

GORENJE

International Women's Day, 8 March 2021

SDA Communication toolbox

EASY ACCESS TO ALL MARKETING MATERIALS

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DATABASE BY CLICKING THE LINK:

[MABAGOR LINK](#)

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1.CREATIVE IDEA

Key visual is the combination of gentle and soft rose petals and hi-tech appliances from the upper price range. The intention is to celebrate women's day with the selection of perfect appliances, using a special offer badge, while embracing the softer side of this holiday as well. The visual can be easily adapted to all formats and it is ideal for communication across social media platforms.

Copy:

HAPPY INTERNATIONAL WOMEN'S DAY

Creative idea
Key visual

gorenje
Life Simplified

10% OFF
March 8th offer

**HAPPY
INTERNATIONAL
WOMEN'S DAY**



2.MARKETING MATERIALS

Marketing materials

Badge



Marketing materials

Landing page banner



Marketing materials

SM post

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**HAPPY
INTERNATIONAL
WOMEN'S DAY**

Marketing materials

SM post – GIF

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**HAPPY
INTERNATIONAL
WOMEN'S DAY**

THANK YOU!

The background features a dark, almost black, field on the left and center. On the right side, there is a complex, abstract composition of overlapping, semi-transparent geometric shapes in various shades of pink, magenta, and purple. These shapes create a sense of depth and movement, with some appearing as sharp, angular forms and others as softer, more blended areas. The overall aesthetic is modern and graphic.