

GERMAN DESIGN AWARD

BEST PRODUCT DESIGN



GERMAN
DESIGN
AWARD
WINNER
2020



GERMAN
DESIGN
AWARD
WINNER



GERMAN
DESIGN
AWARD
WINNER
2021



IF DESIGN AWARD

BEST PRODUCT DESIGN





albatros[®]
MADE TO PROTECT

POINT OF SALE MARKETING

To our ALBATROS retailers we're offering POS elements for pushing new products, promotions or special discounts.

In fact, our POS displays are a final opportunity to boost sales with last-minute marketing tactics. By taking advantage of all these opportunities, retailers can optimize the entire retail space and increase sales while also offering shoppers added value, information, and additional deals they might not have otherwise known about.



LARGE FORMAT ADVERTISING

- Target: Craftsmen and commuters
- Objective: Create Awareness & support sell out
- Location: High frequented motorway junction (A7 HH or A10 Berlin Ring)
- High visibility: exposed, exclusive location
- Layout: Strong product image and branding – short and clear message



PERIMETER ADVERTISING

GERMAN BUNDESLIGA

As part of our multichannel promotion perimeter advertising captures the audience's attention, putting the ALBATROS brand in sporting moments which make history. This creates a positive relationship between viewers and ALBATROS, and in turn increases the likelihood of those viewers becoming loyal customers.



DAS GEHT AN DIE,
**DIE JEDEN TAG
ALLES GEBEN!**



TV/POS CAMPAIGN

Um eine hohe Breitenwirkung zu erreichen, präsentierte sich ALBATROS in einer ersten, flächendeckenden TV-Kampagne im deutschen Fernsehen und parallel auch Online, in den Sozialen Medien und am Point of Sale beim Fachhändler. Mit der Multichannel-Kampagne soll die bereits erreichte Marktposition der innovations gebenden und etablierten Marke ALBATROS unterstrichen werden.



WEB PRESENTATION

In order to create an experience for the customer, you have to get them excited about the product. A positive user experience is one of the most important goals of successful products and digital services.

On the one hand the ALBATROS web presentation offers access and extensive information of all products. On the other hand, worlds of experience give the visitor the opportunity to fully identify with ALBATROS products.

- dynamic design
- multilingual
- clearly structured according collections, intended use, gender and novelties

dual.IMPULSE

Safety shoes to support you perfectly at work. The ultra light-weight dual.IMPULSE models with intelligent IMPULSE.FOAM[®] sole technology offer an unprecedented wearing comfort: Maximal cushioning. Active energy return. Excellent stability. Outstanding grip. Superior design. With the concentrated innovation power of a new generation of safety shoes.

ACTIVE ENERGY RETURN UP TO 55%
IMPULSE.FOAM[®]
ANTI-FATIGUE TECHNOLOGY



AER55 IMPULSE BLACK BLUE
S1P ESD HRO SRA



AER55 IMPULSE BLUE ORANI
S1P ESD HRO SRA



BREEZE IMPULSE LOW
S1P ESD HRO SRA



JETSTREAM IMPULSE LOW
S1 ESD HRO SRA

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SOCIAL MEDIA

In times of global networking, it is essential to use social networks as a marketing tool.

For this reason, ALBATROS also presents itself on Facebook and Instagram, provides information about new products and uses sweepstakes to encourage visitors to follow and share. In this way, more reach is generated at the same time and awareness of the ALBATROS brand is increased.



<https://www.facebook.com/albatroswork>



<https://www.instagram.com/albatroswork/>



POS Solutions

- Display tower with Banner
- Display rack
- Triple cardboard stand
- Shoeriser, Textile banner, Magnet panels, Whobbler, Floormats, PUMA SAFETY Bags ect.



OOH Billboard Large Format Campaign

- Target: craftsmen and commuters to work
- Objectives: create awareness & support sell out
- Location: high frequented motorway junction (e.g. A7 HH, A10 Berlin)
- High visibility – exposed, exclusive location
- „Catchy“ layout to communicate line variety



Web presentation

- Update of websites EU and US
- Experience worlds for new lines (e.g. Urban Effect)
- Informative and interactive to minimize “bounce rates”
- Professional brand content to build trust and competence
- Strong visualization of product features and benefits
- All relevant languages (GE, GB, FR, NL – ES & IT soon)

