

# GORENJE

Valentine's Day, 14 February 2021

SDA Communication toolbox



# EASY ACCESS TO ALL MARKETING MATERIALS

YOU CAN DOWNLOAD ANY MATERIAL FROM MABAGOR DATABASE BY CLICKING THE LINK:

[MABAGOR\\_LINK](#)

# CONTENT

1. CREATIVE IDEA

2. MARKETING MATERIAL

## 1.CREATIVE IDEA

Key visual is strong, attractive mixture of red and violet.  
It is created for e-commerce and social media and immediately attracts attention. It can be easily adapted on different formats and used for creation of additional marketing tools.

Copy:

LIGHT YOUR FIRE

Small domestic appliances for big heart gestures

## Creative idea

Key visual

14%  
OFF  
*Valentine's  
offer*

Happy  
Valentines  
Day

~~329-~~  
**249-**



MMC1000 RLR  
Kitchen machine



~~329-~~  
**249-**

HD215PR  
Hair dryer

## **2.MARKETING MATERIALS**

**Marketing materials**

Badge 1



## Marketing materials

Landing page banner

Behind main menu

**LIGHT  
YOUR FIRE**

SMALL DOMESTIC  
APPLIANCES FOR  
BIG HEART  
GESTURES

VEČ >

14%  
OFF  
*Valentine's  
offer*

Happy  
Valentine's  
Day

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## Marketing materials

SM post



~~329-~~  
**249-**

HD215PR  
Hair dryer

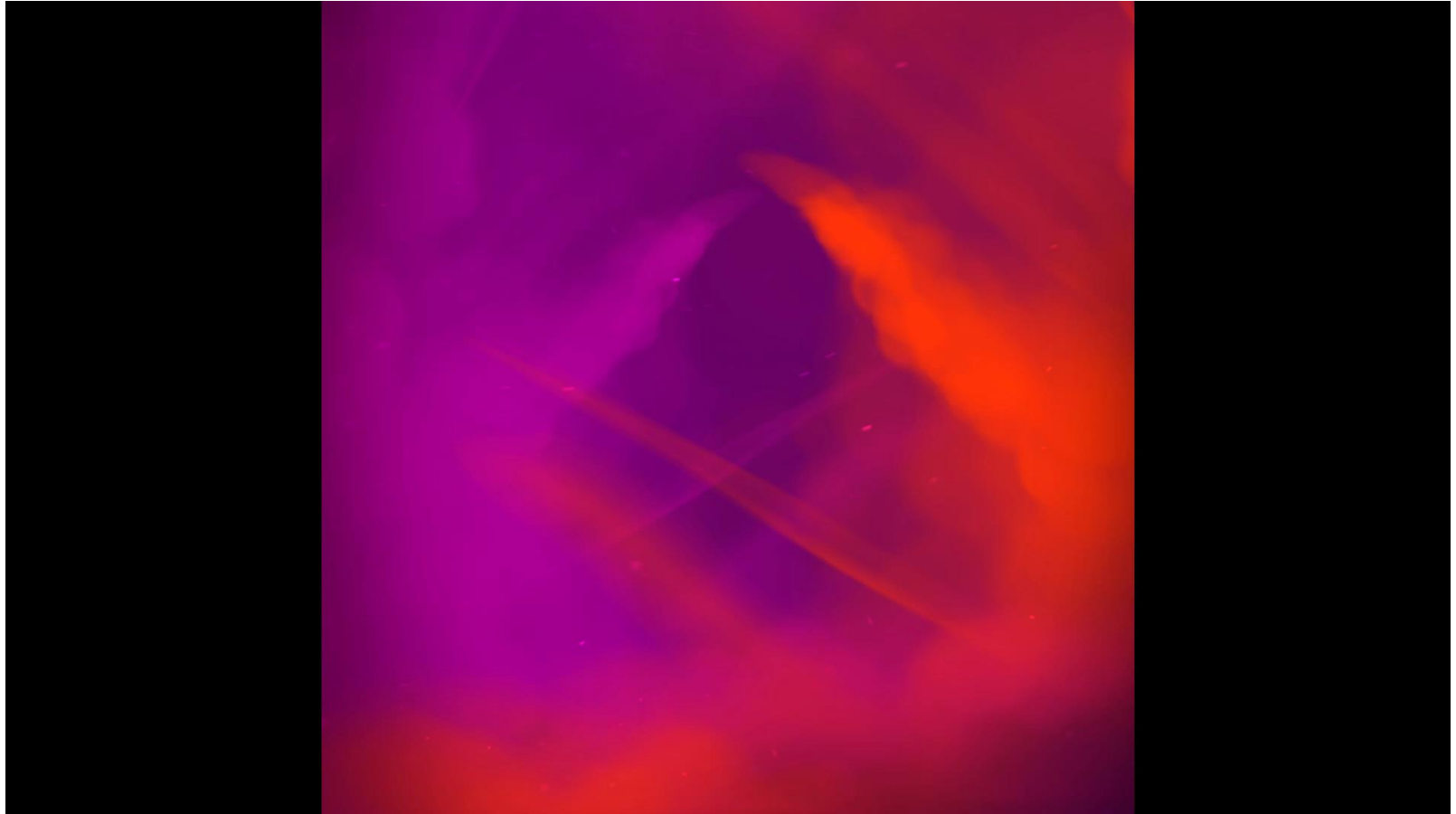
# Marketing materials

SM post - carousel



## Marketing materials

SM post - GIF



**THANK YOU!**