iBox: form stock control to emotional promise

How a trade automation platform relaunched itself around the owner's most valuable asset: time.

April–June 2026 | 5M+ reach | 1,000+ leads | 100 subscriptions

A brand relaunch built around a human benefit, not product features

iBox was reframed from a trade automation tool into a platform that helps business owners regain time, control and calm..

Old	New	3 films	100	650M
stock, reports and dashboards	time, freedom and family	for 3 different segments	new paid subscriptions	UZS potential 13-month value

Relaunch iBox after launching the new tariff matrix.

The new tariff matrix was designed for different trade-business segments. The campaign had to make the brand relevant to each segment and turn the new positioning into demand.

New tarrifs

Different packages for different business sizes and needs.

New segments

Retail, wholesale and multi-store owners needed a clearer reason to try iBox.

New promise

Not only better control, but more time for what matters.

Automation sounded useful, but cold.

Most trade automation messages spoke the same language: dashboards, stock control, profit and reports. The product benefit was rational, but the brand was not yet emotionally distinctive.

Feature-led

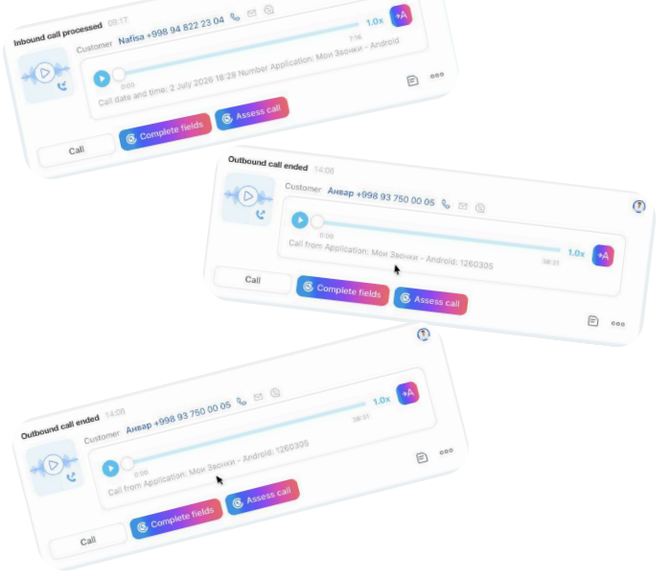
Control stock, get reports, reduce losses

Category sameness

Many systems promised similar rational benefits

Missing emotions

Owners understood the tool, but did not feel the deeper reason to change



We listened to sales conversations, spoke with clients and reviewed objections from potential buyers.

1. They valued the calm that comes when cash, stock and reports are visible.
2. The pain was not only “I need reports”. It was “I cannot leave the business alone”.
3. The strongest emotional benefit was freedom: more time for family, rest and growth.

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STRATEGIC SHIFT

Automation sounded useful, but cold.

Most trade automation messages spoke the same language: dashboards, stock control, profit and reports. The product benefit was rational, but the brand was not yet emotionally distinctive.

Recognize
Make owners see their own lost weekends.

Educate
Warm interested leads through business content and product explanations.

Convert
Use SQL filtering and focused sales to turn interest into subscriptions.

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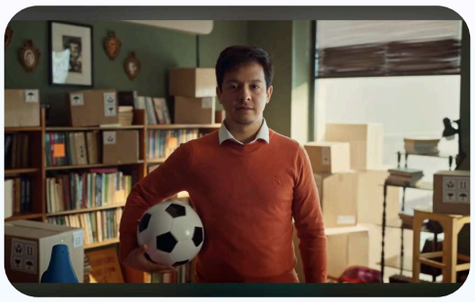
CREATIVE IDEA

“How does a business owner spend a day off?”

One question turned a technical product into a personal story every owner could understand.
The owner wants to rest, but the business pulls him back



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The symbolic object — ball, child's toy or scissors — showed where the owner wanted to be.

One idea.
Three owner realities

Each film showed the same tension: the owner wants to rest, but an untidy business pulls them back.

Retail owner

Wants friends, tea house and football. Returns to cash calculation.

Store chain owner

Wants family, children and parents. Returns to reports.

Wholesale owner

Wants travel and growth. Returns to stock control.

The product appeared as an enabler, not the hero

The films did not start with interface screens. They started with the owner's life, then showed iBox as the way to make that life possible.

“Systemize your business with iBox. Spend your time on what matters.”

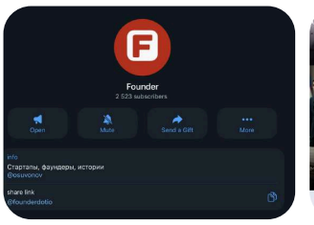
The new message moved across the funnel.

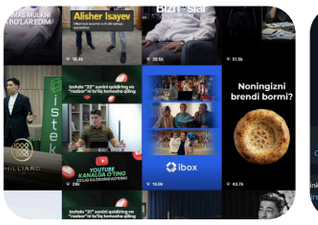
1. Paid & social video
Created recognition around the owner’s lost time.

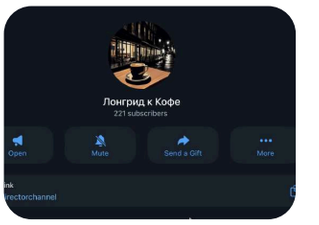
2. Blogger reposts
Added trust and business-audience context.

3. Website, Meta forms & Telegram
Captured leads and warmed them with useful business content.

4. Sales team
Qualified leads by SQL rules and converted them into subscriptions.







“Message” did not stay in one campaign. It became a repeatable iBox argument.

After the relaunch, iBox continued to use time, freedom and owner calm as communication angles across content and sales materials.

The relaunch reached people and changed behaviour.

The new emotional positioning did not remain a brand statement. It generated measurable demand in Q2.

5M+
total reach in Q2 activation window

1,000+
leads from Meta, website and Telegram

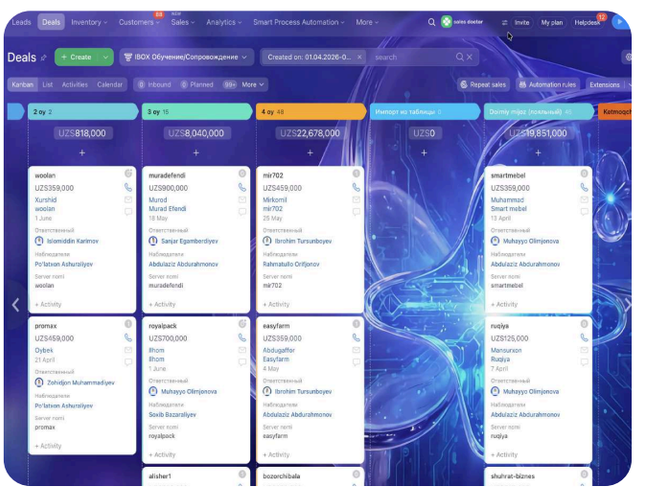
32%
qualified by SQL rules

100
new paid subscriptions

650M
UZS potential 13-month value

100 subscriptions created recurring revenue, not one-time interest.

The Q2 sales created approximately 50M UZS in monthly payments. With a 13-month average customer lifetime, this equals 650M UZS in potential customer value.



iBox stopped selling a system. It started owning a reason to automate.

The relaunch gave iBox a distinctive, repeatable and measurable brand platform.

1. Distinctive

The category spoke about dashboards. iBox spoke about the owner's time.

2. Repeatable

The "time back" idea continued beyond the films into later communication.

3. Measurable

The new platform helped generate 1,000+ leads and 100 paid subscriptions.