

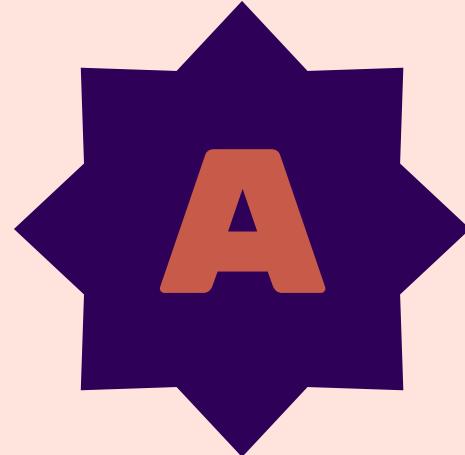
# GLOVO

## BRAND STRATEGY

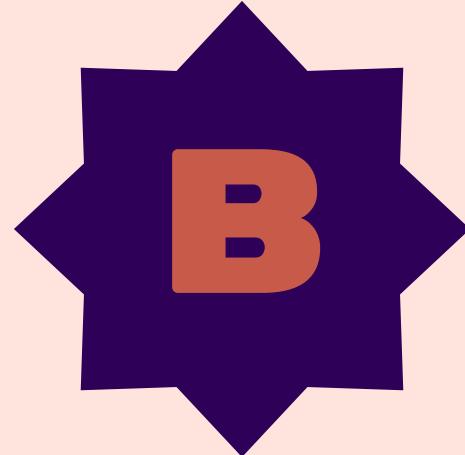
**Presented By:**

**David Dosev & Daniel Kamenov**

# STORYTELLING



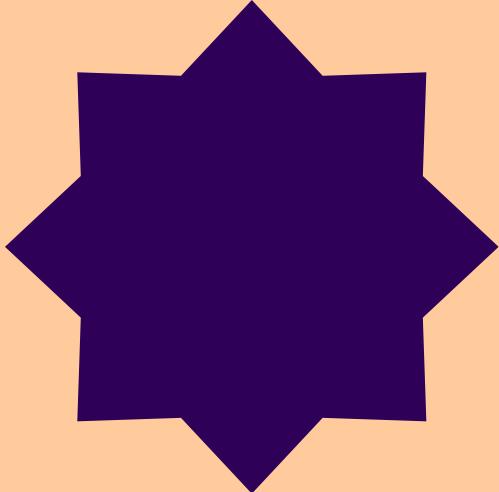
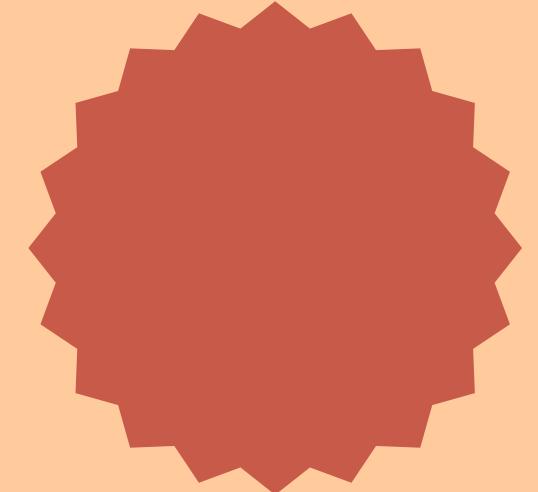
История



Success Story



**БРАНД АДВОКАТИ**



**дОСТАВЧИЦИТЕ**

# АРХИТЕКТУРА

**Glovo & Foodpanda**

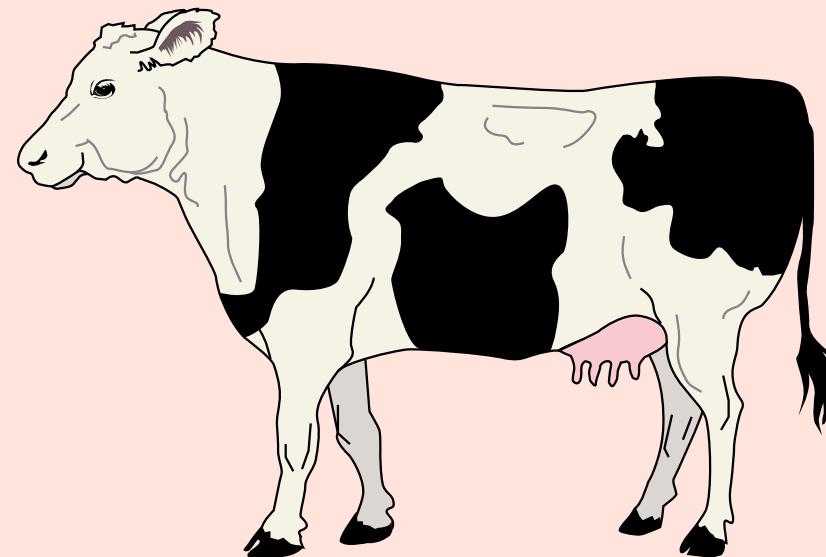
## Sub Brands

Glovo Concepts, Micro Fulfillment Centers, Cook Rooms

# BCG



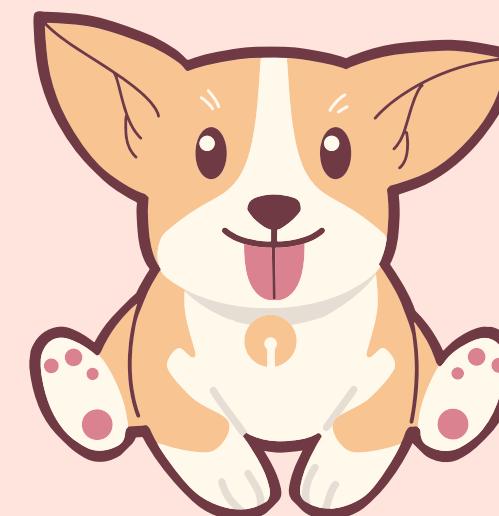
Glovo Prime



Платена доставка



Sub Brands



Доставка на лекарства

# **СТОЙНОСТ И ЦЕННОСТЬ**

**Диференциране, удовлетвореност,  
ляялност, качество, лидерство,  
популярност.**

**Индивидуалност, познатост,  
пазарен дял, цена и обхват.**

# Идентичность



Лого



Приложение



Униформа

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# We are Glovo

Glovo is the app that allows you to get the best products of your city in a few minutes. We connect users, businesses and couriers to make that possible. The project was born with the aim of transforming the way users acquire what they need, making cities more accessible. At Glovo we want to have a sustainable impact on the economy, society and environment: we are a tech-first responsible company.



Countries

**22**



Active Couriers

**46k**



Active Customers

**7.4M**



Local Shops&Restaurants

**53k**



Employees

**1.7k**

# **ИМИДЖ И ПОЗИЦИОНИРАНЕ**

Физика, Личност, Култура,  
Обвързване, Отражение, Self Image

Позициониране, Конкуренти



# Таргет групи



+ Доход  
- Автомобил

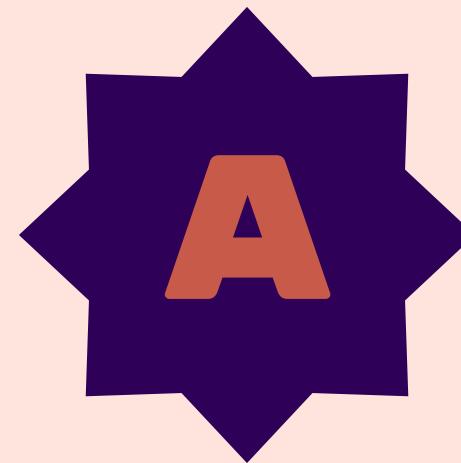


+ Доход & Кола  
- Време



Пенсионери  
или  
Родители

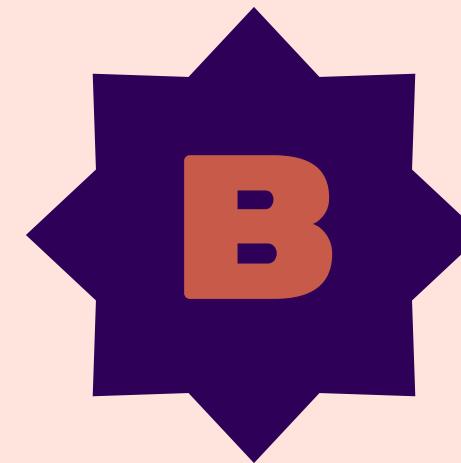
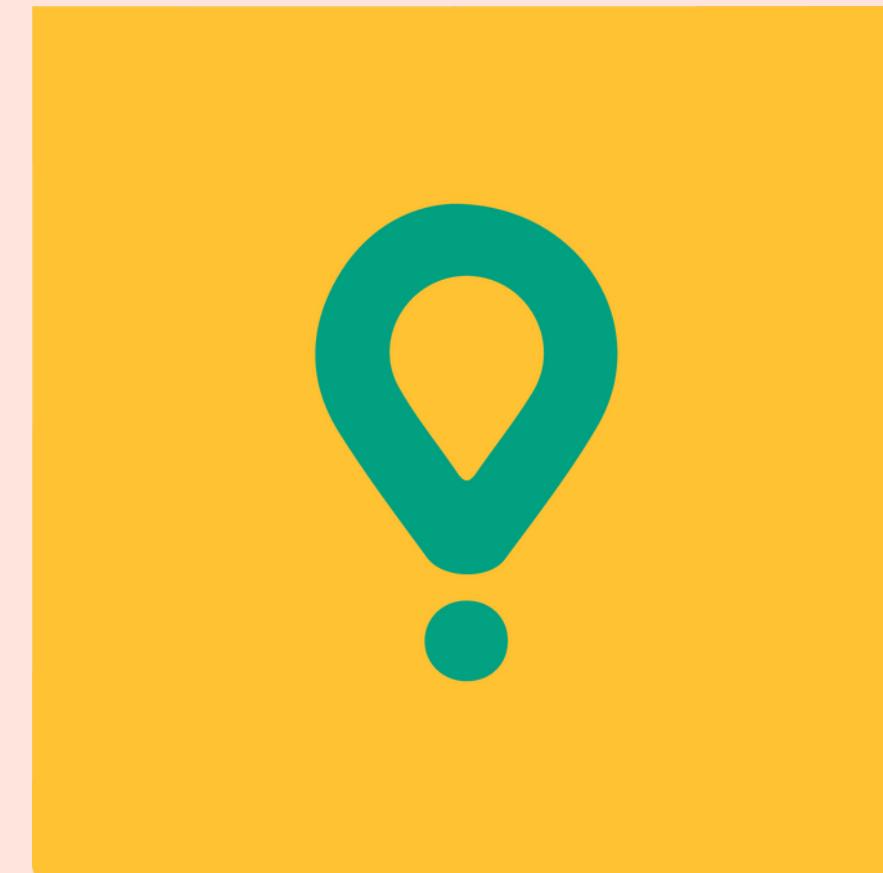
# КРИЕЙТИВ



Идея 1

\*Прелитат жълти коли, мотори и колела\*

- “И ти си ги виждал.”
- “Чудиш се какво е?”
  - “Това е Glovo.”
- \*Поръчай всичко.\*



Идея 2

Сцена в летище.  
Послание:  
“Order with priority anywhere, anytime”.

**БЛАГОДАРИМ**

**ЗА ВНИМАНИЕТО**