

**BLACK
FRIDAY**



- **First in the region started heavily promoting Black Friday as selling event** (before that Black Friday sales were not known in the region)
- Developed strong visuals and **black cat** that become **an icon** of the campaign and is **hugely recognizable** in the region – it's even more than recognizable – **black cat became a synonym for BF**
- Multichannel campaign –campaign was heavily supported by all available sales chanel, including DRTV. Biggest focus and sales are online and in retail with short spots and animations created for the campaign.



Sales channel mix



BLACK FRIDAY DISCOUNTS up to **70%**

Only from 30.11 until 3.12.2018

Delimano Stone legend Frypan
9990€ -70%

Delimano Stone legend Frypan
9990€ -50%

Delimano Stone legend Frypan
9990€ -20%

Delimano Stone legend Frypan
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Delimano Stone legend Frypan
9990€ -50%

Delimano Stone legend Frypan
9990€ -20%

Delimano Stone legend Frypan
9990€ -50%

www.topshop.hu Call now: 123 456 785 Instore

Only from 30.11 until 3.12.2018

GRAB THE BEST DEALS

Delimano Stone legend Frypan
9990€ -20%

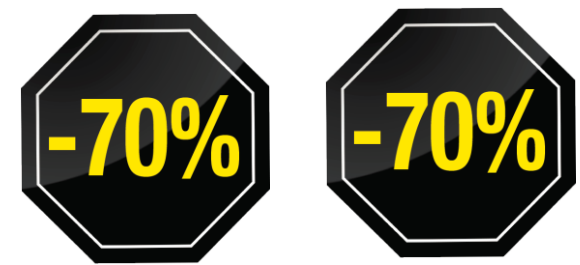
Delimano Stone legend Frypan
9990€ -70%

Delimano Stone legend Frypan
9990€ -20%

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9990€ -70%

Delimano Stone legend Frypan
9990€ -20%

HURRY UP AND CALL NOW: 123 456 785. QUANTITIES ARE LIMITED.



BLACK FRIDAY SALES

-70%

-50%

-30%

Only on 14 and 15th November 2018

BLACK FRIDAY SALES

-70%

-50%

-30%

Only on XX and XXth November 2018

BLACK FRIDAY SURPRISE

BLACK FRIDAY SURPRISE

REVEAL YOUR SURPRISE ITEM NOW

1. Buy a scratch card for 9[€].

2. Scratch 1 field

3. Win one of 3 products worth more than 15€.

Only on 14 and 15th November 2018

Black Friday Sale

Unbelievable offers with discounts up to 70%.

Coming in: 1 Days : 55 hours : 45 min : 30 sec

Get VIP access

Sign up now and get access to Black Friday deals one day before others.

Your email address [input] Sign me now!

Yes, I agree with terms and conditions.

-70%