GERMAN DESIGN AWARD

BEST PRODUCT DESIGN



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GERMAN DESIGN AWARD WINNER

Pom



IF DESIGN AWARD

BEST PRODUCT DESIGN







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



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PERIMETER ADVERTISING

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GERMAN BUNDESLIGA

batros

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.

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Calbatros

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WeberHaus

Calbatros MADE TO PROTECT

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DIE JEDEN TAG ALLES GEBEN!



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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.



Calbat

albatros-world.com

BEKANNT AUS

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. dual.IMPULSE ENERGY Safety shoes to support you perfectly at IMPULSE.FOAM RETURN work. The ultra light-weight dual IMPULSE models with intelligent IMPULSE FOAM® iole technology offer an unprese tive energy return. Excellent stat Outstanding grip. Superior design. With the concentrated innovation power of a new opporation of safety shoes ACTIVE ENERGY AER55 IMPULSE BLACK BLUE AER55 IMPULSE BLUE ORAN(BREEZE IMPULSE LOW JETSTREAM IMPULSE LOW S1P ESD HRO SRA S1P ESD HRO SRA S1P ESD HRO SRA S1 ESD HRO SRA

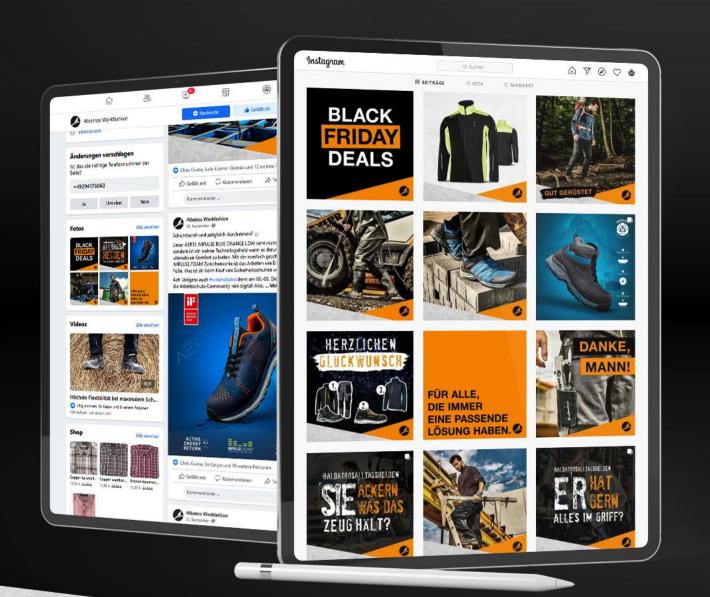
WEB PRESENTATION

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





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.



00H 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

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PUMA FRAUEN LINIEN NEUHEITEN ÜBER UNS MANNER Experience worlds for new lines (e.g. Urban Effect) Informative and interactive to minimize "bounce rates" Professional brand content to build trust and competence **URBAN EFFECT** Strong visualization of product features and benefits EFFEC All relevant languages (GE, GB, FR, NL – ES & IT soon) PARTE EFFECTEDAM CUSHIC DYNAMIC MEETS COOLNESS



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