

humble

Art, Copy & Code

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Εξωστρέφεια & Διεθνείς  
Πωλήσεις



71

Χώρες

94,954,923

Προβολές  
Διαφημίσεων

---



Premier  
Partners

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# Creativity + Performance

14 ΒΡΑΒΕΙΑ

+ ΑΠΟΤΕΛΕΣΜΑΤΙΚΟΤΗΤΑΣ  
ΔΗΜΙΟΥΡΓΙΚΟΤΗΤΑΣ



**GOLD**  
Digitized Social Media



**GOLD**  
Social Media for a Corporate Brand



**GOLD**  
Best Use of Facebook Advertising



**SILVER**  
Algorithmic, User-Generated Marketing



**SILVER**  
Digitized Social Media



**SILVER**  
Social Media Strategy for Sales



**SILVER**  
Best Use of Facebook in a Campaign



**SILVER**  
Best Marketing Strategy



**SILVER**  
Best Digital Presence



**BRONZE**  
Design & Aesthetics



**BRONZE**  
Διασυνδέσεις e-Engagement



**BRONZE**  
Best Collaboration with YouTube Influencers



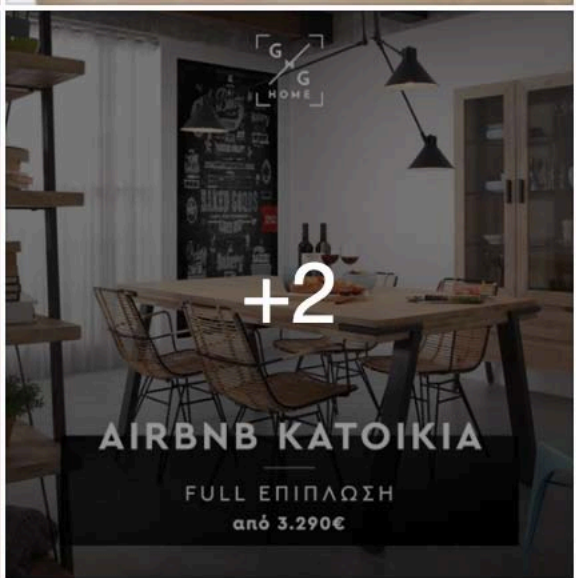
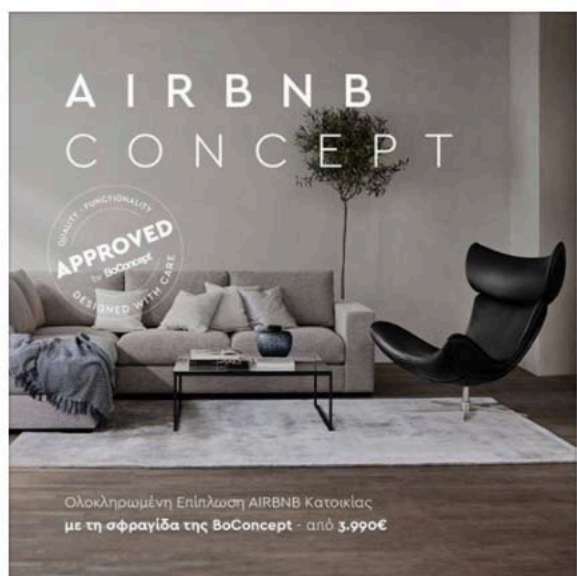
**BRONZE**  
Social Media for a Consumer Brand



**BRONZE**  
Best Launch & Re-launch Campaign



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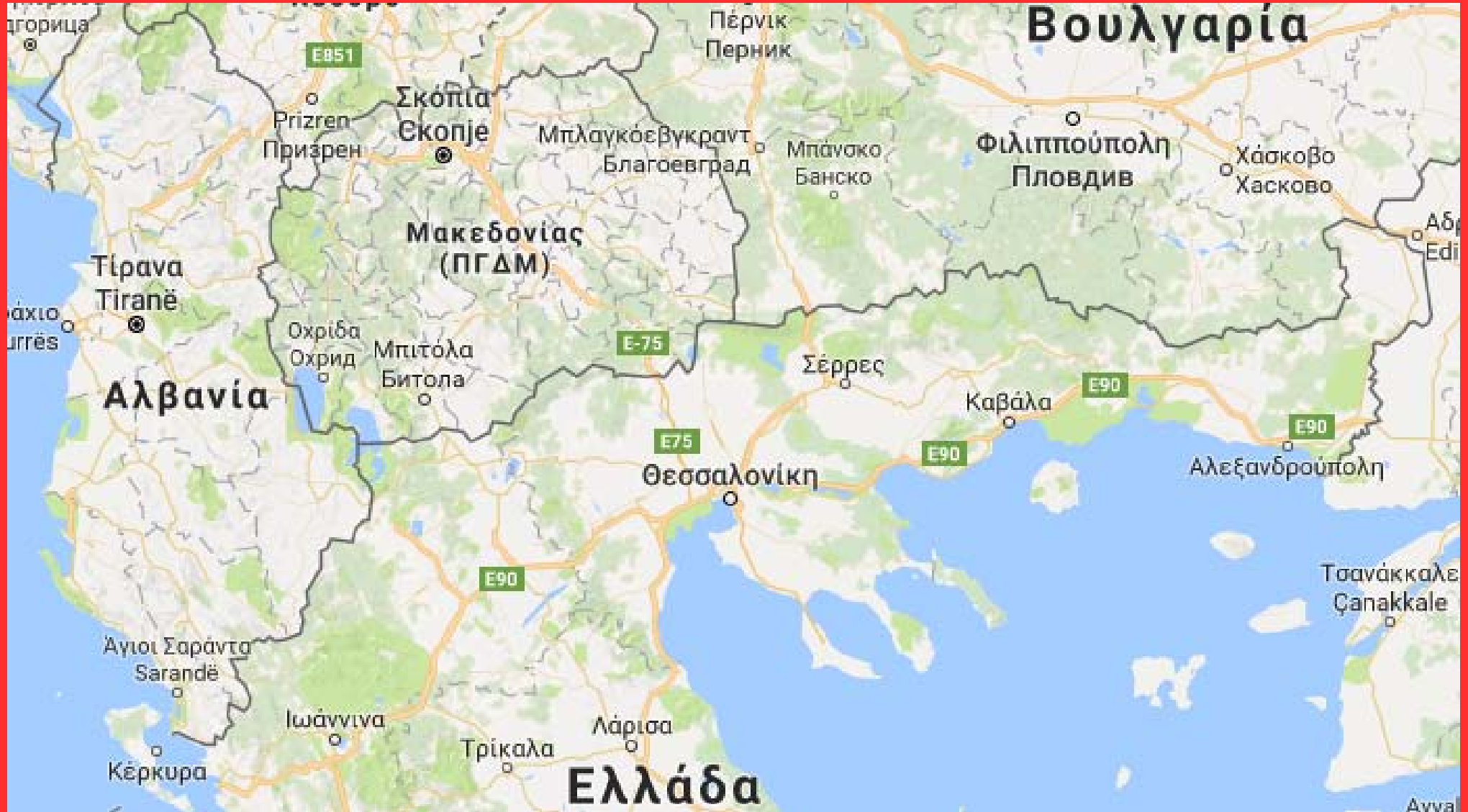
Case: 1

# BoConcept

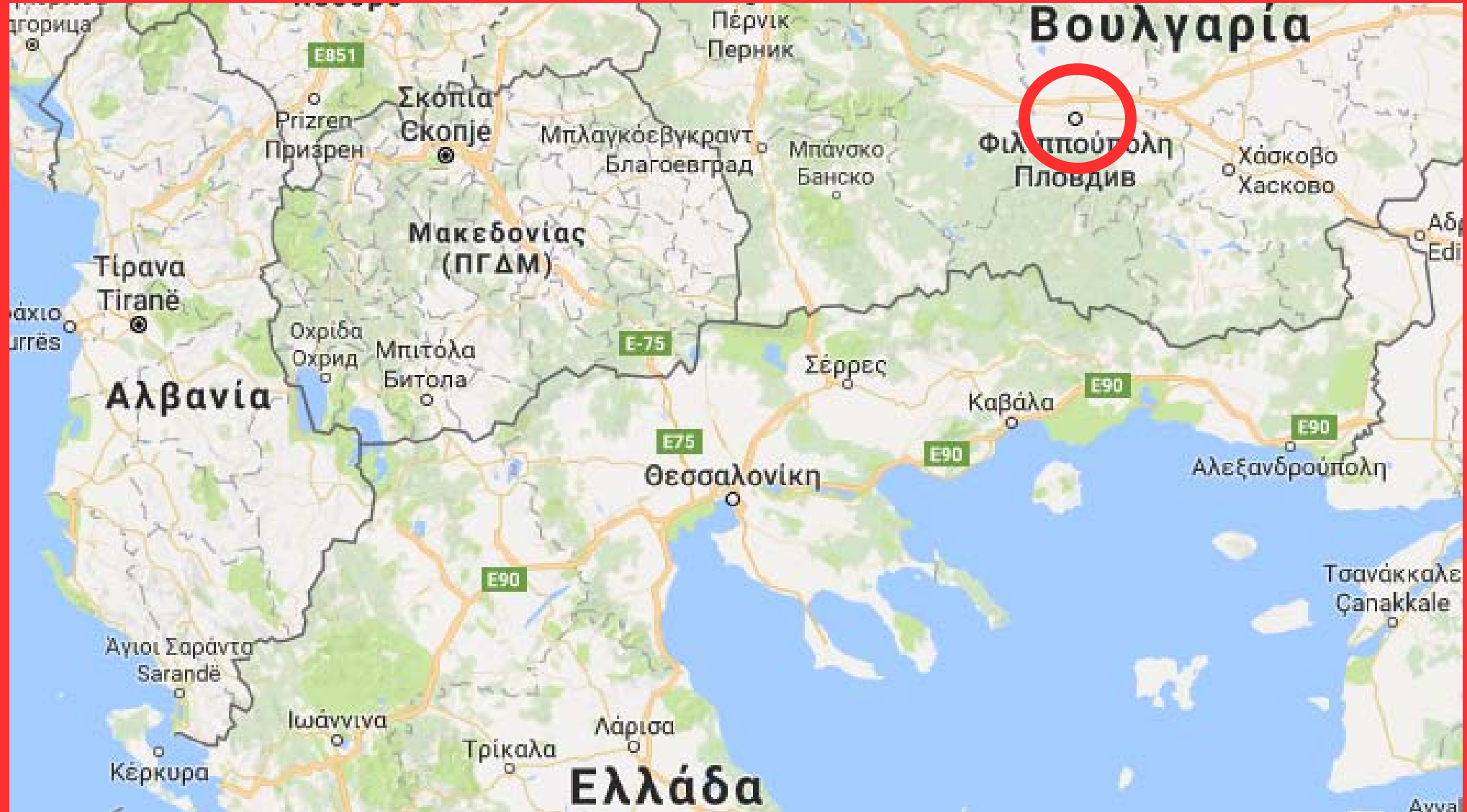
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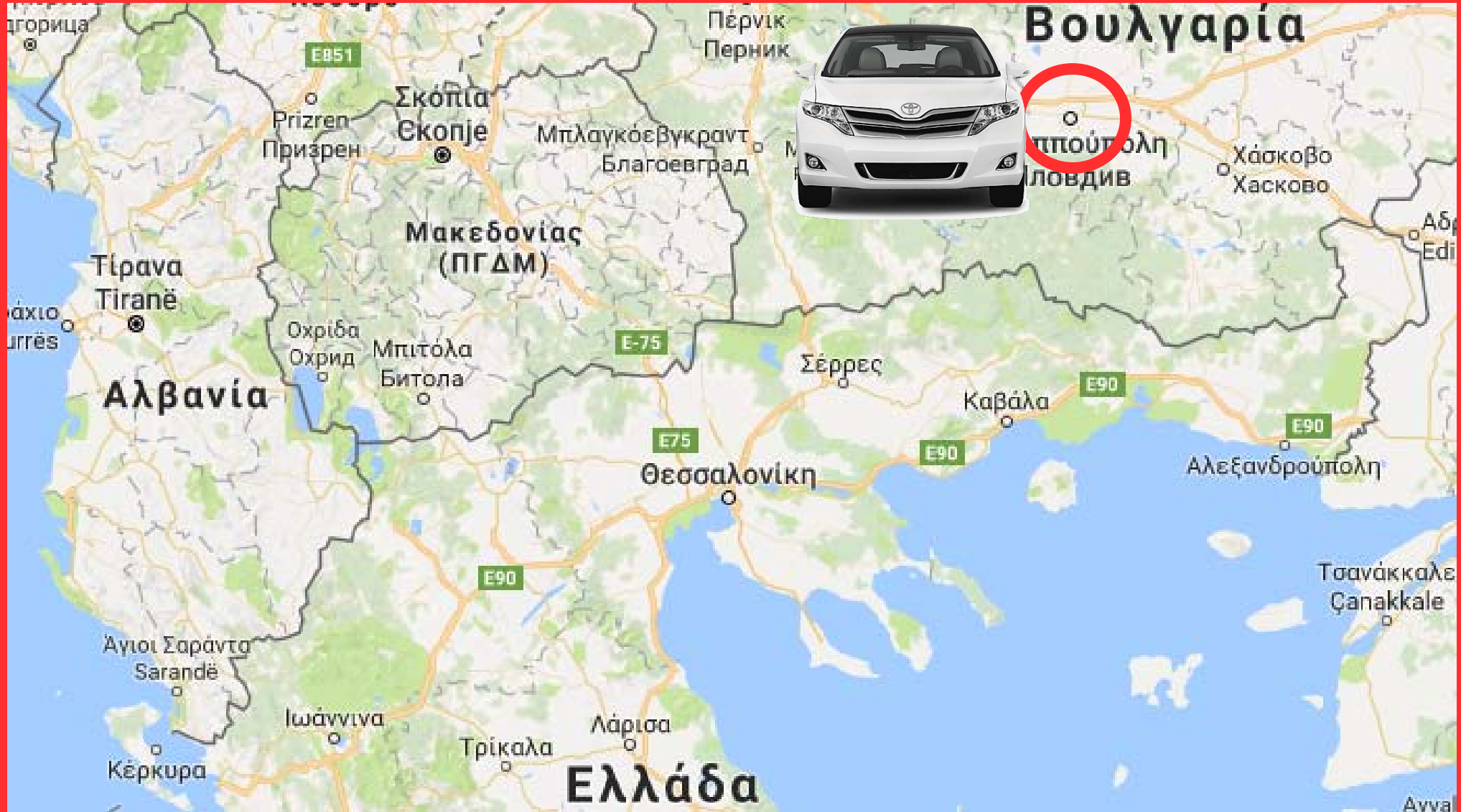
# humble



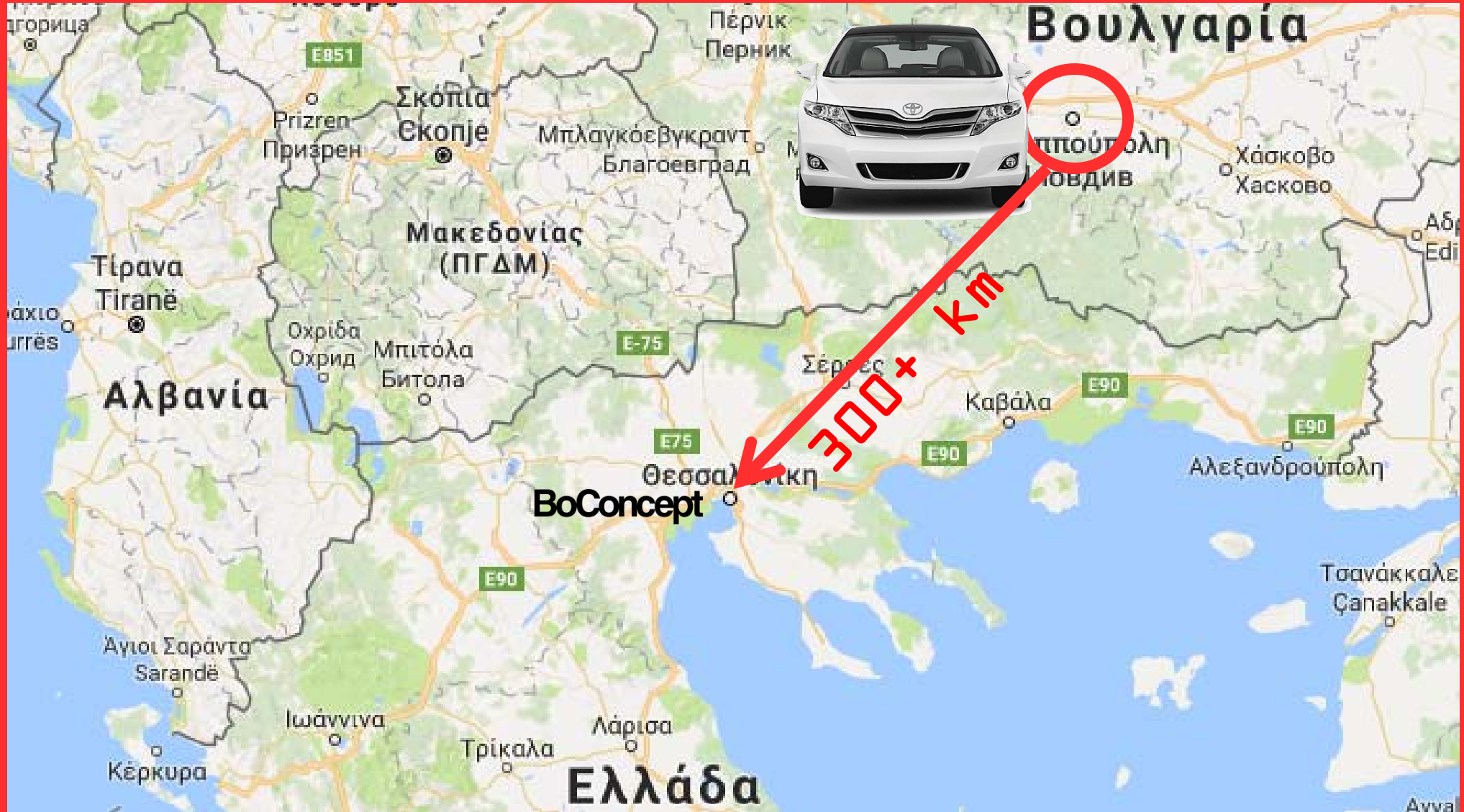
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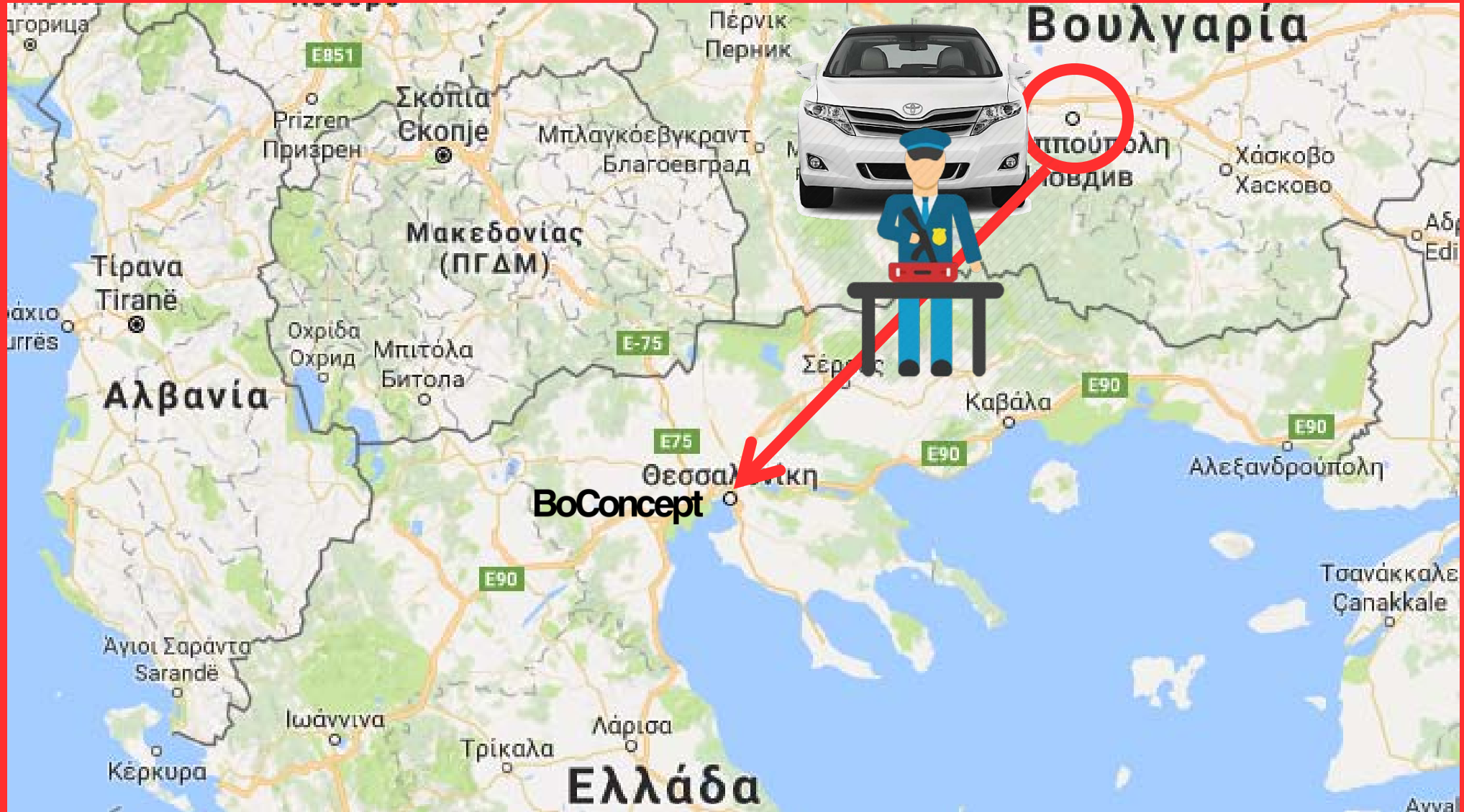
# humble



# humble

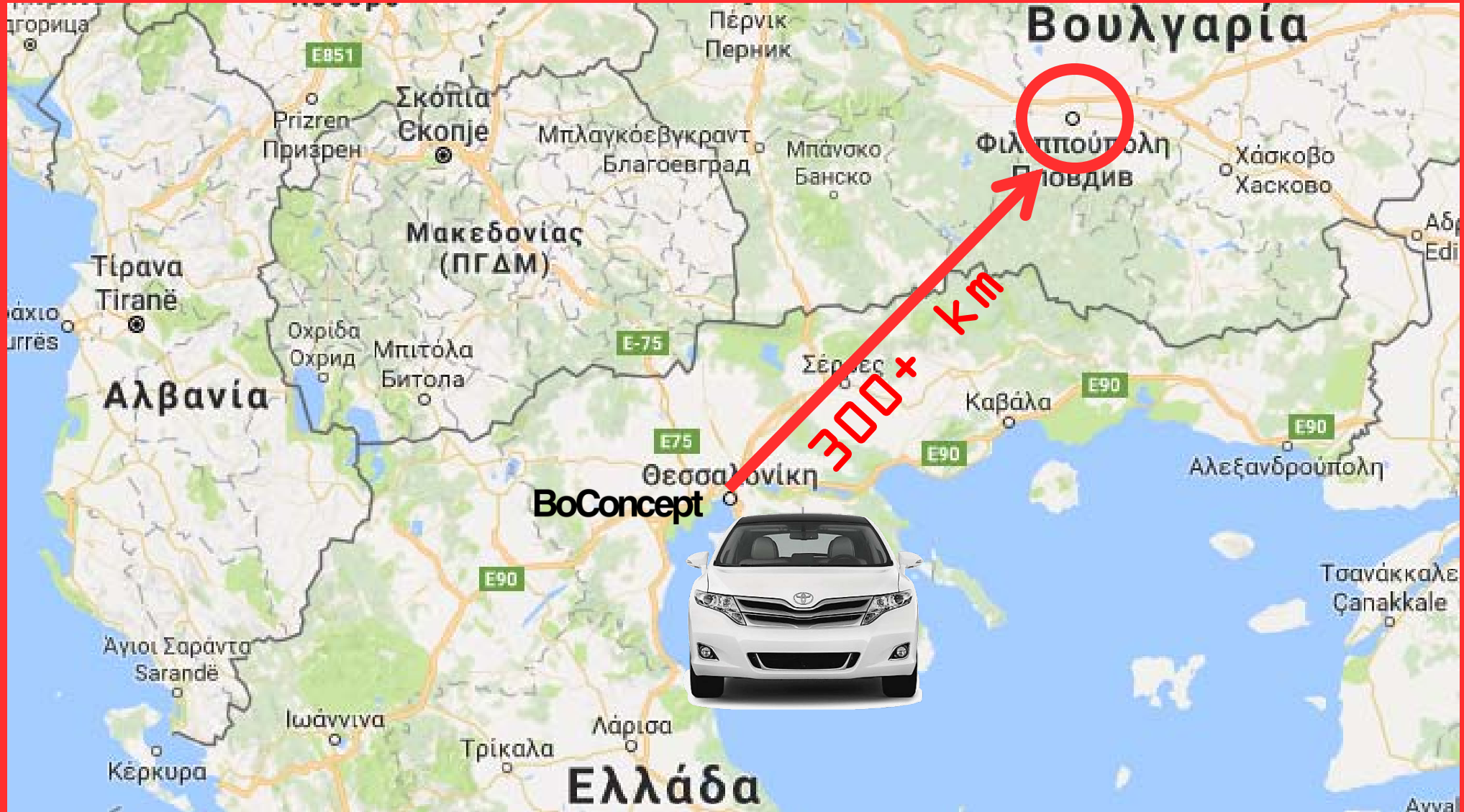


# humble

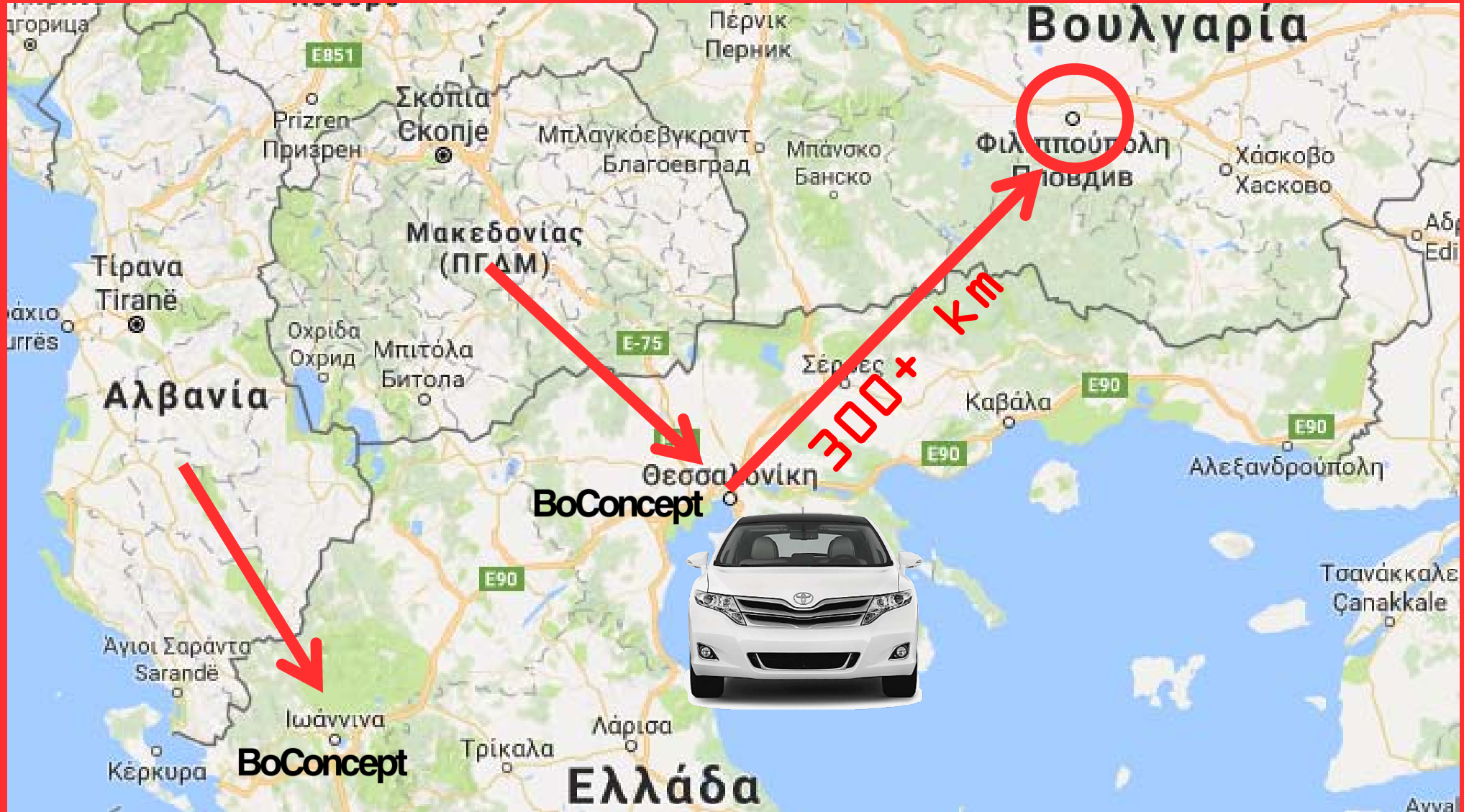




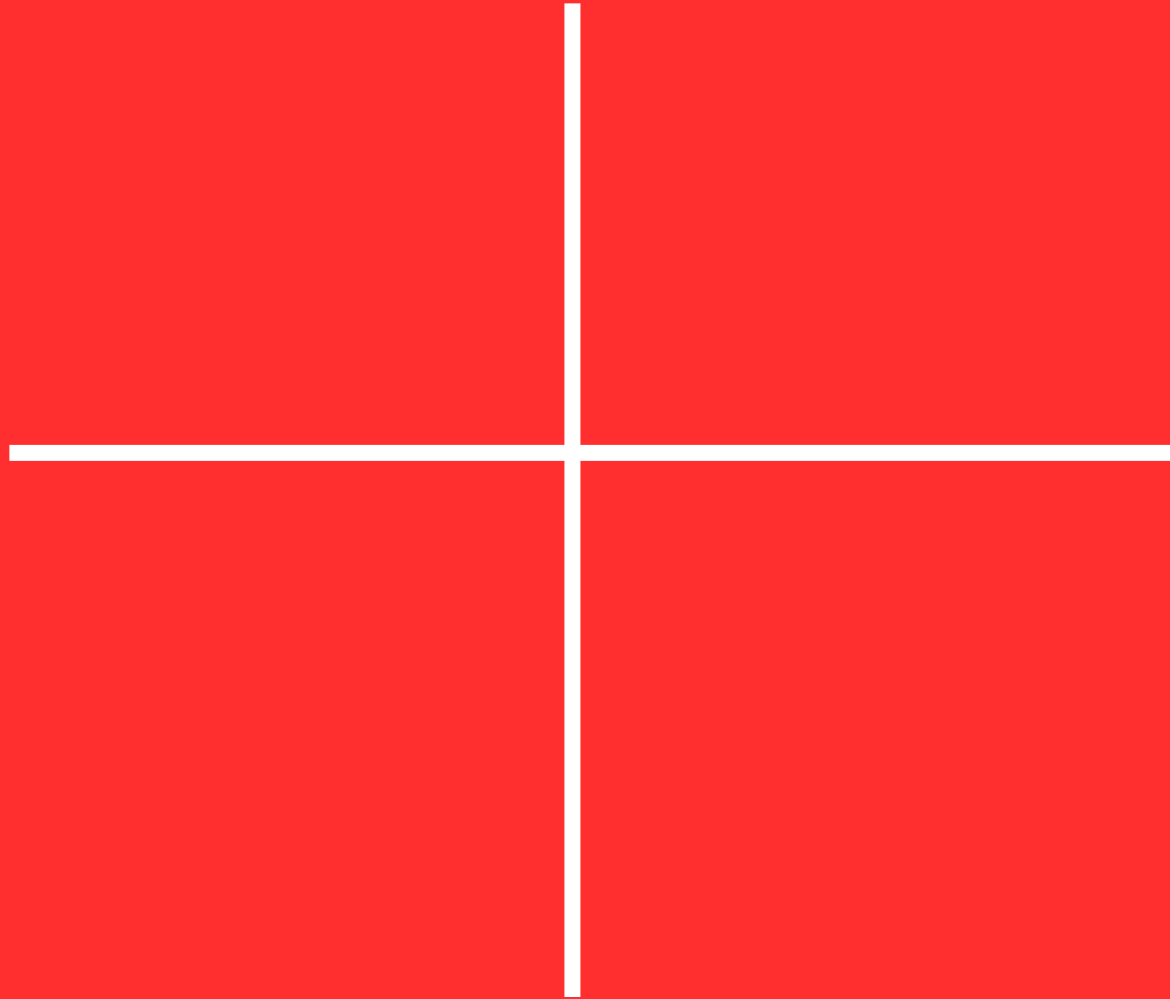
# humble



# humble



4 Pillars



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# 4 Pillars



Display

humble

# 4 Pillars



Display



Geo-  
Location

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# 4 Pillars



Display



Geo-  
Location



Affluent  
Behavior

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# 4 Pillars



Display



Geo-  
Location



Affluent  
Behavior



Special  
Interests

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# 100% Local Marketing

<http://boconceptsales.com/Bulgaria>

The image shows a website banner for BoConcept. At the top left is the 'BoConcept' logo, and at the top right is a 'MENU' icon. The main text reads 'OVER SALES' in a large, blue, stylized font, with a red diagonal line through the 'V' and 'S'. Below this, it says 'ДО 18 НОЕМВРИ'. A red banner across the middle contains the text 'ОТСТЪПКИ НАГОРЕ 50%'. The background features a dark blue sofa with several pillows and a white blanket, set against a light-colored wall. At the bottom of the banner, there is a red bar with the text 'ДИТЕТЕ НА ТОЗИ ПРОИЗВОДИТЕЛЕН КАТАЛОГ'. Below the banner, the word 'Дивани' is visible on the left, and navigation arrows are in the center.

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# Creative + Call to Action



BoConcept®

намаления над **50%**  
до 18 ноември

**BoConcept Greece**  
Page Liked - November 13

РАЗШИРЕНИЕ! OVERSALES - Отстъпки Повече от 50% - до 18/11! Отстъпки над 50% в цялата колекция! Най-добрият начин да посетите магазин BoConcept  
→Site: <http://boconceptsales.com/Bulgaria/> | 📞 phone: + 30 210.6105.210 | 6 shops  
See Translation

Tag Photo Tag Products  
Add Location Edit

25657 people reached Boost Post

Like Comment Share

283 Top Comments

11 Shares 1 Comment

Луиза Иванова Каква е цената  
See Translation  
Like Reply - November 16 at 7:22pm

BoConcept Greece Indivi 2 sofa is in size 242\*242 and the price until 18/11 in fabric cat 1 is 1499€. Thank you for your contact. Looking forward to seeing you in our store in Salonica.  
Like Reply - Commented on by Galatia Ioannidou (?) - November 17 at 7:28am

Write a comment...

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# Creative + Call to Action

**BoConcept®**

РАЗШИРЕНИЕ! OVERSIZES - Отстъпки Повече от 50% - до 18/11! Отстъпки над 50% в цялата колекция! Най-добрият начин да посетите магазин BoConcept  
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Write a comment...

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до 18 ноември

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# Creative + Call to Action

**BoConcept**

**BoConcept Greece**  
Page Liked · November 13 · 🌟

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# Creative + Call to Action

**BoConcept**

**BoConcept Greece**  
Page Liked · November 13 ·

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Write a comment...

населени над **50%**  
до 18 ноември

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Results:

+20% Store Sales

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# Case: 2



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Launching a New Business  
in the US.

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# Challenges

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Challenge1

:

Unknown product + concept

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Challenge2

:

8x more expensive Ad\$

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Challenge3

:

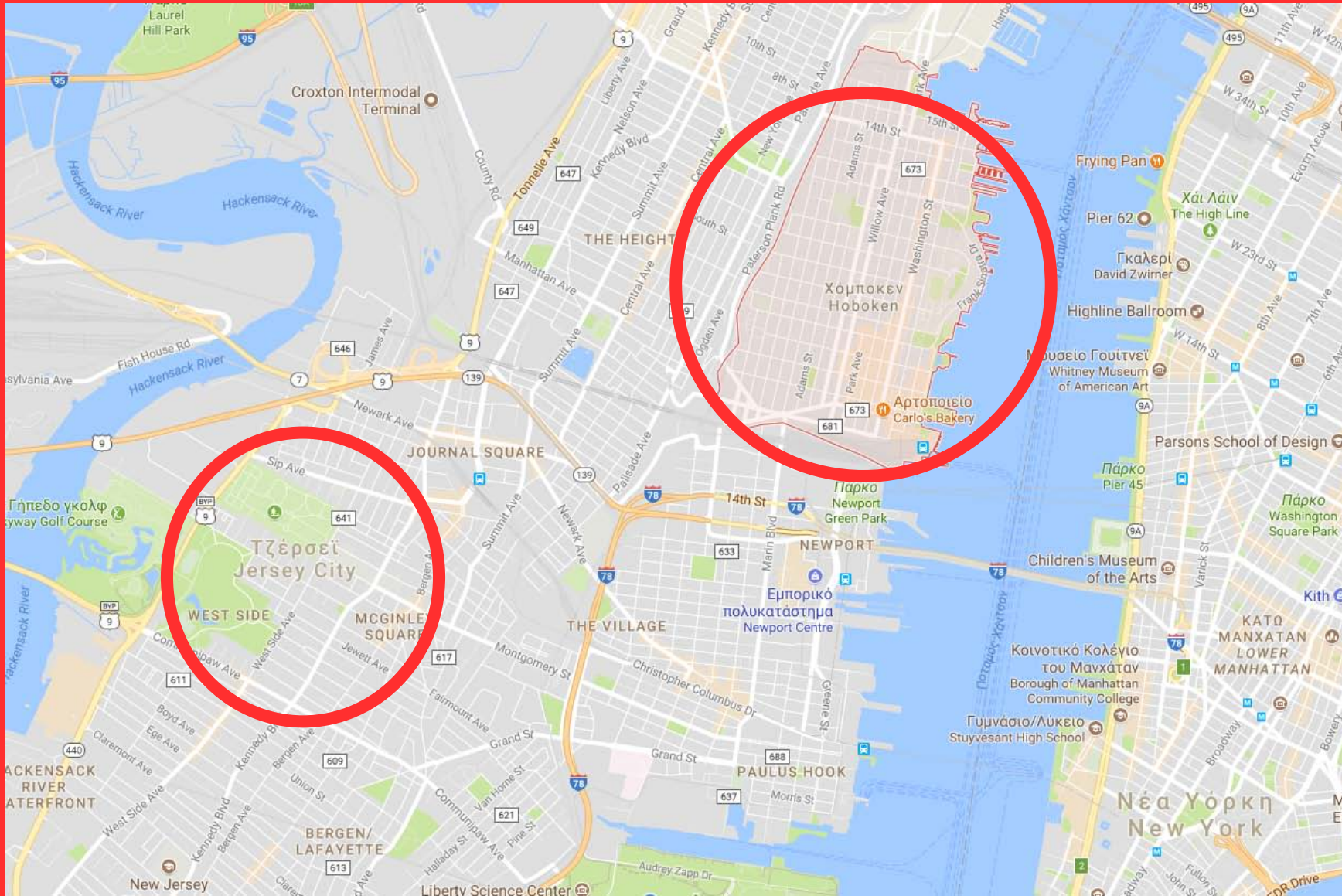
8x more Competitors

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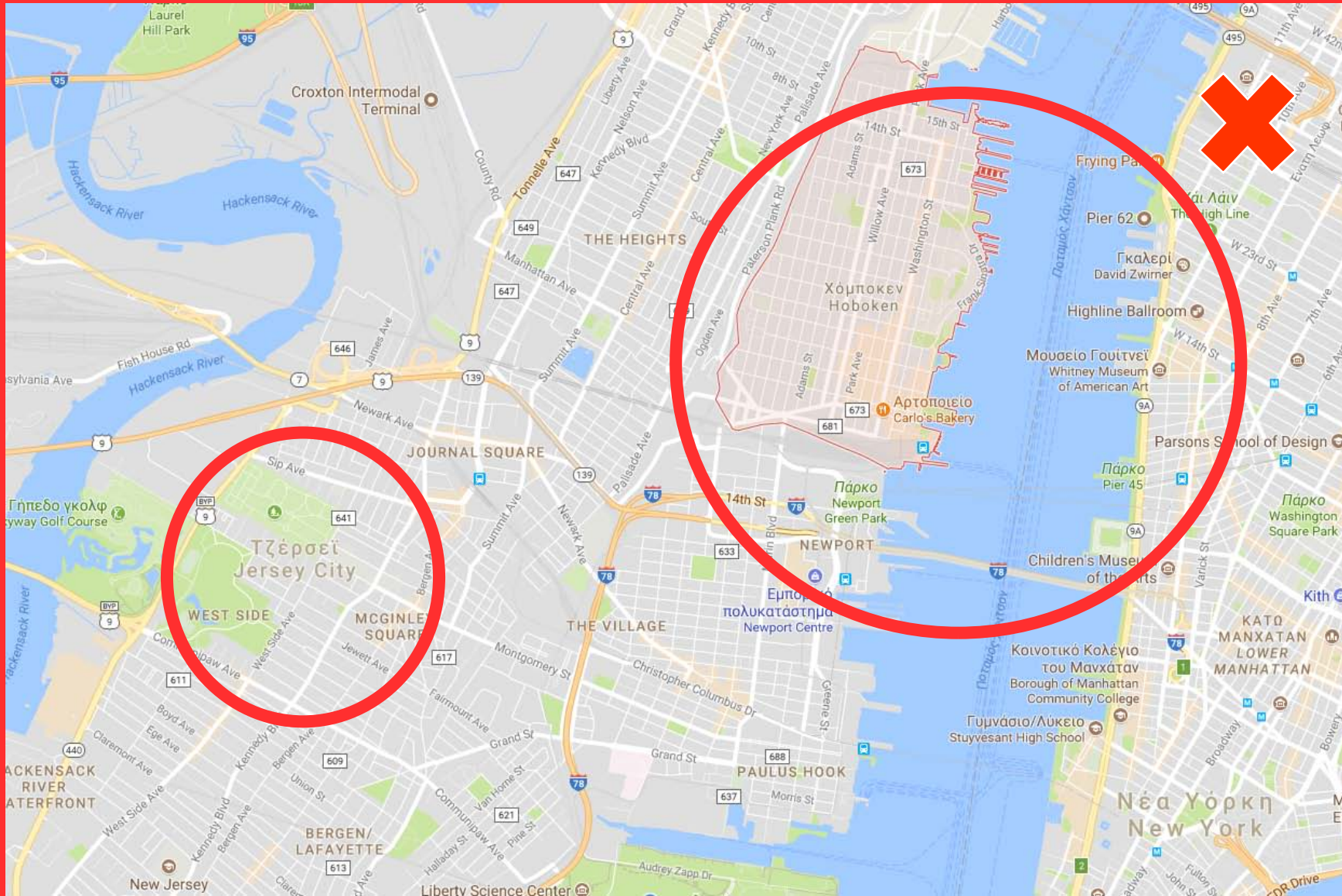
Solution:

Geolocation

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HUMBLE Presentation

Teaser Campaign  
Running on Facebook,  
Instagram, Google Display



HUMBLE Presentation

Teaser Campaign  
Running on Facebook,  
Instagram, Google Display



NOW ONLY  
**5 MINS AWAY**  
FROM JERSEY CITY



Now in Hoboken, NJ

HUMBLE Presentation

Teaser Campaign  
Running on Facebook,  
Instagram, Google Display

YOUR VIEW FROM  
**HOBOKEN, NJ**



Now in Hoboken, NJ



HUMBLE Presentation

## Main Campaign

First we got their attention  
then  
we sold our products.





HUMBLE Presentation

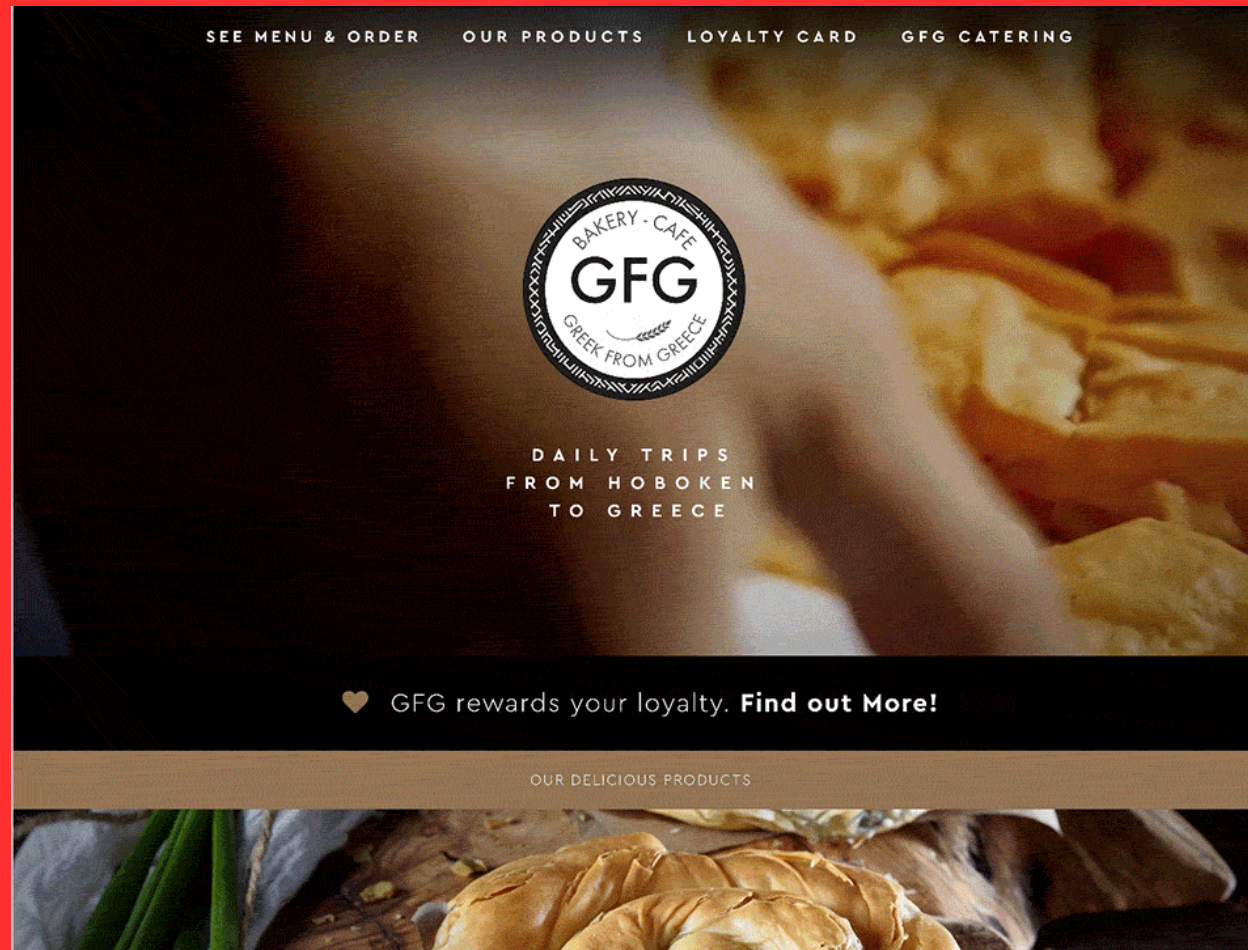
## Main Campaign

First we got their attention and  
then  
we sold our products.



# JUST ARRIVED.

# ..and a Yummy Website



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HUMBLE Presentation



9 am

More Case Studies

Stand 10.