



**Stronger
TOGETHER**

Building an emotional bond with the customers

Life Simplified Blog – Inspirations for a simplified life

When we speak about Gorenje Life Simplified, we have in mind products and services which make life and chores that come with it a little easier, less complicated and more pleasant. This is the brand's key promise to our customers, so it is also our main responsibility to bring it into everything we do as a brand – from products and services, to communication and shopping experience.

Growing importance of the digital media and consumer's appreciation to get **relevant information** or **interesting inspiration** quickly and when needed, opens a wide area of new possibilities how brands can **connect with their target groups**. With Gorenje Life Simplified blog we take this as an additional opportunity to engage with the customers by **filling in the gaps between product launches and campaigns**, but also **between purchase cycles**. Blog content is based on brands content strategy, where we have identified a wider group of ideas that might be interesting for our customers and that **support the Life Simplified mission**.

With such a content we can **focus on customers' passion and interests** beyond (but naturally related to) home appliances. Blog helps us deliver Life Simplified as an own-able brand experience e.g. bringing Life Simplified to life **across multiple touch points**.

The Life Simplified blog is covering **4 main idea areas: Food, Home, Family and Chores**. It brings tips & tricks, recipes and interior design inspiration to everyone who needs a touch of simplicity in their life. If people are seeking to create more time and breathing space during the day, they have to come to the right place. We want to share with them that less can often be more, but we are not talking about minimalism. We are talking about balance, about the small changes that deliver the greatest results: a tasty dinner, a crisp shirt, a cosy home, a happy family ...

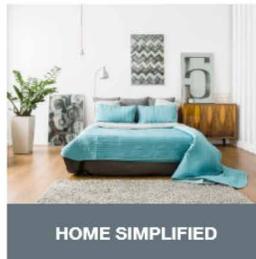


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Blog content is published on the **Gorenje web pages**, a micro site and redistributed through social media channels. Today about **10 Gorenje markets** are using a Life Simplified Blog content as a local blog on their micro sites but also repurposing it via local social media. With blog content we are successfully **spreading the brand mission of Life Simplified** and **building awareness** among Gorenje customers – **Simplicity enthusiasts**.

We are inviting you to check the Gorenje Life Simplified content on Gorenje International. You will find some interesting ideas and inspirations for a simpler life with less complications and more enjoyment.

Link: <https://international.gorenje.com/life-simplified>



Photos:

Food: <http://mabagor.gorenje.cc/?PanelContentURL=/files/Item.asp%3FItemID%3D120279>

Home: <http://mabagor.gorenje.cc/?PanelContentURL=/files/Item.asp%3FItemID%3D117582>

Family: <http://mabagor.gorenje.cc/?PanelContentURL=/files/Item.asp%3FItemID%3D120283>

Chores: <http://mabagor.gorenje.cc/?PanelContentURL=/files/Item.asp%3FItemID%3D120282>

Prepared by Gorenje Marketing

