



# Gifting Content Landing Page

Style the season with **perfect gifts**

Discover holiday gifts for your loved ones

[Shop now](#)

Exclusive Gifting Sets for your loved ones 🎁

**Home Decor** **Personal Care** **Food & Beverage**

**Giorgio Armani** **Yves Saint Laurent** **Yves Saint Laurent** **Yves Saint Laurent** **Yves Saint Laurent**

€30,00 €30,00 €30,00 €30,00 €30,00

**Gift Finder Tool**  
Whether you're shopping for family, friends, or colleagues, we'll help you find a present that truly delights.  
[Discover the perfect gift!](#)

**Holiday Gift Highlights** 🎁

**Holiday Gift Sets** → Unwrap magic moments with exclusive beauty sets

**Festive Spirits** → Find the magic of the first "cheers"

**The perfect Accessory** → The magic of finding something truly special

**Buy a selection of gifts for your family**

**Buy your festive selection for your selected items**

The magic of finding the perfect gift for them 🎁

**Thoughtful Gifts for Her** → **Gifts for Her** →

**Taste the magic**

Discover our exclusive tasting bar in store. Enjoy a selection of premium flavors and let your senses guide you to the perfect festive treat.  
[Find more information in-store!](#)

## Hero Banner

To be linked to a PLP with all Xmas assortment

## Carousel

Including beauty gift sets (See [special SKUs from assortment page](#))

## Gift Finder Tool

Linking to the new tool—available soon!



## Triple Content Blocks

Update with new images and linking to:

- Festive Spirits to Celebrate (Special Spirits PLP)
- Sparkling Accessories Gifts (Special Accessories PLP)
- Exclusive Gifting Sets (Special Spirits PLP)



## Product Selections

To be included in an Adobe Target component featuring the most viewed product based on:

- |                     |                                 |
|---------------------|---------------------------------|
| • Fragrance for her | • Ferrero Rocher / Lindt Nougat |
| • Fragrance for him | • Champagne                     |
| • Toys              | • Wine                          |
| • Watches for her   | • Local Food                    |
| • Watches for him   |                                 |

## Dual Content Blocks

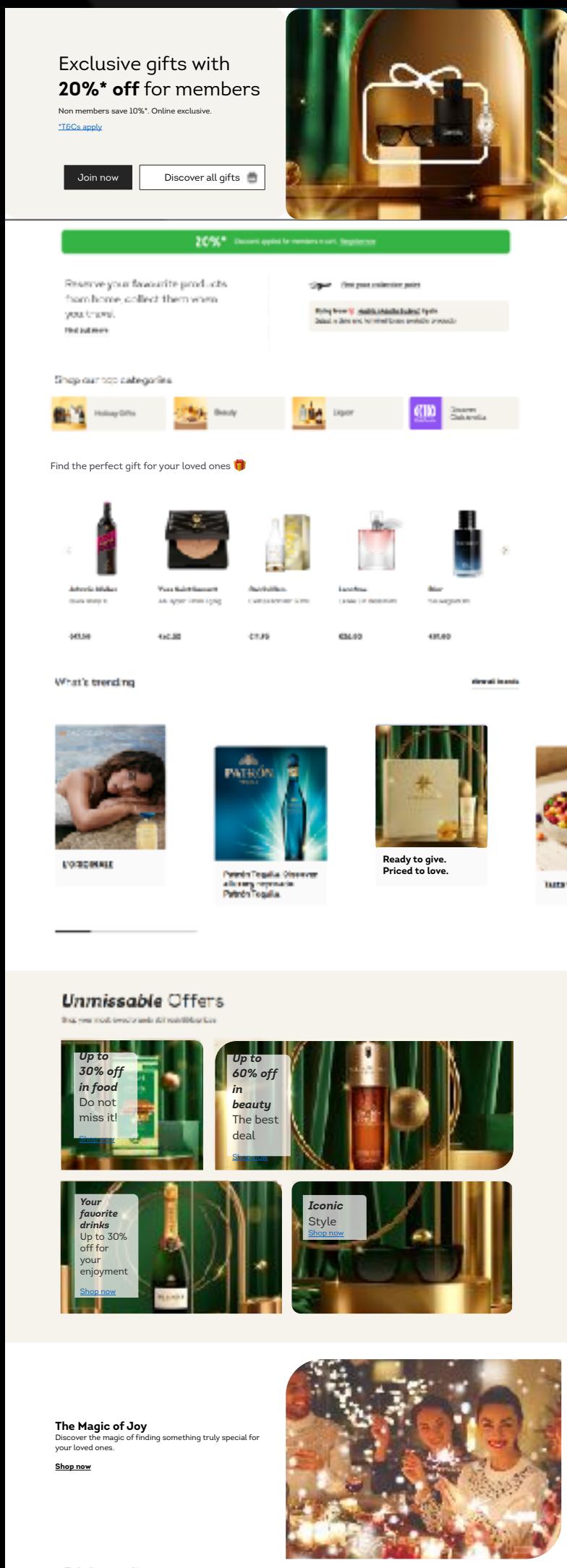
Update with new images

## In-Store activations

This module is optional to include information about what is happening in our stores



# Home - Web



## Hero Banner

Include activation visual, update the copy for members and no-members and include a CTA button with an icon linked to the tailored Content Landing Page.

Premium

Executive

## Promobar

Change the promobar colour to green.

Premium

Executive

## Top Categories

Feature Holiday Gifts in the first position.

Premium

Executive

## Most Popular Carousel

Feature special SKUs (see assortment page) on this carousel and update the title during the activation - now with icons!

Premium

Executive

## What's Trending Carousel

To include one related to the activation linking to the Gifting CLP.

Premium

Executive

## Unmissable Offers

Update using activation visuals by category

Premium

Executive

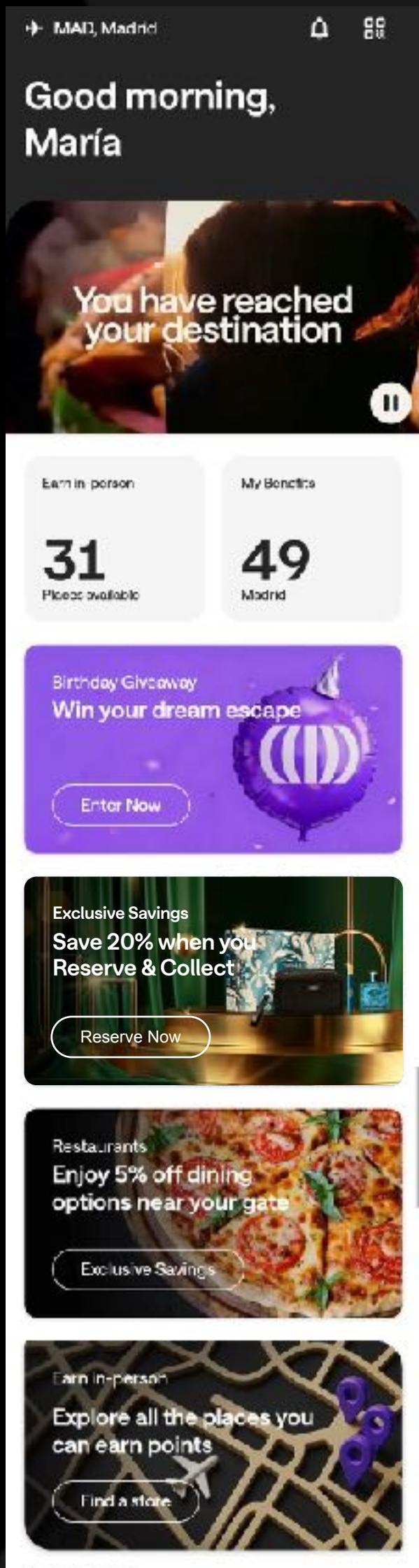
## Content Editorial Banner

To include content about the activation linking to the tailored Content Landing Page.

Premium

Executive

# → Home - APP



## Banner

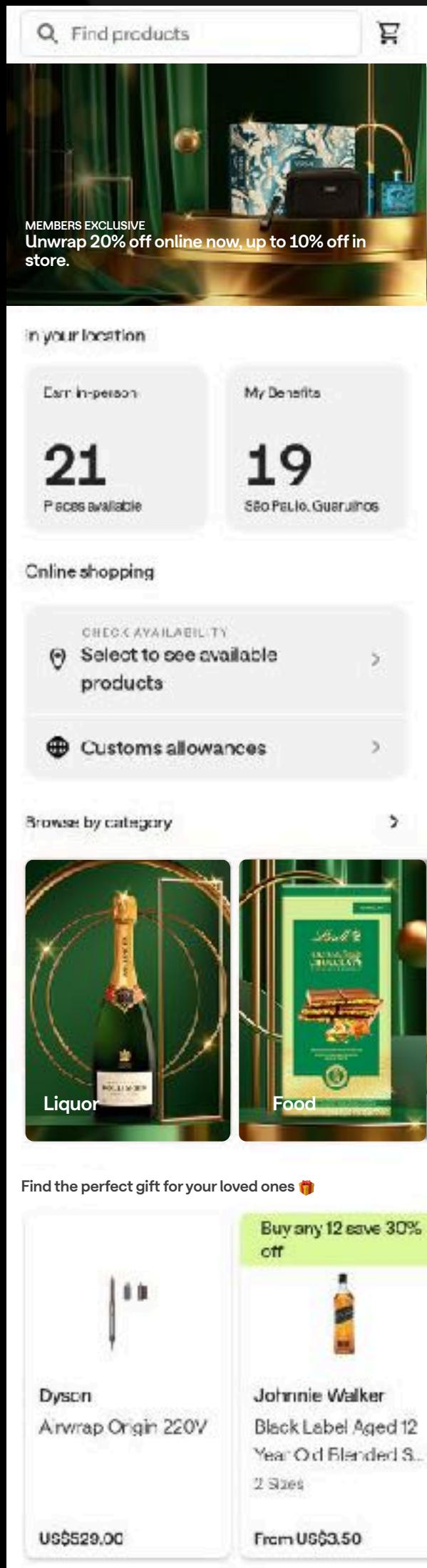
To include activation background

Premium

Executive

ACTION POINTS

# → Shopping Home - APP



## Hero Banner

To include activation background and update the copy

Premium

Executive

ACTION POINTS

## Category Images

To update using activation visuals by category

The global team will roll out this update worldwide.



ACTION POINTS

## Most Popular Carousel

To feature special SKUs (see assortment page) on the homepage's most popular carousel and update the title during the activation.

Premium

Executive

ACTION POINTS



# Category Landing Pages

## CLP Hero

To include activation background and update the copy for members and no-members

Premium

Executive

## Extra Gifting Carousel

Feature special SKUs by category in a new carousel to appear before Bestsellers one

- Beauty: Exclusive Gifting Sets (fragrance & skincare sets)
- Liquor: Festive Spirits to Celebrate (wine & champagne)

Premium

Executive

## Dual Content Block

To include one related to the activation linking to Fragrances Product Listing Page

Premium

Executive



# Product Listing Pages

Sort by category: Liquor products, New arrivals, Best selling, Recommended, Most popular.

Filters: Sort by (Reference, Best sellers, New, Price low to high, Price high to low), Price (€0 - €400), E-MIN (10), E-MAX (100), Brand (Search...), Category (All categories, Beauty, Home, Confectionery, Sweets, Snacks, Gourmet, Accessories).

Product cards (examples): Johnnie Walker Blended Scotch Whisky, Johnnie Walker Double Black Blended Scotch Whisky, Johnnie Walker White Label Blended Scotch Whisky, Johnnie Walker Gold Label Reserve Blended Scotch Whisky, Johnnie Walker Blue Label.

Banner: All you love, just a click away! View your wishlist.

## PLP Inline Banner

Amplify the reach with inline banners on:

- 'View All' pages under Beauty, Liquor, and Food in the second position linking to the Gifting page
- Gifting PLPs linking to the wishlist



Premium

Executive

ACTION POINTS

Find the perfect gift for your loved ones

Sort by category: Beauty products, New arrivals, Best selling, Recommended, Most popular.

Filters: Sort by (Reference, Best sellers, New, Price low to high, Price high to low), Price (€0 - €400), E-MIN (10), E-MAX (100), Brand (Search...), Category (All categories, Beauty, Home, Confectionery, Sweets, Snacks, Gourmet, Accessories).

Product cards (examples): Tommy Hilfiger Tommy Girl Eau De Cologne, DKNY Be Delicious Fresh Blossom Eau De Parfum, Gucci Bamboo Eau De Parfum, Versace Woman Eau De Parfum, Hugo Boss Boss Femme (Pur) Eau De Parfum, Harry Jacobs Daring Diamonds Eau De Toilette.

Banner: Find the perfect gift for your loved ones.

## Tailored PLPs Creation

Create three different Product Listing Pages featuring the global proposed assortment (see [excel file from assortment page](#)):

- Beauty Gifting Sets (Beauty Sets)
- Festive Spirits (Special Spirits)
- An Unexpected Treat (Special Food)
- Sparkling Accessories Gifts (Special Accessories)
- Full Special Assortment

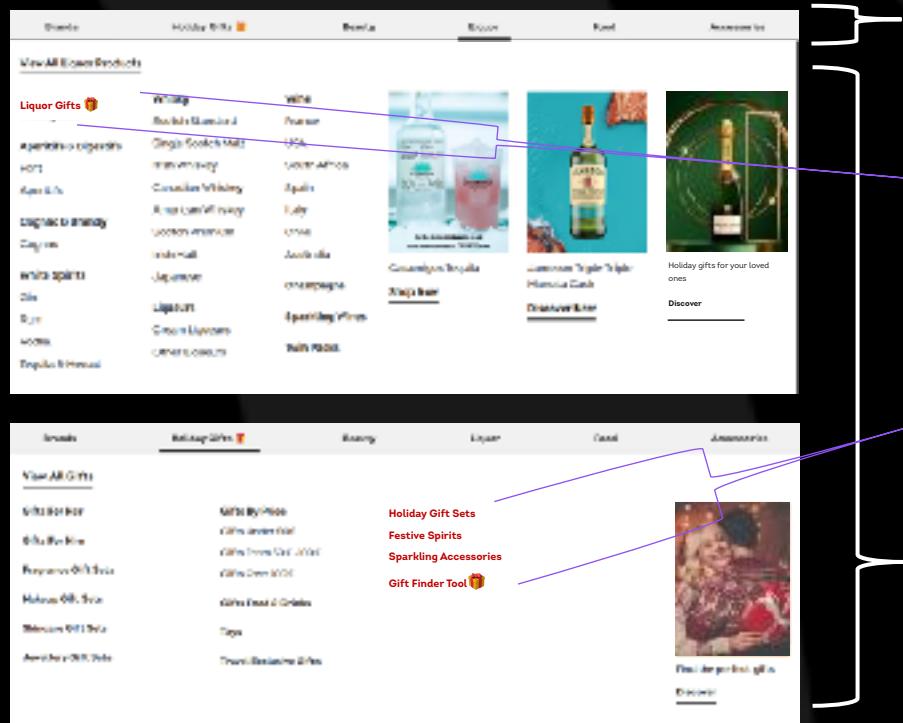
Premium

Executive

ACTION POINTS



# Top & Megamenu



## Top Menu

ACTION POINTS

Maximize exposure including the activation in the menu linked to the Gifting Page.

Premium

Executive

## Category Menu

ACTION POINTS

Include the activation in the megamenu under Beauty, Liquor, and Food, linking to the Gifting PLPs by category (to be implemented with Adobe Target).

Also, add new options under the Gifting menu.

Premium

Executive

## Mega Menu Brands Banners

ACTION POINTS

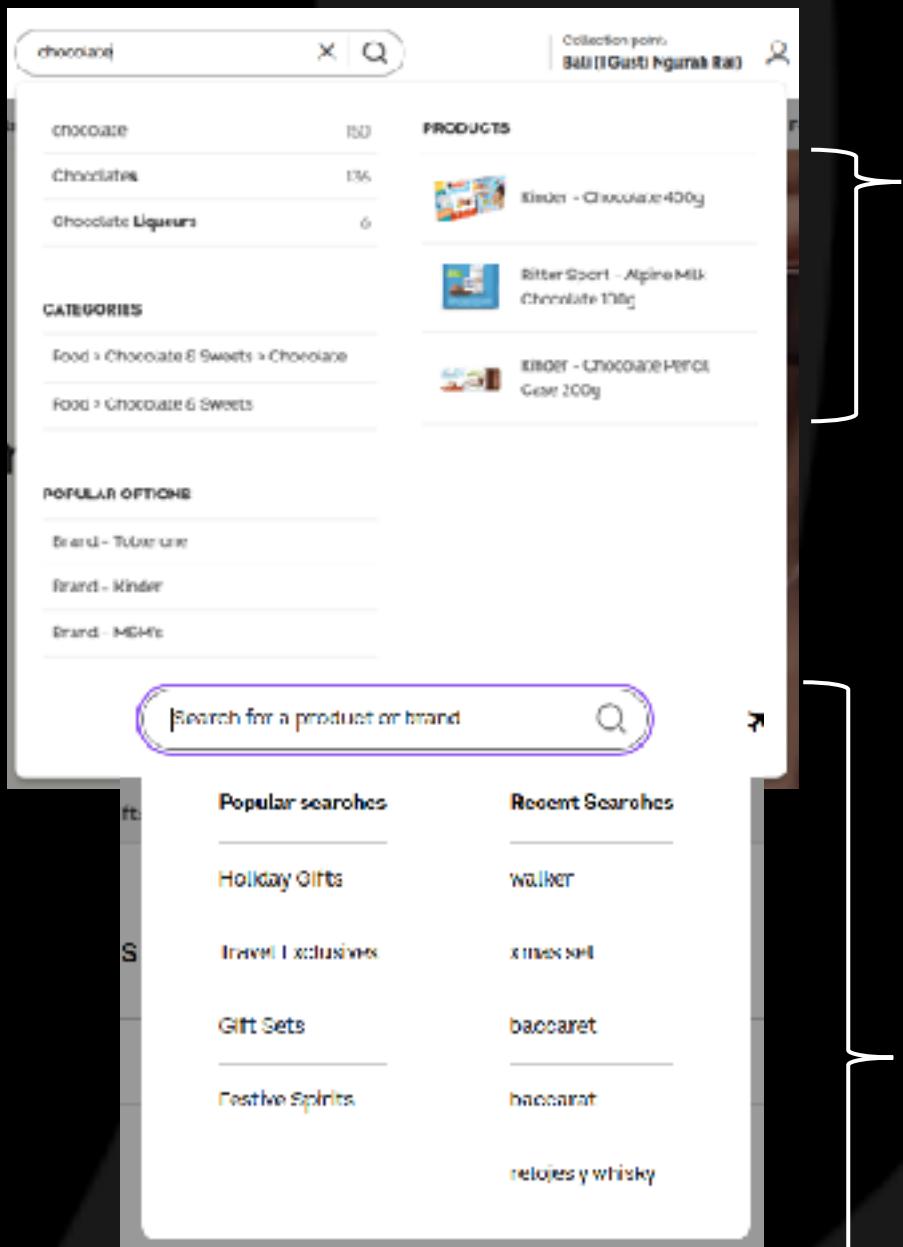
Will be included depending on the available spaces at each location, with preference under Gifting, Food, Beauty and Liquor link to PLPs.

Premium

Executive



# Search



## Boost SKUs

ACTION POINTS

Elevate product visibility on search boosting special SKUs to appear first on the suggestion of the search box and also in the search results for specific search terms. (Skus and terms included on assortment page)

Premium

Executive

## Search redirections

ACTION POINTS

To redirect some activation related terms to the tailored PLP with the full Xmas assortment:  
xmas, holiday shopping, navidad, christmas, christmas gift sets, christmas gifts

Premium

Executive

## Popular Searches

ACTION POINTS

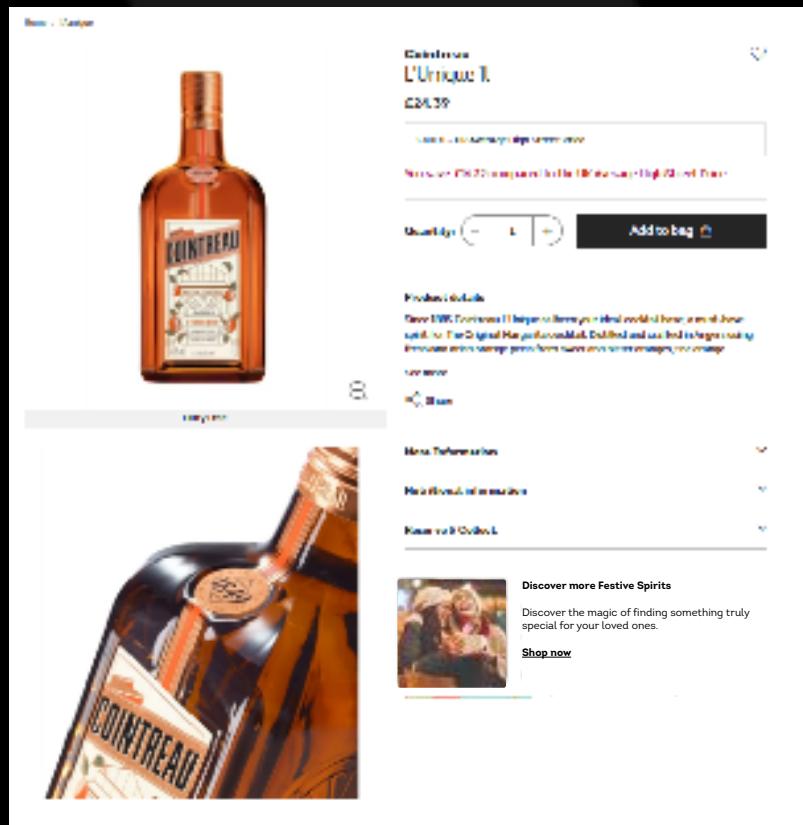
Boost activation visibility by including search terms in the popular searches section that links to the gifting and special PLPs.

Premium

Executive



# → Product Detail Page



## Marketing Banner

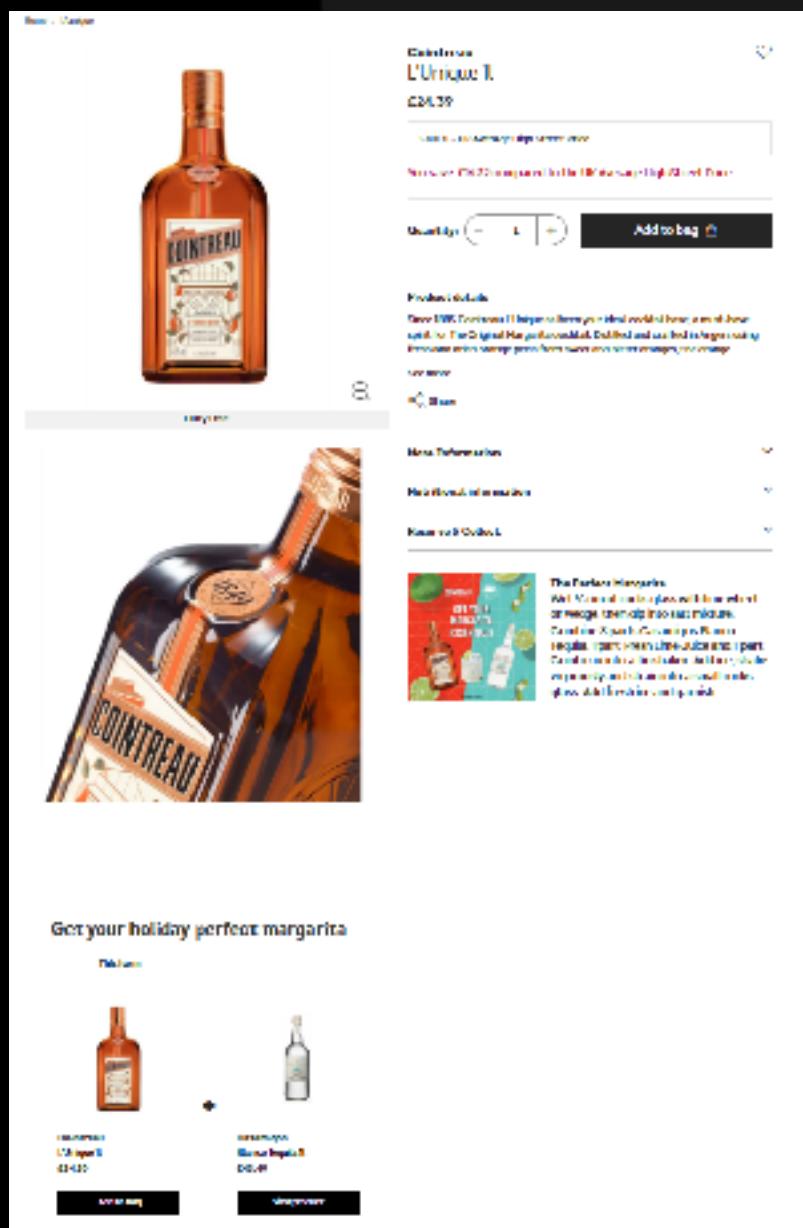
Include cross-selling for the special assortment by linking to tailored PLPs for each category.

Premium

Executive



This module is optional



## Product Bundles

We can create product bundles by combining items that are a perfect match, providing added value for our customers..

Premium

Executive



This module is optional

A small, light blue right-pointing arrow icon, indicating the next step in a sequence.

# Check-out and Shopping Bag

HACIENDA DUTYFREE

Search for a product or brand

Collection point  
Hacienda (Barcelona)

Brands Data Beauty Laser Food Accessories Summer Offers

## Shopping bag (0)

Giorgio Armani  
My Way

50ml

€52.79 Was: €99.50

1

Order summary

Giorgio Armani	€52.79
Brilliant Savings	€46.80

[Continue to checkout](#)

[Continue shopping](#)

What's your allowance?

Last chance to get gifts for your loved ones! 🎁

 Hugo Boss Bosn Black Legend Eau De Parfum (50ml) €80.00	 Estee Lauder Glowing N° 111 Eau De Parfum (50ml) €90.00	 Calvin Klein CK1000 Eau De Toilette (100ml) €99.95	 Calvin Klein CK One Eau De Toilette (100ml) €95.95	 Calvin Klein CK One Sea De Toilette Eau De Toilette (100ml) Was 134.95 €109.95
---	--	--	--	---

## Personalized carousel

## ACTION POINTS

To personalized this carousel for users who based on selected collection date:

- 22-24<sup>th</sup> December: Message, “Last chance to get gifts for your loved ones!” + special SKUs (see assortment page)
  - 29-31<sup>st</sup> December: “Flying for New Year’s Eve? Don’t forget the champagne!” + champagne & sparkling wines skus
  - Other dates: By default, “Find the perfect gift for your loved ones” + special SKUs (see assortment page) title



Chloé  
Eau De Parfum Naturelle  
50ml  
€99.60

Quantity:

What is your allowance?

Is this a gift?

[Add Tote-bag Toulouse for €1.50](#)

[About our Tote-bag Toulouse](#)

## Order summary

Subtotal:	€99.60
-----------	--------

**About our gift bags**

Our gift bags add a tailored touch to your order. They're ideal for gifting to a loved one, saving you the hassle of buying extra packaging.



Tote-bag Toulouse

**Price:** €1.50

## **Gift Bags in checkout**

ACTION POINTS

Increase gift bag purchases by giving customer opportunity to add it to order in Checkout and Shopping Bag page.

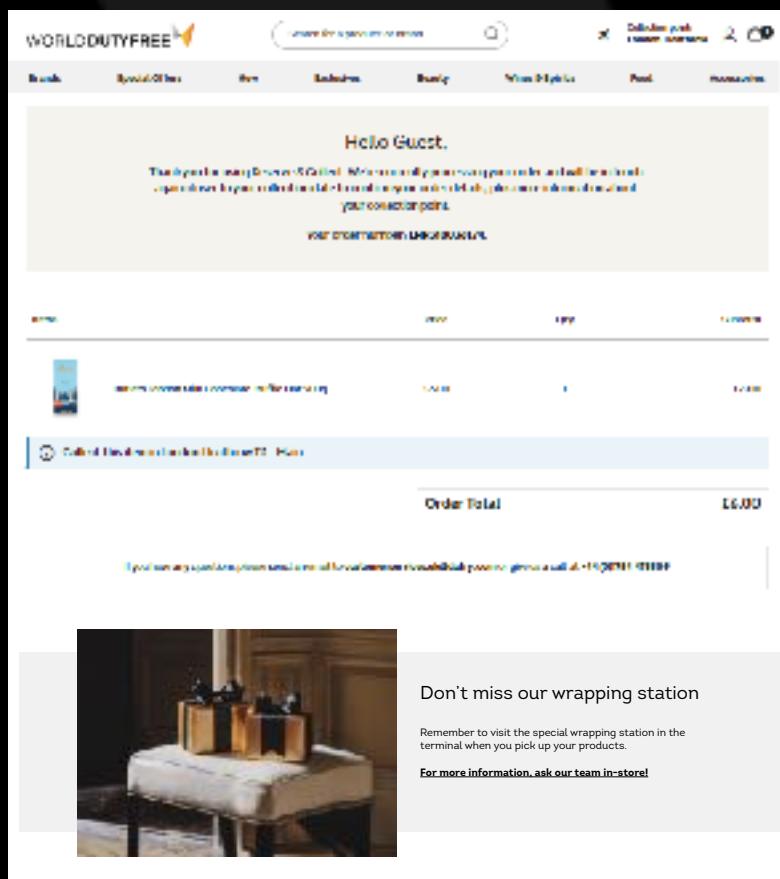


This module can be enabled as an option for this activation.

Executive

## Executive

# → Thank You Page



## In-Store activations

This module is optional to include information about wrapping options in our stores

Premium

Executive

ACTION POINTS

