14 Renfrew-Collingwood & Killarney (RCK)
- 15 Champlain Heights (CH)
- 16 Brentwood/Burquitlam (BB)
- 17 North Vancouver (NV)
- 18 Surrey (SR)
- 19 Coquitlam/Port Moody



BlueAds Location



BlueAds Sample



www.bluemyth.ca

Happy Holidays from us at Bluemyth Technologies!

BlueBox is working to keep your package safe during the holiday season!

www.bluemyth.ca

Happy **Mothers Day**

We Whish all Moms A Happy Mother's Day !

Enjoy the time with your loved ones !

www.bluemyth.ca

We Whish You Have A Happy Hoppy Easter!

BlueBox is working to keep your package safe during the holiday season!



Contact Us

Pricing and location grouping is unique to every business. Get in touch with us to discuss more!

1(833) 258-3269

www.bluebits.ca

Marketing@bluebits.ca



BlueAds
