

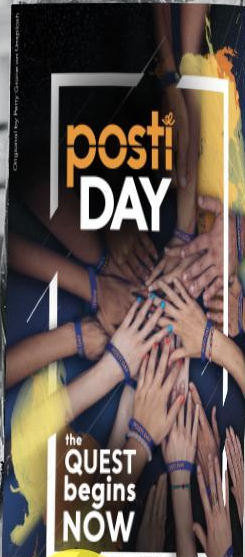
# posti DAY

Original by Perry Grone on Unsplash



what is  
posti  
DAY

**An exciting day with fun activities  
related to Posti and their services.**



# why posti DAY

1

Unfamiliar or  
scared

2

Do not know  
the usage

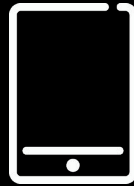
3

Prefer the old-style  
interaction

# potential of posti DAY



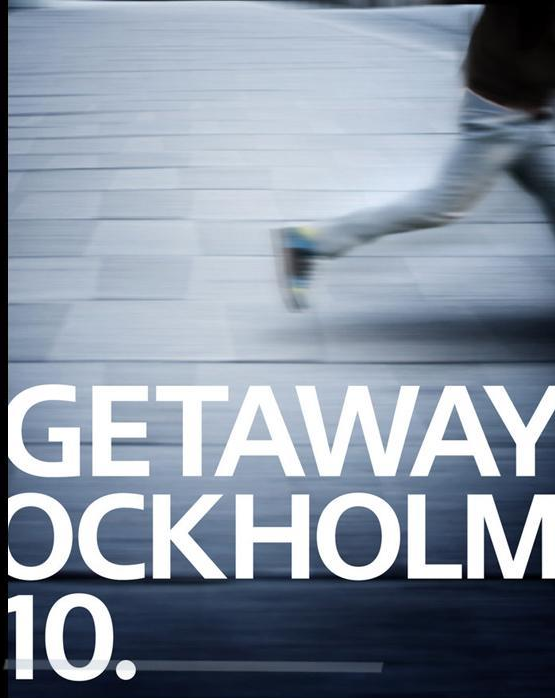
Scaled up to the  
whole country



Completely  
Online



Find Red  
UK

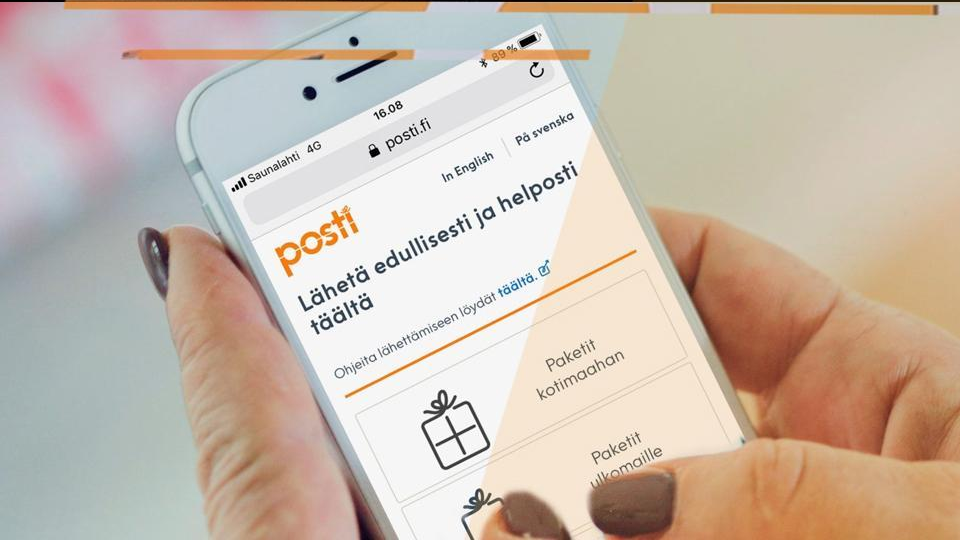


The Getaway  
Sweden



De Stoel  
Belgium

## Increase the usage of SmartPost lockers



## Encourage the usage of the OmaPosti APP

the  
team



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+

Columbia  
Road



Let's make **postti** **DAY** possible