



# Plan de Marketing STAR DAYS

Julio 2023





CAMPAÑA  
**TV**



CUÑA  
**RADIO**



**ONLINE**



Creatividad  
**FOLLETO**



**P.V.**

A child wearing a grey hoodie and a blue scarf is sitting on a couch, holding a black video game controller. A small, light-colored French Bulldog is sitting on the couch next to the child, looking towards the camera. The background is a plain, light-colored wall.

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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

 TELECINCO.es

 cuatro

 Antena 3

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A close-up, profile view of a man with a beard and short hair, wearing large, teal-colored over-ear headphones. He is smiling slightly and looking towards the left. The background is a soft, out-of-focus green and yellow, suggesting an outdoor setting with sunlight. The overall mood is positive and relaxed.

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**Cuñá  
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 cityscape at night with warm lights from buildings and streetlights.

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**Creatividad**  
**Folleto STAR DAYS**



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 by the boy. 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.

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**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.

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**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

