



Plan de Marketing STAR DAYS

Julio 2024





CAMPAÑA

TV



CUÑA

RADIO



ONLINE



CAMPAÑAS

FINANCIERAS



Creatividad

FOLLETO



P.V.

A child is sitting on a grey sofa, wearing a blue hoodie and holding a black video game controller. In the foreground, a French Bulldog is resting its head on a blue cushion. The background is a plain, light-colored wall.

☆euronics

Campañã

TV

Telepromociones

Campaña de Televisión con telepromociones 45” en cadenas y programas de máxima audiencia.

Con este tipo de acciones, conseguimos el apoyo de caras conocidas y familiares, que aportan valor y confianza a los productos indicados

 5 TELE CINCO.es

 GOL

 Antena 3

Lunes	Martes	Miércoles	Jueves	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes
1	2	3	4	4	5	6	7	8	9	10	11	12	13	14	15
TIEMPO PT	EL GOLAZO	DIRECTO GOL	DEPORTES	EL GOLAZO	TIEMPO PT	TIEMPO PT	DIRECTO GOL	DEPORTES	EL GOLAZO	EL GOLAZO	TARDE AR	EL GOLAZO	DIRECTO GOL	DIRECTO GOL	EL GOLAZO
NOCHE	TARDE	NOCHE	TARDE	TARDE	NOCHE	NOCHE	NOCHE	TARDE	TARDE	TARDE	TARDE	TARDE	NOCHE	NOCHE	TARDE
Flora	Manolo Lama	Jordi Domínguez	Lucía Taboada	Manolo Lama	Roberto Brasero	Roberto Brasero	Jordi Domínguez	Lucía Taboada	Manolo Lama	Manolo Lama	Beatriz Archidona	Manolo Lama	Jordi Domínguez	Jordi Domínguez	Manolo Lama
															
45"	45"	45"	45"	45"	45"	45"	45"	45"	45"	45"	45"	45"	45"	45"	45"
SAMSUNG Telefonia	LG v1	BOSCH V1	SAMSUNG V1	LG v2	BOSCH V2	SAMSUNG v2	SAMSUNG Telefonia	LG v1	JVC	Haier CANDY	Hisense	FUJITSU FUJITSU GENERAL partner	Hisense	Haier CANDY	GRUNDIG
5TELECINCO.es	GOL PLAY	GOL PLAY	5TELECINCO.es	GOL PLAY	Antena 3	Antena 3	GOL PLAY	5TELECINCO.es	GOL PLAY	GOL PLAY	5TELECINCO.es	GOL PLAY	GOL PLAY	GOL PLAY	GOL PLAY

BOSCH	Lavadora	WUU28T64ES
BOSCH	Lavavajillas	SMS4HTI00E
BOSCH	Lavadora	WGG254Z1ES
BOSCH	Frigorífico combi	KGN392IEF

JVC	TV UHD 4K	LT-43VU3300
JVC	TV UHD 4K	LT-55VU3300

LG	TV NANOCELL 4K	65NANO81T6A
LG	TV OLED 4K	OLED55B42LA
LG	Frigorífico Combi	GBP61DSPGN

SAMSUNG	TV UHD 4K	TU75DU7175KXXC
SAMSUNG	TV QLED	TQ55Q67DAUXXC
SAMSUNG	Frigorífico Combi	RB53DG703ES9EF
SAMSUNG	Galaxy A55	
SAMSUNG	Galaxy S24 Ultra	

HAIER	Frigorífico Combi	HDPW5618DNPk
Candy	Frigorífico Americano	CFQQ5T817EWPS

FUJITSU		Genérica
---------	--	----------

GRUNDIG		Genérica
---------	--	----------

A close-up profile of a man with a beard, wearing large teal headphones, smiling and listening to music. The background is a soft-focus outdoor scene with sunlight filtering through trees.

 euronics

**Cuñã
radio**

Cuñã de radio

Cuñã de radio genérica con la campaña STAR DAYS

A man with a beard, wearing a blue and grey sweater, is shown in profile from the chest up, looking out of a window. The background is a blurred city skyline at night with warm lights from buildings and streetlights.

☆euronics

Creatividad
Folleto STAR DAYS

Folleto Star Days

Creatividad del folleto
STAR DAYS disponible
para maquetación
regional



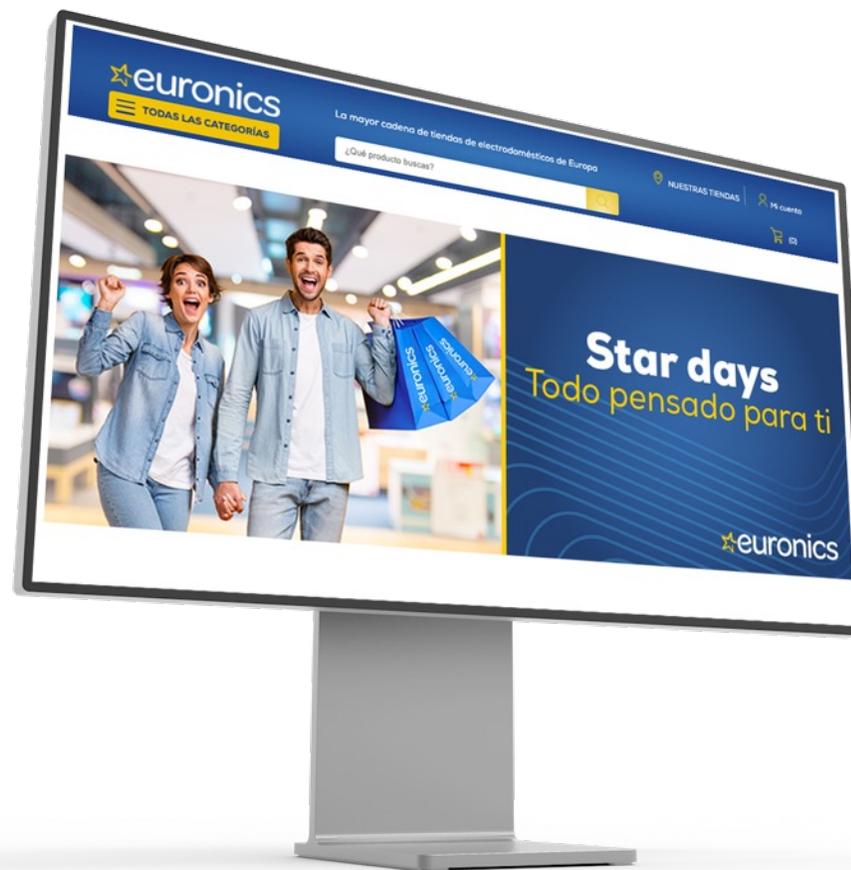
A photograph of two young children, a boy and a girl, lying under a purple blanket. They are both looking intently at a tablet computer held in front of them. The scene is dimly lit, with the primary light source being the screen of the tablet, which casts a warm glow on their faces. The background is dark and out of focus, suggesting an indoor setting at night.

☆ euronics

Acciones
online

Acciones Online

Durante la vigencia de la campaña Star Days, la web de Euronics estará identificada con dicha campaña, así como todos sus banner y newsletter que se envíen



A young girl with dark hair, wearing a pink crown and glasses, is looking intently at the control panel of a washing machine. She is wearing a red and white striped shirt with a green collar. The background is a bright, slightly blurred indoor setting, possibly a laundry room. The text 'euronics' is overlaid in the top left, and 'Punto de venta' is overlaid in the bottom left.

 euronics

**Punto de
venta**

PLV

Los Puntos de Venta Euronics, recibirán directamente a tienda un PLV para poder ambientar la tienda con la campaña STAR DAYS





Gracias

