

BLINQ Brand DNA

Mapping of homepage components to brand DNA.

The BLINQ promise — our commitment to being conscious and connected and obsessing over customer experience.

Transparency — BLINQ is honest, shows integrity, and builds trust with clear communication

Value — BLINQ offers are significant and substantial and the value proposition to customers is clear.

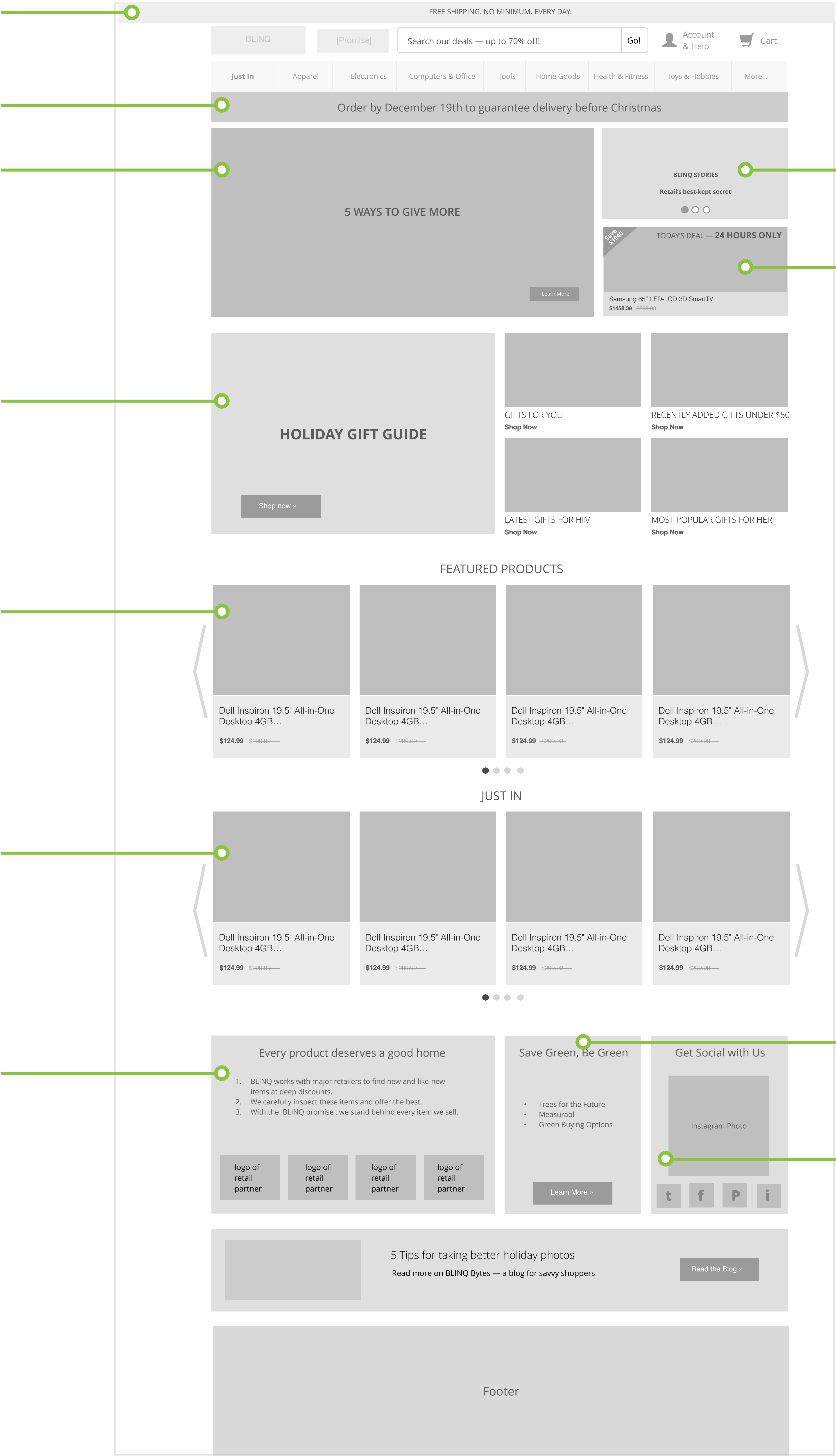
Value — Merchandising and promoting BLINQ deals in a way that is useful and actionable to customers leads to trust and helps us over-deliver on the basics.

Value & Hand-picked very best — Items in the carousel provide concrete and specific examples of the very best deals available.

Vanguard — the BLINQ/Optoro model provides a bold new vision for inventory that moves much faster than our competition. BLINQ is always providing new and fresh experiences and merchandise.

Vanguard & Sustainability — we’re creating a new way of purchasing and leading in sustainable commerce.

Our mission is to champion otherwise-neglected products and rescue them from landfills. BLINQ is a conduit for our customers to do good.



Transparency & Vanguard — honest, clear, trustworthy communication and a new way to buy and do good.

Vanguard & Value — BLINQ provides great prices powered by revolutionary new technology and operations. Our deals can’t be matched thanks to our innovative business model and technological prowess.

Sustainability — BLINQ cares about a sustainable planet enables customers to make purposeful purchases.

Sustainability — BLINQ is authentic and personable; we’re real people who care about what we do and really enjoy doing it.