Holiday Wrap

2013/14

A WRAP-UP OF THE BEST (AND WORST) OF HOLIDAY RETAIL FROM AROUND THE WORLD

It is not possible to include everything in the summary 'Holiday Wrap' report but to make sure you have access to all the source material we were able to collate, here is the country-specific material for Greece.

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Holiday Wrap - Greece

Conclusions

- For most retailers the Christmas period is one of the most significant and profitable one within the year.
- In combination with the economic crisis the Christmas period in Greece was actually “Sales before the regular sales”.
- So, in most cases Christmas had presentation only as Christmas decoration.
- But despite these facts, in a truly few cases, retailers leveraged Christmas in great ways.

Some bad cases

Some bad cases

Some bad cases

Some good cases

Polaroid shop window

Polaroid shop window

- Sportswear shop “Sportcafe”, used for the Christmas period frames that looked like Polaroid pictures.
- In every Polaroid frame there was a big city’s picture (London, Paris etc.) on the background.
- This way, every part of the shop window looked like a picture taken on the current city and the consumer could imagine how his picture in this city would be like, dressed with the shop’s clothes.

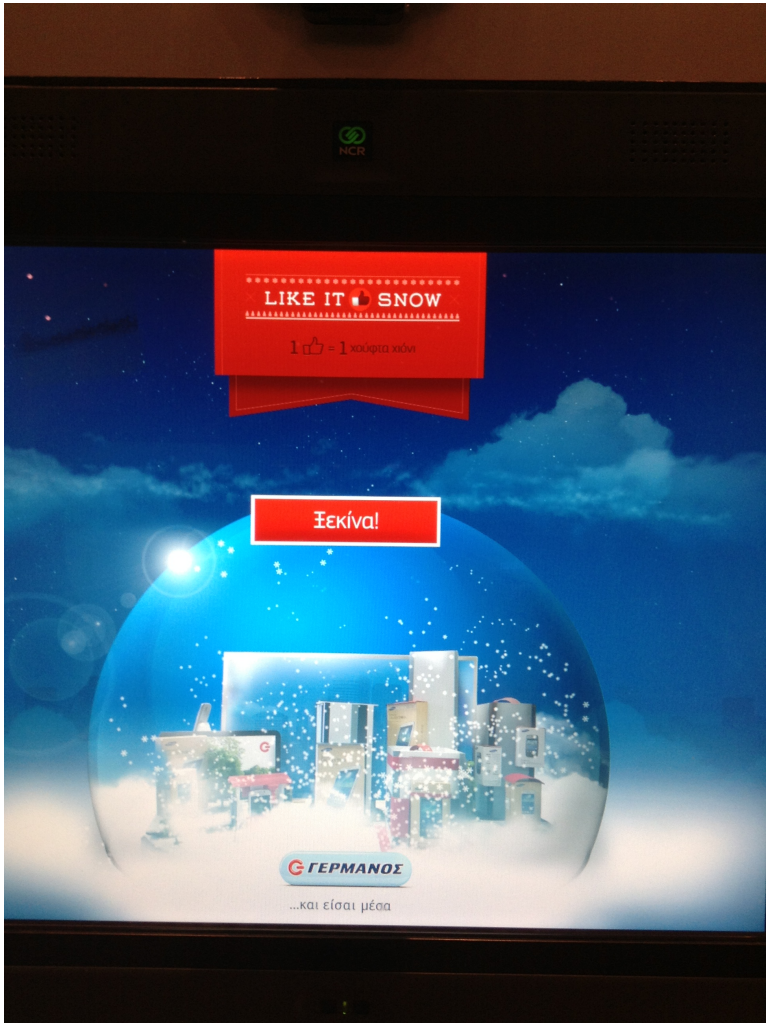
Polaroid shop window

Like it snow

Like it snow

- A big xmas snow globe was installed by GERMANOS Chain of Stores in Athens biggest Mall. Inside the globe there was a “tech-city” made of mobiles, tablets, laptops, TV sets, videogames, etc)
- The globe was real-time connected to GERMANOS FACEBOOK PAGE.
- Each like was a handful of snowflakes. Every time a Fun liked the contest page (facebook.com/Germanos, www.likeitsnow.gr), a handful of snowflakes was thrown inside the globe! Funs could watch live streaming the globe filled in with snow every time they like the page!
- Furthermore, Funs were asked to guess the approximate number of snowballs needed to stuff the globe.
- The ones who would be the closest to the right number would win the content of the globe!

Like it snow



The tree of kisses

The tree of kisses

- OPAP (Greek Organisation of Football Prognostics), during the Christmas period decorated a different tree, the “Tree of kisses”. One “Tree of kisses” was placed at the center of Athens and another one at the center of Thessaloniki.
- Then OPAP called people to exchange kisses with their beloved persons in front of these two trees or to upload at his Facebook page the picture of their kiss and OPAP would give to orphanages, 1€ for every kiss.
- People responded to OPAP call and exchanged kisses, supported this way kids that need help. The “Tree of kisses” was also visited by people of art and sports, football players, basketball players and others.
- The result was 50.000 kisses and OPAP finally decided to give 2€ for every kiss, offering this way 100.000€ to orphanages.

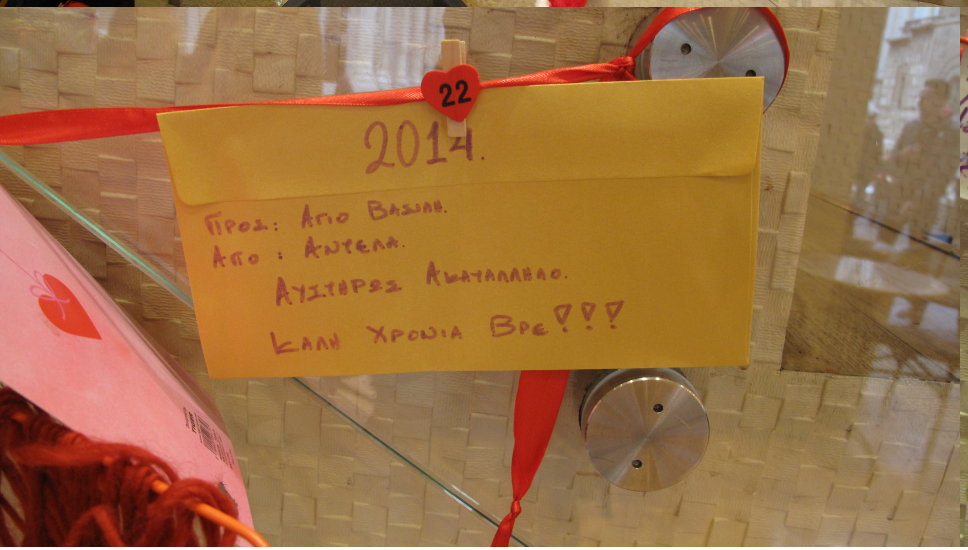
The tree of kisses

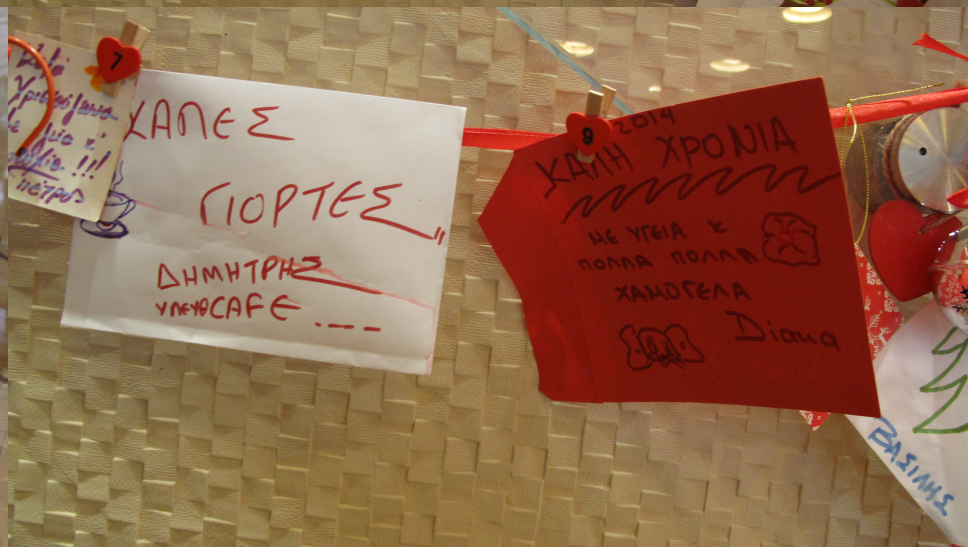
Write your wish

Write your wish

- The idea was simple. A single ribbon where people could hang their wishes for the new year.
- This idea took place at a small bakery at the center of Athens.
- As a result many consumers get into that place to write their wish and finally purchased something.

Write your wish





Communication Gifts

Communication Gifts

- COSMOTE, the largest mobile network operator of Greece, during the Christmas period, gave the chance to his subscribers to be Santa Clause themselves, offering them communication gifts that they could give to there beloved persons.
- Subscribers had to visit www.cosmote.gr, choose three other COSMOTE subscribers and send them for free 100’ to all networks or 200 SMS to all networks or 300 MBs for mobile internet.
- This promo has been communicated by 360º campaign (TV, radio, print ad, web, social media etc.)

Communication Gifts

[redacted]

Christmas Countdown

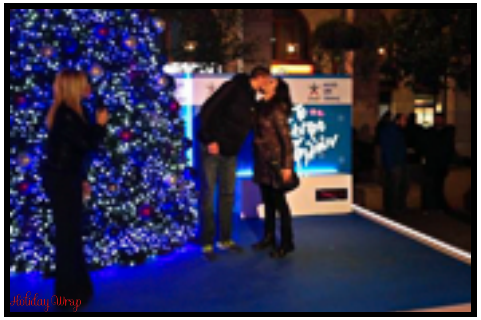
Christmas Countdown

- Jumbo is the biggest toy store of Greece and is famous for the affordable products and a big variety of toys and not only.
- In recent years, Jumbo has been always the first one that refers to Christmas, starting a countdown to them by November.
- The above combined with the fact that Jumbo is the biggest toy store had created a very strong connection between Christmas and Jumbo at the minds of the people. As a result, every year people wait Jumbo to bring Christmas.

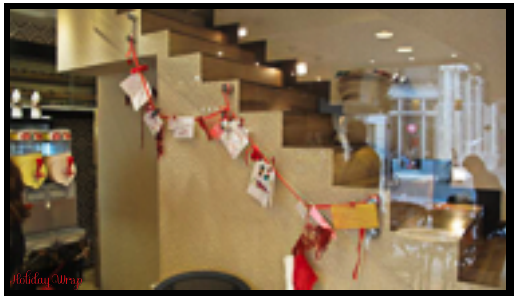
Christmas Countdown

City Center Cinemas

Greece1


Tree of Kisses 1

Tress Of Kisses


Write Your Wish

Write Your Wish1

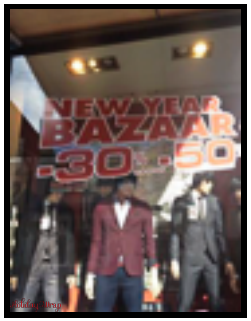
Write Your Wish2

Greece 4

Greece 5

Greece1-2

Greece2



Greece3

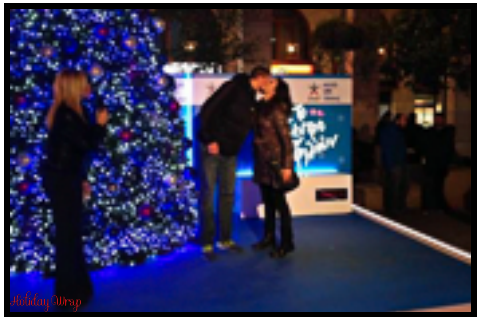
Sport Front Shop

Tsoukalas

Greece1

City Center Cinemas

Greece1


Tree of Kisses 1

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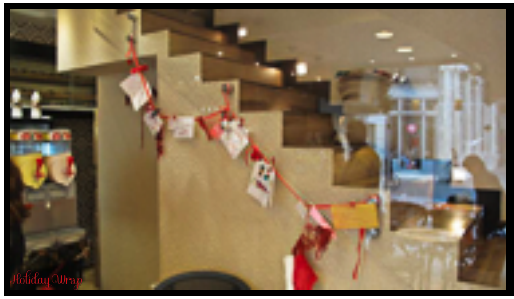

Write Your Wish

Write Your Wish1

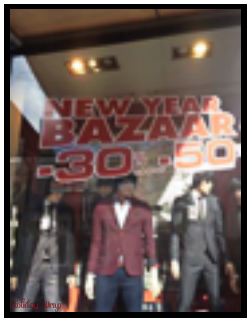
Write Your Wish2

Greece 4

Greece 5

Greece1-2

Greece2



Greece3

Sport Front Shop

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Greece1