



# Plan de Marketing STAR DAYS

Julio 2026





CAMPAÑA  
**TV**



CUÑA  
**RADIO**



**ONLINE**



Creatividad  
**FOLLETO**



**P.V.**



ETIQUETAS  
**PV**

A child wearing a dark blue jacket is sitting on a grey couch, holding a black video game controller. A French Bulldog is lying on the couch in front of the child, looking towards the camera. The dog has light-colored fur with darker patches around its eyes and on its face. 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

## Vigencia

Del 1 al 17 de julio



# Campaña TV | Star Days



**euronics**  
Un toque humano en un mundo digital

| Marca    | Producto                        | Sellos | Modelo         | EAN           | PVP   |
|----------|---------------------------------|--------|----------------|---------------|-------|
| HISENSE  | Televisor Miniled QLED          |        | 55U7SE         | 6942351433677 | 569 € |
| HISENSE  | Frigorífico Americano 4 Puertas |        | MQ79470IE      | 6921727092557 | 699 € |
| SAMSUNG  | TV Mini Led                     |        | TU65M72HAUXXC  | 8806099134211 | 699 € |
| SAMSUNG  | Frigorífico Combi               |        | RB53DG703E59EF | 8806095536583 | 949 € |
| LG       | QNED MINILED                    |        | 55QNED72B6B    | 8806096717516 | 479 € |
| LG       | QNED MINILED                    |        | 75QNED72B6A    | 8806096729571 | 789 € |
| LG       | Frigorífico Combi               |        | GBBSJ11EPY     | 8806096626528 | 599 € |
| HOTPOINT | Frigorífico Combi               |        | HPK 25401 WP4E | 8690842902284 | 589 € |
| HOTPOINT | Frigorífico Combi               |        | HPK 25401 XP4E | 8690842899805 | 599 € |
| HOTPOINT | Lavavajillas                    |        | HDF LYM D4     | 8690842883644 | 399 € |
| HOTPOINT | Lavavajillas                    |        | HDF LYM D4 X   | 8690842889639 | 449 € |

| Marca   | Producto          | Sellos | Modelo        | EAN           | PVP   |
|---------|-------------------|--------|---------------|---------------|-------|
| FUJITSU |                   |        |               |               |       |
| DAITSU  |                   |        |               |               |       |
| BOSCH   | Lavadora          |        | WUU24T64ES    | 4242005447862 | 479 € |
| BOSCH   | Frigorífico Combi |        | KGN36VWED     | 4242005208456 | 599 € |
| TEKA    | Lavavajillas      |        | DFS 4651CW EU | 8434778040975 | 399 € |
| TEKA    | Frigorífico Combi |        | RBF 54640 WH  | 8434778035223 | 479 € |
| TEKA    | Frigorífico Combi |        | RBF 54640 SS  | 8434778035230 | 529 € |





# Telepromociones

|           |           |        |         |        |         |       |       |        |           |        |         |        |         |       |        |           |        |         |
|-----------|-----------|--------|---------|--------|---------|-------|-------|--------|-----------|--------|---------|--------|---------|-------|--------|-----------|--------|---------|
| Miércoles | Miércoles | Jueves | Viernes | Sábado | Domingo | Lunes | Lunes | Martes | Miércoles | Jueves | Viernes | Sábado | Domingo | Lunes | Martes | Miércoles | Jueves | Viernes |
| 1         | 1         | 2      | 3       | 4      | 5       | 6     | 6     | 7      | 8         | 9      | 10      | 11     | 12      | 13    | 14     | 15        | 16     | 17      |



|   |  |  |  |  |  |  |  |   |  |  |  |   |  |  |  |
|---|--|--|--|--|--|--|--|---|--|--|--|---|--|--|--|
| <b>DEPORTE PT</b><br>TARDE<br>Angie Rigueiro<br><br>45"<br>Hisense |  |  |  | <b>DEPORTE PT</b><br>TARDE<br>Alba Dueñas<br><br>45"<br>LG |  |  |  | <b>ESPEJO PUBLICO</b><br>TARDE<br>Lorena García<br><br>45"<br>daitsu |  |  |  | <b>ESPEJO PUBLICO</b><br>TARDE<br>Lorena García<br><br>45"<br>TEKA |  |  |  |
|---|--|--|--|--|--|--|--|---|--|--|--|---|--|--|--|



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|--|--|--|--|--|--|---|--|
| <b>DESMARQUE</b><br>TARDE<br>Matias<br><br>45"<br>Hisense |  | <b>DESMARQUE</b><br>TARDE<br>Matias<br><br>45"<br>SAMSUNG |  | <b>DESMARQUE</b><br>TARDE<br>Matias<br><br>45"<br>SAMSUNG |  | <b>DESMARQUE</b><br>TARDE<br>Matias<br><br>45"<br>LG |  |
|--|--|--|--|--|--|---|--|


















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|---|--|--|--|---|--|--|--|--|--|--|--|
| <b>TIEMPO DT</b><br>TARDE<br>Rosmaly<br><br>45"<br>FUJITSU |  |  |  | <b>VAMOS A VER</b><br>TARDE<br>Jano Mecha<br><br>45"<br>Hotpoint |  |  |  | <b>VAMOS A VER</b><br>TARDE<br>Jano Mecha<br><br>45"<br>SAMSUNG |  |  |  |
|---|--|--|--|---|--|--|--|--|--|--|--|



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|---|--|--|--|
| <b>TIEMPO DT</b><br>TARDE<br>Francisco Cacho<br><br>45"<br>BOSCH |  |  |  |
|---|--|--|--|



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|--|--|--|--|--|--|---|--|--|--|--|--|
| <b>COCINA</b><br>TARDE<br>Sergio Fernández<br><br>45"<br>BOSCH      |  |  |  | <b>COCINA</b><br>NOCHE<br>Sergio Fernández<br><br>45"<br>Hotpoint |  | <b>COCINA</b><br>NOCHE<br>Sergio Fernández<br><br>45"<br>TEKA    |  | <b>COCINA</b><br>TARDE<br>Sergio Fernández<br><br>45"<br>BOSCH      |  |  |  |
| <b>COCINA</b><br>TARDE<br>Sergio Fernández<br><br>45"<br>Hotpoint |  | <b>COCINA</b><br>NOCHE<br>Sergio Fernández<br><br>45"<br>TEKA     |  | <b>COCINA</b><br>NOCHE<br>Sergio Fernández<br><br>45"<br>TEKA   |  | <b>COCINA</b><br>TARDE<br>Sergio Fernández<br><br>45"<br>BOSCH |  | <b>COCINA</b><br>NOCHE<br>Sergio Fernández<br><br>45"<br>Hotpoint |  | <b>COCINA</b><br>NOCHE<br>Sergio Fernández<br><br>45"<br>TEKA |  |
| <b>COCINA</b><br>NOCHE<br>Sergio Fernández<br><br>45"<br>BOSCH    |  | <b>COCINA</b><br>NOCHE<br>Sergio Fernández<br><br>45"<br>Hotpoint |  | <b>COCINA</b><br>TARDE<br>Sergio Fernández<br><br>45"<br>TEKA   |  | <b>COCINA</b><br>NOCHE<br>Sergio Fernández<br><br>45"<br>BOSCH |  | <b>COCINA</b><br>TARDE<br>Sergio Fernández<br><br>45"<br>Hotpoint |  |  |  |

Telepromociones

A close-up, profile view of a man with a beard, 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 relaxed and enjoyable.

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**Cuña  
radio**

# Cuñã de radio

Cuñã de radio genérica con la campaña STAR DAYS

A man with a beard, wearing a blue and grey striped sweater, is shown in profile, looking thoughtfully to the left. The background is a blurred office environment with warm lighting and shelves.

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



A photograph of two young children, a boy and a girl, sitting 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

Realizaremos acciones a nivel online para dar visibilidad a la Campaña STAR DAYS, tanto en web como en Redes Sociales.

Campañas de GOOGLE Ads

Campañas de META Ads

Publicaciones en RRSS



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

Se enviará PLV a PV Identificados



# Etiquetas Punto de Venta

A través de la intranet de Sinersis, todos los Puntos de Venta de Euronics tendrá la posibilidad de etiquetar los productos en ofertas con la creatividad de campaña





Gracias

