

2025

HOOO *PRO*

**BUSINESS
OFFERING**

Strategic Collaboration
Unlocking Opportunities for Growth

Prepared For:
EUROPA ART

Elevating Luxury Retail with
Realistic Display Platforms

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Who we are

HOLO Pro specialises in providing ground breaking holographic platforms, designed to revolutionize product presentation and customer engagement in the luxury retail environment.

We propose an offering to the Europa Art Group of our display platforms that will showcase Europa Art's exquisite products in a never before seen manner in South Africa, aligning with your brand's commitment to style and sophistication.

Knowing Europa Art

Europa Art has been at the forefront of fashionable footwear for over 50 years, drawing inspiration from global trends and offering premium quality products to discerning customers.

With nationwide stores located in elite shopping centre's, Europa Art aims to provide an exceptional shopping experience that reflects the luxury and quality of its products.

Proposed

To enhance Europa Art's in-store and event experiences, we propose the integration of our holographic display platforms, which offer the following advantages:

- **Unique Visual Displays:** Our realistic holographic technology creates dynamic and immersive 3D visuals that highlight the intricate details and craftsmanship of your luxury products, captivating customers and encouraging them to explore products in depth.
- **Enhanced Customer Engagement:** Providing a visual shop front experience, not available to any other retailer, will increase foot traffic and improved sales performance.
- **Innovative Brand Perception:** Utilizing holographic displays, positions Europa Art as a forward-thinking and innovative brand, differentiating you from competitors and appealing to modern, luxury-seeking consumers.
- **Seamless Integration with Inbound Marketing:** Our holographic displays can be integrated into your inbound marketing strategy by attracting potential customers through unique content that showcases your products' quality and style. This approach aligns with the principles of inbound marketing, which focus on drawing customers in through valuable and relevant content, ultimately leading to increased brand awareness and customer loyalty.

"Think Inside the Box" Concept

Our slogan, "*Think Inside the Box*," reflects a strategic approach to marketing that emphasises the straightforward presentation of product quality through our holographic display units. By focusing on clear and classic showcases, we avoid unnecessary complexities and allow the superior craftsmanship of Europa Art's products to speak for itself.

Pricing Options

• **Individual Event:**

- 1-Day Usage: R50,000 per day (excluding transport and setup costs)
- 2-Day Usage: R80,000 per day (excluding transport and setup costs)
- 3-Day Usage: R100,000 per day (excluding transport and setup costs)
 - Includes: Unit usage, content creation, and on-site support.

• **In-Store Displays:**

- 3 Units: R120,000 per month
- 5 Units: R150,000 per month
- 10 Units: R200,000 per month

• **Includes:** Exclusive unit usage, new monthly content creation by Industry Professional Photographers in line with marketing goals, contract durational maintenance.

• **Contract Term:**

12 months

• **Content Usage:** Europa Art is permitted to use the created content across all digital platforms.

• **Content Creation:** New content will be developed monthly and uniformly applied across all units, ensuring consistency in brand messaging and presentation.

Our Services

- **Installation:** Professional setup of units in selected locations.
- **Content Development:** Collaborate to create engaging holographic content.
- **Training:** Provide staff training for optimal utilisation of the displays.
- **Consultation:** Alining with company marketing objectives.
- **Ongoing Support:** Regular maintenance to ensure continued effectiveness.

THANK YOU

We would welcome the opportunity to discuss this proposal in more detail.
Please feel free to contact HOLO pro for any further information.

HOOO *PRO*

“Think inside **THE BOX**”