

Systemize your business to restore your health.

How iBox developed an unrealised brand concept that reframes trade automation as relief from the pressure owners carry in their minds and bodies.

Speculative / Unrealised 3 symptom territories OOH + films + landing

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A speculative campaign built on the owner's hidden health cost.

Instead of promising only control and profit, the concept shows what an unsystemized business can take from the owner: sleep, calm, energy and physical wellbeing.

Insight

business pressure shows up in the body

Tone

smart, soft humour — not fear

3 signs

dark circles, back pain, hair loss

3 formats

OOH, films and digital landing

Goal

make automation personally urgent

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Find a fresh reason to automate — beyond money and control.

Owners already know automation helps with stock, cash and reports. The opportunity was to find a more surprising, human and memorable argument for why systemizing matters.

Category fatigue

Most ERP and automation messages sound cold, technical and predictable.

Human tension

Many owners carry the whole business on themselves, day after day.

Creative goal

Turn that pressure into a distinctive iBox concept people will remember.

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Owners do not only lose time. They absorb stress with their bodies.

Late nights, endless checking, constant calls and hands-on control often turn into visible symptoms. The business is not only hard to run. It is hard to carry.

Sleep loss

Late closing, late sleeping and no real recovery.

Physical strain

Warehouse checks, daily supervision and tension in the back and neck.

Mental pressure

Constant responsibility can show up as irritability, fatigue and dark circles.

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The idea came from how owners actually live, not from a feature list.

In conversations with business owners, we kept hearing the same pattern: they personally hold together operations, cash, stock and staff, and the strain spills into daily life.

Retail & wholesale

The concept fits owners who are still deeply inside everyday operations.

Most visible signs

Dark circles from late nights, back or neck pain from pressure, hair loss from stress.

Strategic meaning

Automation becomes a form of relief, not only efficiency.

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iBox becomes a self-care message for overworked business owners.

The campaign borrows the language of wellness and pharmacy advertising, then reveals a business truth underneath it.

| “Systemize your business to restore your health.”

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One concept. Three symptom territories.

Each message starts like a health or beauty ad, then reframes the symptom as a sign of an unsystemized business.

Dark circles

Not only a sleep problem. Maybe the owner still closes every business day personally.

Back / neck pain

Not only posture. Maybe the owner is still carrying daily stock control and supervision alone.

Hair loss

Not only stress in general. Maybe the business depends on the owner too much.

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The idea is designed to work across film, OOH and digital.

The same conceptual twist can stretch from attention-grabbing posters to short videos and then to a more rational conversion layer.

Hook

OOH and social posters look like health or pharmacy messages.

Reveal

Short films show the real cause: the owner is overloaded by the business.

Clarify

Landing explains that iBox is not medicine — it helps remove the business pressure behind the symptom.

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The tone is provocative, but gentle.

We are not claiming to cure illness. We are using a familiar wellness code to dramatize a real business problem with soft humour and a clear reveal.

Looks familiar

Beauty, wellness or pharmacy language draws attention fast.

Feels relevant

Owners immediately recognise the pressure behind the joke.

Stays safe

The landing and form clarify the business meaning and protect lead quality.

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Attention is broad. Qualification stays strict.

Because the concept is unusual, the conversion layer is designed to filter accidental interest and keep only relevant trade-business owners.

Clarify the message

Explains that iBox helps reduce operational stress, not treat medical conditions.

Ask business questions

Business type, number of outlets and how stock, cash and reports are managed today.

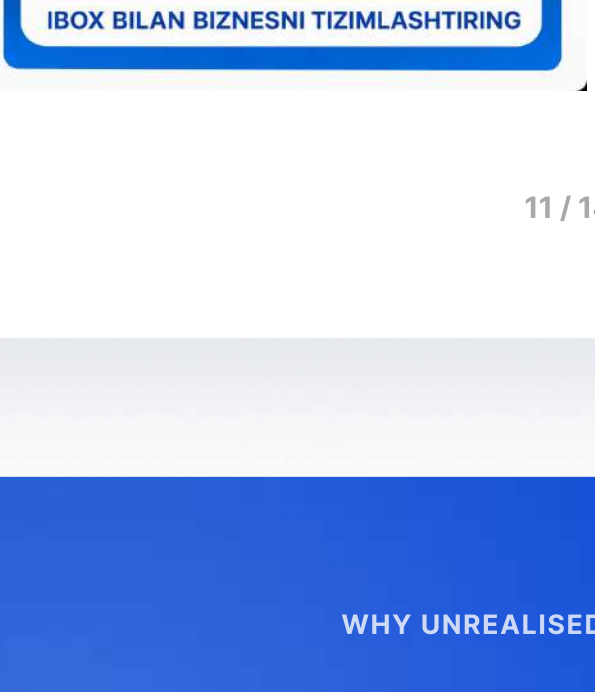
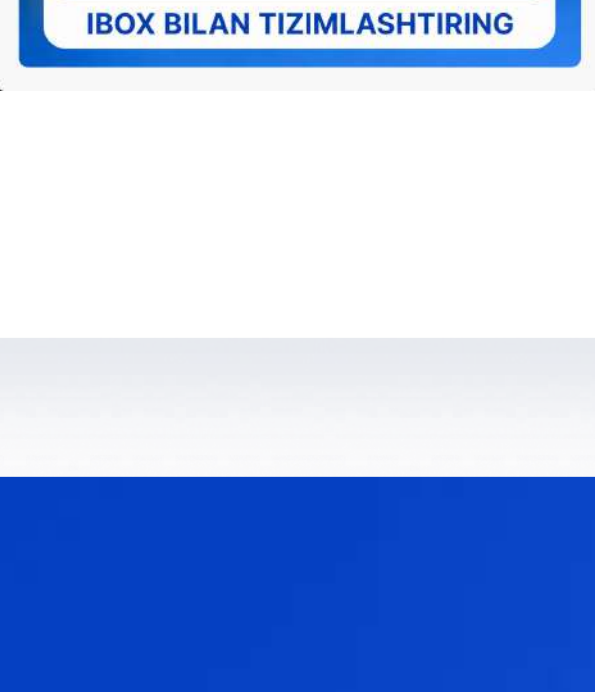
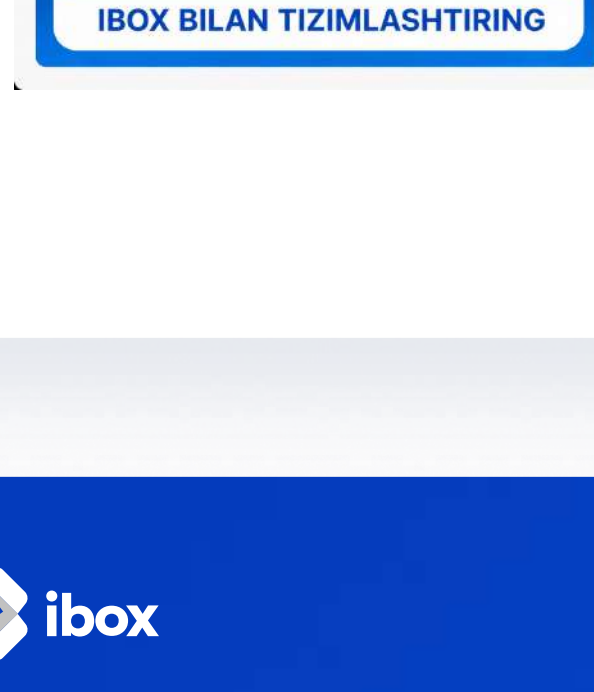
Send only real fits

Qualified retail and wholesale owners move into the sales funnel.

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Suggested executions for the concept.

Place the strongest visuals here when you move the deck into Figma.



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The concept is ready, but saved for a bigger brand phase.

Today, iBox is focused on performance-led sales communication. This idea is intentionally being held for a moment when the brand can invest in a broader, more conversation-driving campaign.

Not a sketch

The territory, tone, lead filter and media logic are already defined.

Not for now

It is stronger as a brand move than as a short-term sales push.

Still realistic

The concept can realistically launch as OOH, video and digital content.

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The concept gives automation one more reason to matter.

If launched, it would help iBox stand apart from cold category language and make business systemization feel personally urgent and culturally talkable.

Attention

A surprising health-angle hook can stop people faster than another software claim.

Memory

The concept links iBox with care for the owner, not only the business.

Demand

Strict filtering makes it possible to turn curiosity into qualified owner conversations.

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It is a bold concept with a clear path to execution.

The idea is original, strategically grounded and fully translatable into posters, films and a qualified lead journey.

Original

A trade automation product borrows the language of self-care.

Developed

Core message, symptom territories, tone and lead logic are already mapped.

Executable

The concept can realistically launch as OOH, video and digital content.

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