

Humble.

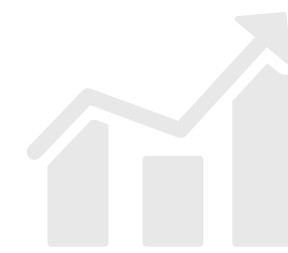
FEATURED CASE STUDY

BoConcept®



BOCONCEPT GREECE

**We helped BoConcept Greece
win the Franchisee of the Year award
among 60 other countries**



**Double-digit increase in sales;
year-over year**

Humble. × BoConcept®

Kosovo

Bulgaria

Macedonia
(FYROM)

Albania

300+ km



The Ordinary Concept:

Greeks drive to Bulgaria in order to shop cheaper products.

Greece

Aegean Sea

Humble. × BoConcept®

Kosovo

Bulgaria

Macedonia
(FYROM)

Albania

300+ km

BoConcept®

Our Extraordinary Achievement:

Bulgarians drive to Thessaloniki, Greece to shop two-times more expensive products.

Greece

Aegean Sea

STRATEGY

The 4 Pillars.

1.

Display

2.

Geolocation

3.

Affluent Behavior

4.

Special Interests

How to target affluent consumers:

frequent
international
travelers

premium
devices
(e.g. iPhone X)

premium
brands

THE CAMPAIGN

CAMPAIGN

100% Local Marketing

boconceptsales.com/Bulgaria 



Дивани
-40%
+ TAX-FREE
В ПЪЛНАТА КОЛЕКЦИЯ
от
~~949€~~ 459€



CAMPAIGN

Creative & Call to Action



BoConcept

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](#)

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🏷️ Tag Products

📍 Add Location

✎ Edit

👤 25657 people reached

Boost Post

👍 Like

💬 Comment

➦ Share

👤

👍 283

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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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CAMPAIGN

Creative & Call to Action

