Press Release

DHL EXPRESS EMPHASIZES ITS CORE EXPERTISE OF INTERNATIONAL EXPRESS DELIVERY SERVICES WITH ITS LOCAL BRAND CAMPAIGN "HUG"



- Campaign shows how DHL Express genuinely cares about its customers' needs and concerns.
- DHL Express's core expertise and network have earned the trust of millions of customers worldwide
- DHL Express's network enables it to deliver fast and on time
- The DNA of the brand is the foundation of its excellence

DHL Express, the world's leading international express service provider, has launched a local brand campaign in Thailand called "Hug" to further solidify its position as the industry leader in international express service. DHL Express's unique core expertise, which has earned the trust of 3 million customers worldwide, is highlighted in the local brand campaign. The campaign also aims to increase public and existing customer trust in DHL Express as the provider of choice.

DHL Express uses a scheduled express network to pick up and deliver documents and parcels all over the world. With over 320 dedicated aircraft, our reputation is built on speed, facilitating global trade by allowing our customers to expand their operations to and from any country. Our dedicated team of over 10,000 Customs Experts worldwide can assist you throughout the process of globalizing your business. Thanks to the network's dependable full track and trace capability and real-time notifications, your customers will be kept informed. With our Insanely Customer-Centric Culture, our 24-7 Customer Service places the customer experience at the center of everything they do.

The commercial takes viewers on a journey with DHL Express. The courier's careful handling of the parcel ensures its safe arrival to the receiver on the other side of the world. The commercial highlights that when customers ship with DHL Express, they are getting more than just a worldwide shipping service; they are also getting access to a global network of certified international specialists to help them with their cross-border e-commerce journey.

"The local brand campaign talks about brand empathy," said Herbert Vongpusanachai, Managing Director of DHL Express Thailand and Head of Indochina. "DHL Express has a deep understanding of international express service users who conduct cross-border trade, particularly SMEs. Ones of their challenges are customs and customs regulations. Each country has its own set of rules for importing and exporting goods. To expand your business internationally, you must understand international trade. We are professionals who can handle all the hassle. Customers can fully utilize our extensive global network, door to door service, full track and trace, and 24-7 customer to build business growth in the e-commerce era."

This brand campaign includes 30- and 15-second commercials, OOH Media (Out of Home media), Digital media, and BTS Wrap to increase brand awareness and recognition. DHL Express also focuses on communicating with influencers to reach a broader audience.



Herbert Vongpusanachai added, "The DNA of our brand consists of speed, passion, can-do, and the ability to do the right thing the first time. We train motivated employees towards great service quality, loyal customers, and a profitable network. As a result, DHL Express has been named the World’s Best Workplace. As evidence of our hard work, we were also recognized as a Certified Great Place to Work in Thailand, TCCTA Awards 2021 – The Best Contact Center in Thailand."