



Australia Post and Cotton On partner to drive Parcel Locker adoption through integrated commerce campaign

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Cotton On has integrated Australia Post's Parcel Locker widget into its online checkout experience, giving customers the option to select a Parcel Locker as their preferred delivery location. The new capability forms the centrepiece of a broader partnership between Australia Post and Cotton On, combining checkout innovation, retail media and customer incentives to drive adoption of out-of-home delivery solutions.

As part of the partnership, Cotton On has integrated the Australia Post Parcel Locker widget into its online checkout experience, enabling customers to select a Parcel Locker as their preferred delivery option.

Until 30 August 2026, customers who choose a Parcel Locker at Cotton On checkout will go into the draw to win one of five \$5,000 Cotton On wardrobes. The broader campaign will run across Australia Post and Cotton On owned channels through to October.

Australia Post General Manager Enterprise Brand and Retail Marketing, Aimee Dixon, said the partnership demonstrates how brands can combine media, technology and customer experience to influence behaviour at the point of purchase.

"The delivery experience has become an increasingly important part of the online

shopping journey, and customers are looking for delivery options that fit around their lives.

"By integrating Parcel Lockers directly into the checkout experience, we're making it easier for customers to choose a delivery option that offers greater convenience and flexibility, while helping retailers deliver a better end-to-end customer experience.

"This partnership also showcases the strength of combining owned media, retail partnerships and customer incentives to drive meaningful behaviour change and create value for both customers and merchants."

Cotton On, Head of Digital (Southern), Danielle Jenkins said, "We're always looking for ways to make life easier for our customers. Whether they're busy, live regionally, or just want more flexibility, Australia Post Parcel Lockers give them a convenient way to collect their order when it suits them. Offering this



through cottonon.com.au felt like a natural next step in improving that experience."

The campaign brings together a range of Australia Post and Cotton On owned

channels, including EDMs, social media, retail screens, Parcel Locker advertising and Cotton On digital assets to maximise reach and engagement.

Source: [Australia Post](#)