

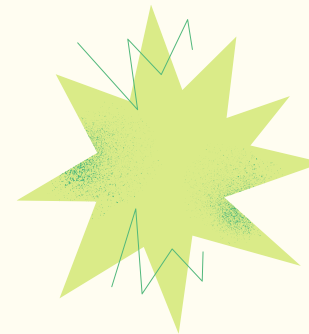


AXXEL MARKETING

GLOBALLY SOURCED. LOCALLY DELIVERED

UNLOCK THE POWER OF SURPRISE —

The Plushie Blind Box Trend in Promotional Gifting Industry



PRESENTED BY: AXXEL MARKETING PTE LTD



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THE NEW ERA OF GIFTING

Gifting Evolved: From Useful to Unforgettable

In today's world, audiences want more than functional gifts. They crave surprise, emotion, and a moment worth sharing.

"It's not just a gift — it's an experience."





Why It Works — The Psychology of Surprise

The blind box trend works because it taps into the human desire for anticipation, reward, and connection.



**Anticipation →
Builds emotional
excitement.**



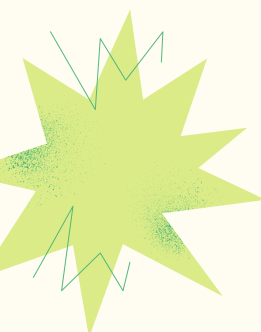
**Surprise → Releases
dopamine (the “happy
hormone”)**



**Collectability →
Encourages repeat
engagement.**



**CORNETTO ICE
CREAM BLINDBOX**
**Sharing →
Creates buzz on social
media.**





From Retail to Rewards: Blind Boxes Are Everywhere

What started as a toy collector craze is now a global marketing tool used by top brands.





Custom plushie blind boxes transform your brand into a collectible experience — making your campaign fun, emotional, and shareable.

Turn Every Gift Into a Brand Experience

- Builds deeper emotional connection with consumers.
- Encourages repeat engagement or purchases.
- Boosts campaign visibility through unboxing content.
- Strengthens brand storytelling.



How We Elevate our Clients

IDEATION **CONCEPT DEVELOPMENT**

A dedicated team of Designers & Account Managers provides creative ideas & designs, tailored to your brand & campaign objectives..

STRATEGIC SOURCING

Our merchandising & procurement team works only with cost-effective & reliable suppliers across Asia & Europe, ensuring quality & compliance assurance,

ORDER **MANAGEMENT**

We provide transparent end-to-end coordination from sample approvals to delivery. Axxel's QA/QC inspections are aligned with International AQL standards to ensure quality assurance.

FULFILMENT **GLOBAL / REGIONAL**

Our In-house Logistics only works with reputable & reliable International Freight Forwarders to ensure timely deliveries to any part of the world.

OUR CUSTOMIZATION PROCESS

From imagination to plush reality,
We handle every step — concept, design, and production —
ensuring your plushie series reflects your brand story perfectly.



Concept & Ideation



Character Design & Approval



Prototype Development



Packaging & Delivery



Production & Quality Check





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OUR EXPERTISE AND PORTFOLIO

Trusted by Brands to Deliver “Wow” Moments

We've partnered with brands to create custom plushie campaigns that attract attention, delight customers, and strengthen brand identity.



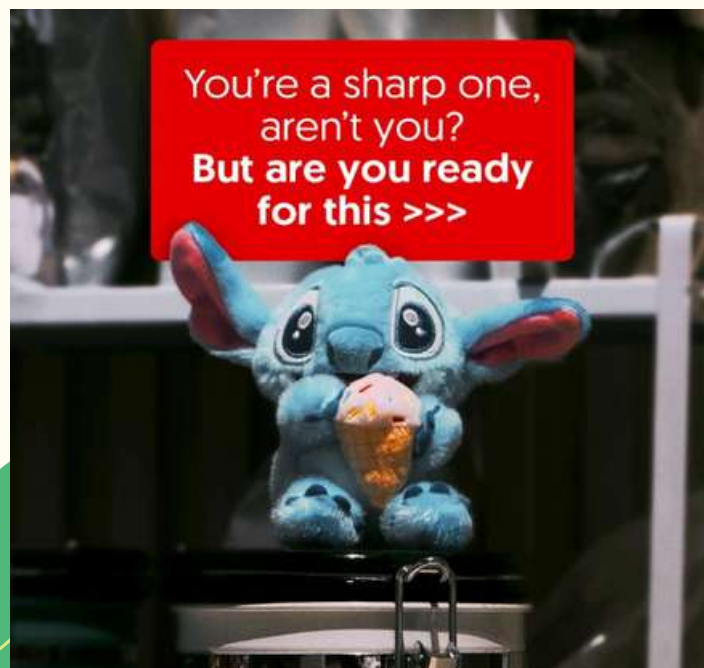
see what we
had done!



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OCBC SG60 CELEBRATION – DISNEY STITCH PLUSH BLIND BOX



POCA VIETNAM & CAMBODIA GWP – PLUSHIE BLIND BAG GIVEAWAY



GUARDIAN CNY CAMPAIGN – TSUM TSUM PLUSHIE FOLDABLE BAG



guardian EXCLUSIVE

Disney's Tsum Tsum Reusable Foldable Bag

In-Store
NOW \$6.00 each
U.P: \$16.90 each
Valid in all stores except Guardian-In-Giant stores

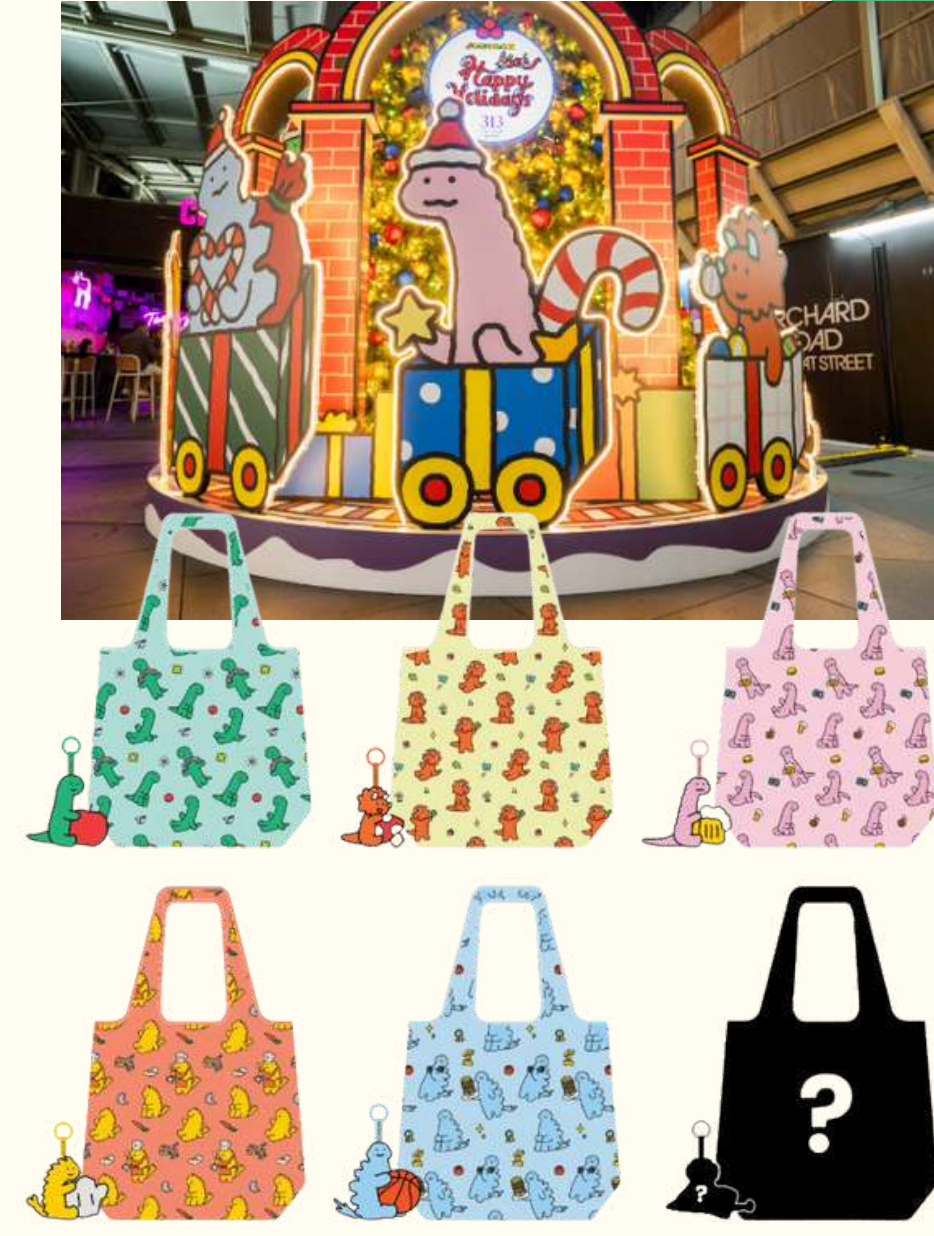
Online Exclusive
FREE
Gift with Purchase
With minimum purchase of \$100
[SHOP NOW](#)



AEON SHOPPING MALL - ZOOTOPIA PLUSHIE BLIND BOX



LENDLEASE SHOPPING MALL – JOGUMAN XMAS PLUSHIE BLIND BOX



Let's Create Your Brand's Next Collectible Story!

We turn simple gifts into memorable experiences.
Let's collaborate to design your brand's exclusive plushie blind box series.

Contact us:

Edwin Yeo | Business Development - Corporate Sales

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