

CASE STUDY

AI in action

Transforming creative campaign production and agility.

How HUT 3 helped Mondi's eCommerce marketing team move faster, scale smarter, and stand out.



Mondi is a global leader in packaging and paper, contributing to a better world by producing products that are sustainable by design. Mondi's eCommerce segment is a dynamic, fast growing part of the business, with a clear industry focus.

Together with HUT 3, they set out to pilot that AI could transform how they create a marketing campaign without sacrificing quality, brand integrity, or stakeholder confidence.



The challenge

Mondi's eCommerce segment is a specialist unit within Mondi, focused on packaging and paper for online retail.

As a young, industry-focused segment, eCommerce needed to quickly build its own story and presence. Their ambition was to launch a standout campaign that would position Mondi as an innovative partner, not just another packaging provider.

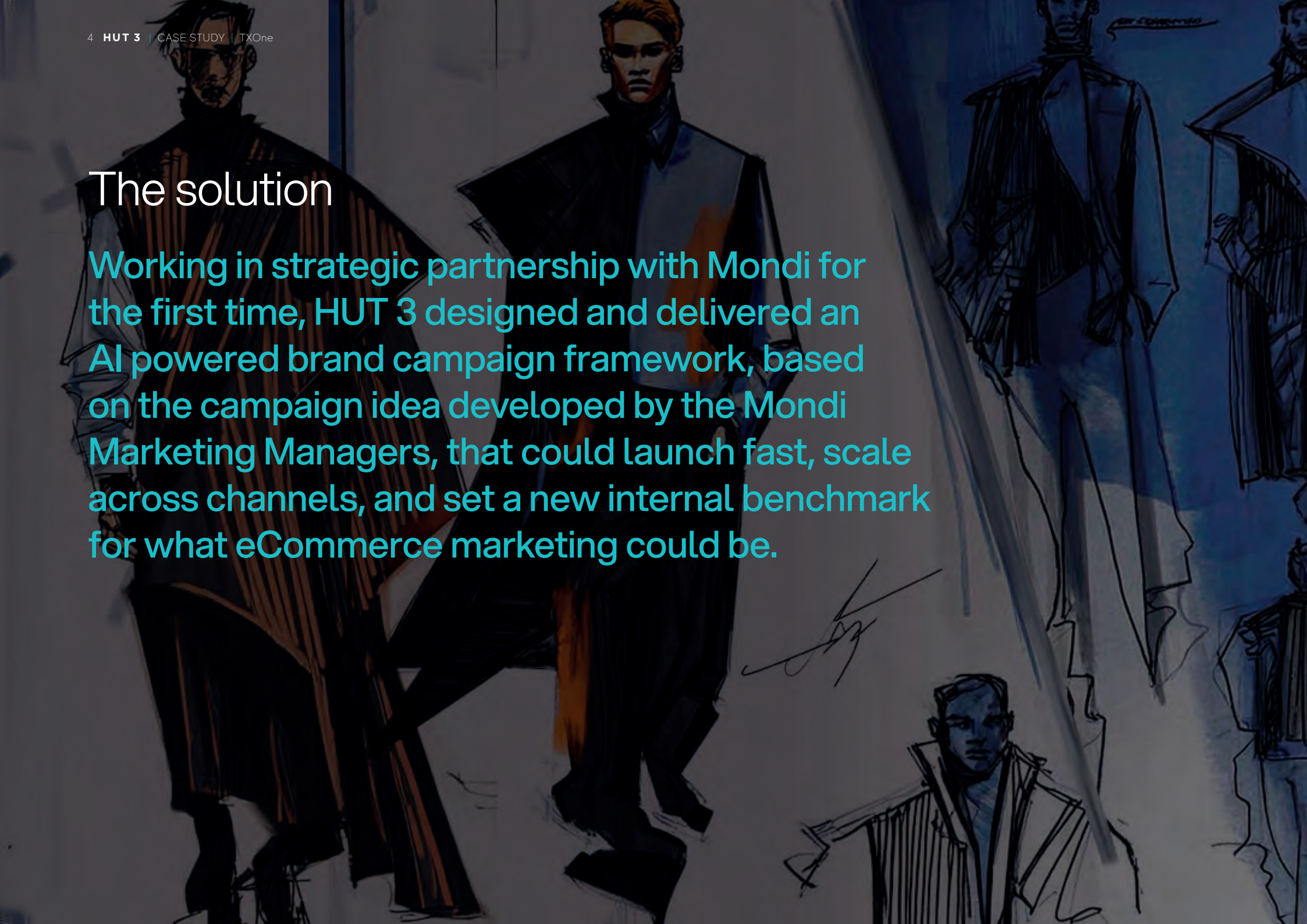
Mondi's eCommerce team aimed to get in front of a targeted audience, leveraging different platforms and channels in full and demanding attention for the complete eCommerce packaging and paper portfolio.

Trying to deliver a bold, AI driven campaign, and at the same time convince stakeholders, satisfy legal, and hit tight deadlines, called for a partner who could combine creative vision with practical, AI enabled execution.



The solution

Working in strategic partnership with Mondi for the first time, HUT 3 designed and delivered an AI powered brand campaign framework, based on the campaign idea developed by the Mondi Marketing Managers, that could launch fast, scale across channels, and set a new internal benchmark for what eCommerce marketing could be.



1. Strategic alignment and creative platform

- In person kick-off workshop to bring together Mondri stakeholders and HUT 3
- Clarified campaign goals around:
 - Account Based Marketing and demand creation
 - Brand differentiation
 - Full use of Mondri's multi channel setup
- Co-created a flexible creative platform centred on the "fashionverse" concept - a set of fashion designers, representing the creative masterminds in the industry, focusing not only on the story it tells but also how it was created.
 - Showcased Mondri's e commerce solutions in unexpected, aspirational scenarios
 - Made AI the enabler of the idea, not just a visual gimmick

Webinar

Delivered to highlight the research into brand codes within eCommerce Packaging.



Animation & Video

Bringing our Fashionverse designers to life for the festive season.

Landing Page

Created and refined for each phase of the campaign.



Character Profiling

Personalities, looks, environments, tone of voice, voiceover and movements.

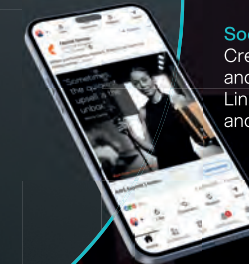


AI Crafted Fashionverse Designers

Set in their unique environments.

Social Advert Assets

Created as static ads and animations for LinkedIn specifically and various ad sizes.



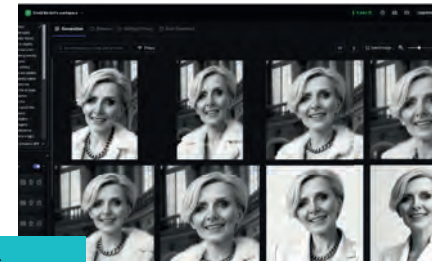
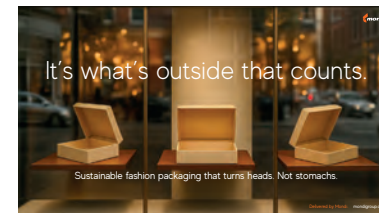
Programmatic Ads

Suite of ads created for all Fashionverse designers.

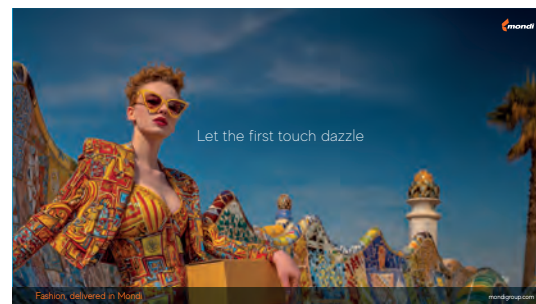
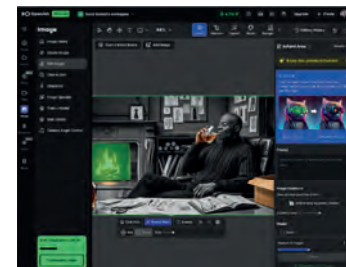
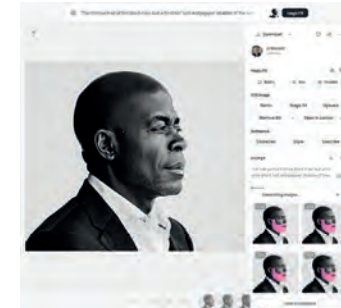
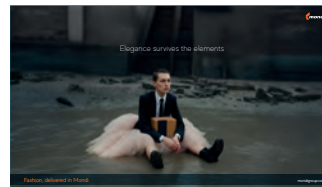
2. AI accelerated concept development and stakeholder engagement

- Used AI tools to rapidly visualise multiple creative routes and narrative territories
- Generated early AI layouts to:
 - Help internal stakeholders see and understand the concept
 - Support eCommerce team in securing buy in from key C level contacts
- When initial ideas were challenged by legal:
 - Iterated new, legally robust directions without losing momentum
 - Treated AI as a way to de risk the process by quickly exploring compliant alternatives

Conceptualisation



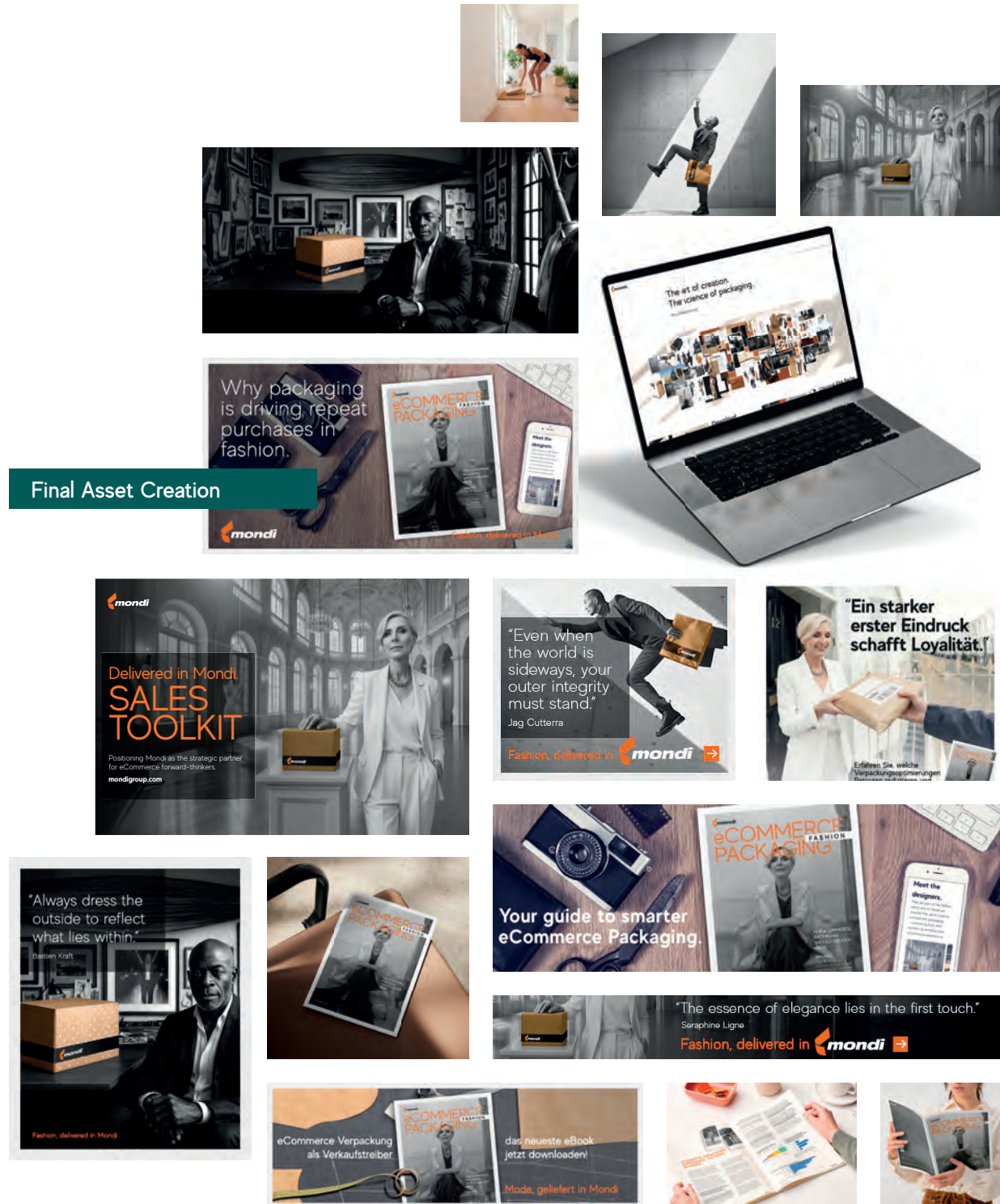
Creative developments



3. AI powered asset creation and campaign production

- Built a large and diverse library of AI generated visuals to support:
 - Hero campaign assets and digital advertising
 - Seasonal pushes, including Black Friday and Christmas
 - Localised and segment specific activities
- Evolved from simple motion to fully dynamic scenes as AI tools advanced:
 - Initially limited to “live photo” style movements
 - Progressed to photo shoot-style compositions with motion, environmental effects, and eventually sound and voiceover
- Maintained a consistent look and feel where AI imagery and real photography could sit side by side, reinforcing Mondi’s brand rather than fragmenting it
- Reached a level of scale and variety in the asset library that would have been impossible within the same timeframe and budget using only traditional shoots

Final Asset Creation



4. Sales enablement and internal activation

- Extended the creative idea into AI enhanced sales toolkits:
 - Decks and materials that sales teams described as “very helpful” and “so cool”
 - Content that felt premium and tailored to e-commerce customers
- Created internal materials that:
 - Demonstrated the campaign narrative and visuals to colleagues across the business
 - Generated strong, often surprised reactions – “Is that really Mondi?” – in a positive way



5. Measurement, learning, and future scalability

- Structured the campaign so that performance could be:
 - Tracked GDPR-compliant data across channels in a consolidated way
 - Analysed through dashboards and reporting (including a new AI driven dashboard developed with Mondi's partners)
- Enabled ongoing A/B testing and optimisation:
 - Using the breadth of AI generated assets to test what resonated most
 - Allowing Mondi to quickly promote high performing creatives and refine under performing ones
- Established a repeatable blueprint that can be:
 - Adapted for new industries and segments
 - Evolved as AI tools, legal frameworks, and internal comfort levels mature

The collaboration quickly evolved from a traditional client service model into a trusted partnership, with HUT 3 acting as an extension of the Mondi team throughout conceiving, production and rollout.

The Outcome

The campaign has helped Mondi eCommerce move from experimenting with AI as a pilot, to operating within a tightly governed legal and brand environment. Based on the success of this campaign as a whole, Mondi eCommerce are considering how to implement AI more widely.

For HUT 3 it was an opportunity to learn, to fail fast, and to develop future capabilities that can be expanded as AI develops, refining the skills learned in support of this trailblazing campaign.

Positive client engagement

- Strong internal enthusiasm for the campaign, from marketing through to sales and senior leadership
- Significant internal visibility: assets being reused in presentations, townhalls, and sales conversations
- Notable recognition on social channels:
 - Positive feedback from customers, partners and even competitors
 - Public comments such as “brilliant marketing”

Strategic achievements

- Established a new internal benchmark for marketing at Mondi eCommerce team
- Demonstrated that AI can be safely and effectively integrated into large-scale, brand sensitive campaigns in line with regulations at the time of creation.
- Proved that AI driven creative can:
 - Compress concept to launch timelines
 - Dramatically expand the volume and diversity of assets without expanding production budgets at the same rate
- Created a platform that can be extended to other industries and markets

Business and brand impact

- Campaign performance that exceeded industry benchmarks for reach and engagement
- A noticeable uplift versus previous e commerce initiatives in terms of:
 - Awareness and conversations generated
 - Internal and external attention
- practical, experience-based understanding of where and how AI adds value – from ideation to execution – shaping how future campaigns can be planned

Conclusion

The stage is set for the next wave of AI innovation. Looking ahead, the Mondi eCommerce team's strategic partnership with HUT 3 is set to unlock further innovation in both broader industry and market expansion, alongside the use of deeper AI-powered creativity and optimisation where applicable and in line with regulations.

With every campaign, HUT 3 gain richer insight into what resonates across markets and audiences, stronger evidence to reassure and educate internal stakeholders about the value and safety of AI, and a solid foundation for faster approvals and more ambitious creative in future, backed by clear governance, solid results, and a proven track record of successful delivery.

"This campaign proved that using AI isn't about typing a clever prompt and pressing go — it's about weeks of experimentation, tough choices, and constant learning. The reward is that you end up with work the client simply couldn't have produced through a traditional shoot."

What this project taught us is that AI doesn't replace creative skill, it amplifies it. The hard part is still knowing what 'good' looks like — the reward is being able to explore ten ambitious routes for the cost of one traditional shoot."

Barry Cheney, Creative Director HUT 3



"The collaboration has felt like a true partnership from a very early point. When things were complex or uncertain, HUT 3 were the reliable ones who said, 'How can we help? We'll figure it out.'"

They helped us set a new benchmark for what marketing in our segment can look like and demonstrated just how powerful AI can be in the right hands."

Julia Rohrer.
Senior Marketing & Communication Manager,
Mondi Group eCommerce

If you are interested in finding
out more about the work
we do, get in touch.

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