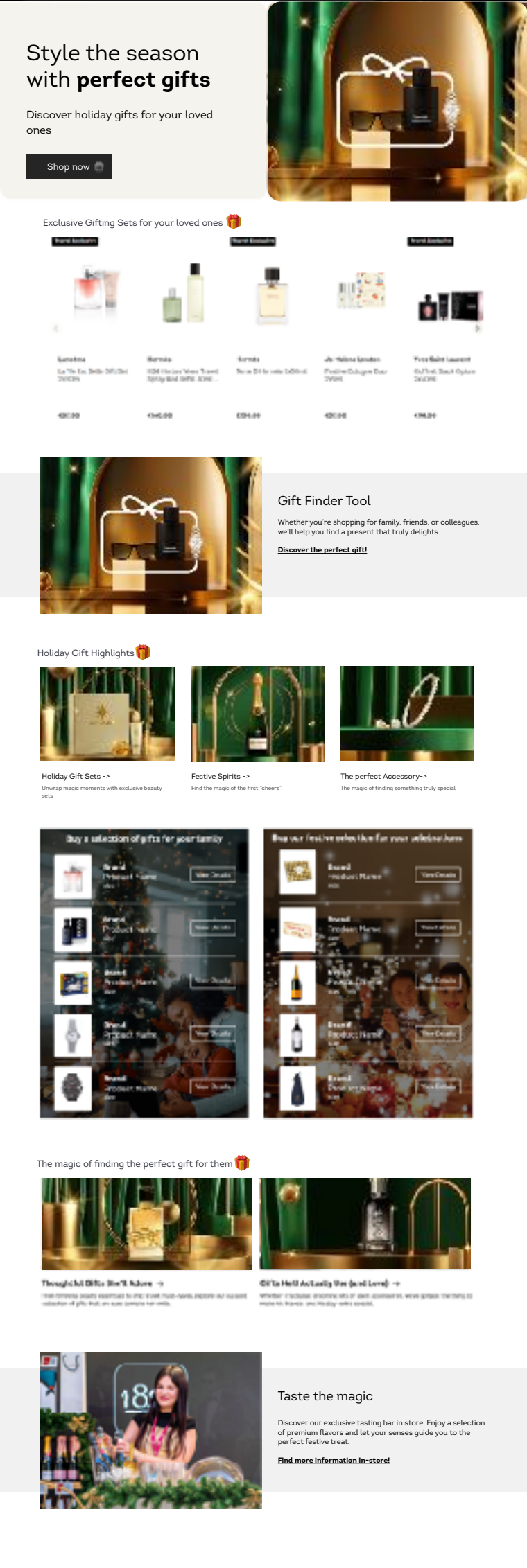




Gifting Content Landing Page



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



Dual Content Blocks

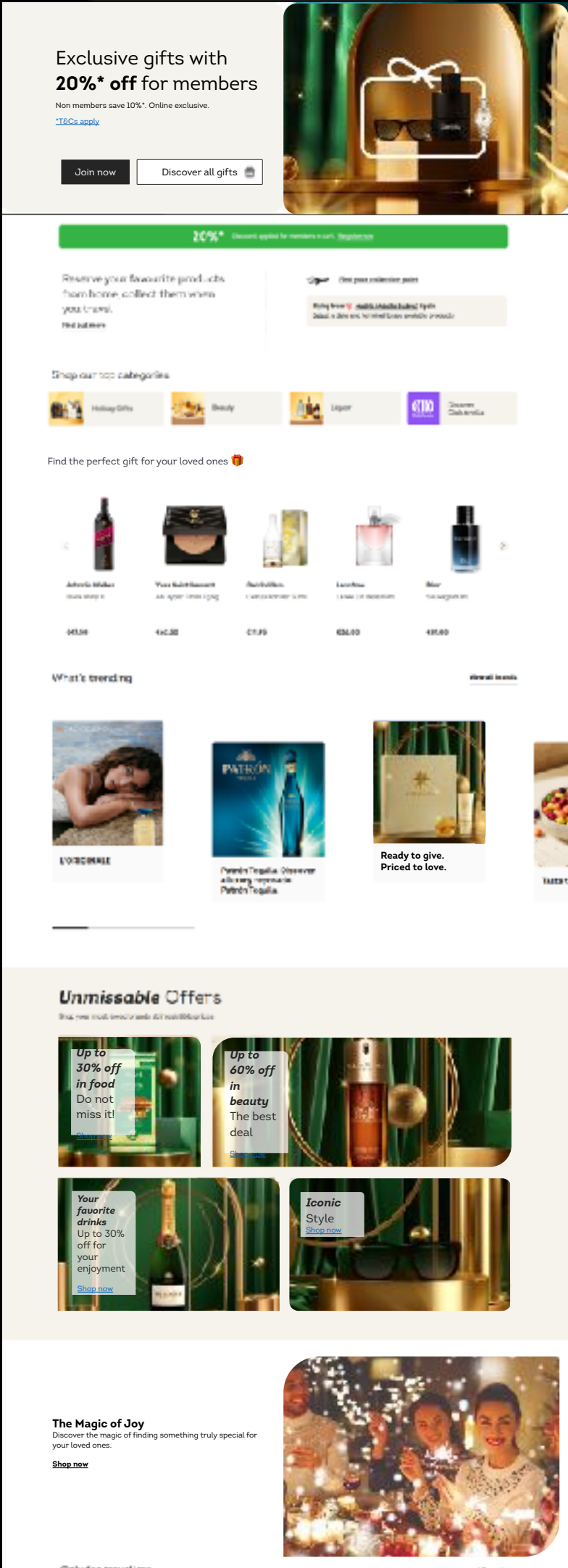
Update with new images

In-Store activations

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



Home - Web



Hero Banner

ACTION
POINTS

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

ACTION
POINTS

Change the promobar colour to green.

Premium

Executive



Top Categories

ACTION
POINTS

Feature Holiday Gifts in the first position.

Premium

Executive



Most Popular Carousel

ACTION
POINTS

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

ACTION
POINTS

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

Premium

Executive

Unmissable Offers

ACTION
POINTS

Update using activation visuals by category

Premium

Executive

Content Editorial Banner

ACTION
POINTS

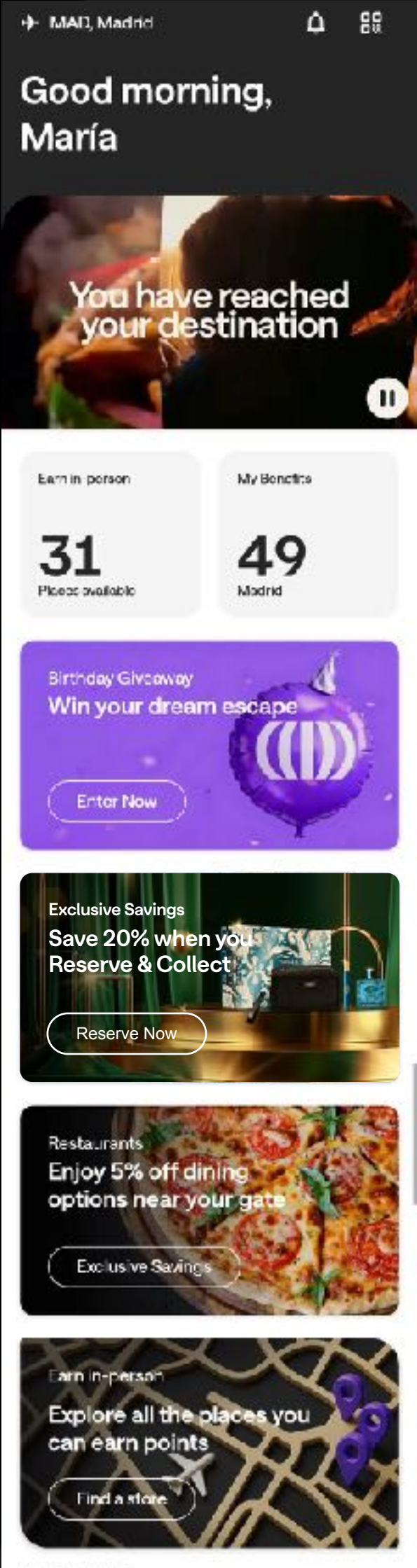
To include content about the activation linking to the tailored Content Landing Page.

Premium

Executive



Home - APP



Banner

To include activation background

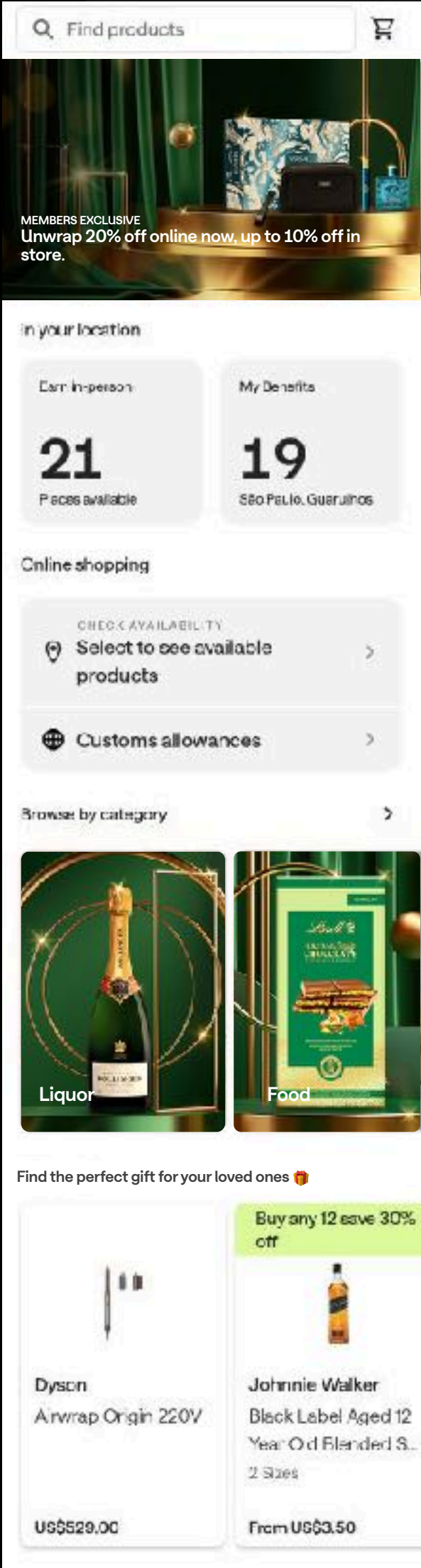
ACTION POINTS

Premium

Executive



Shopping Home - APP



Hero Banner

To include activation background and update the copy

ACTION POINTS

Premium Executive

Category Images

To update using activation visuals by category

The global team will roll out this update worldwide.

ACTION POINTS



Most Popular Carousel

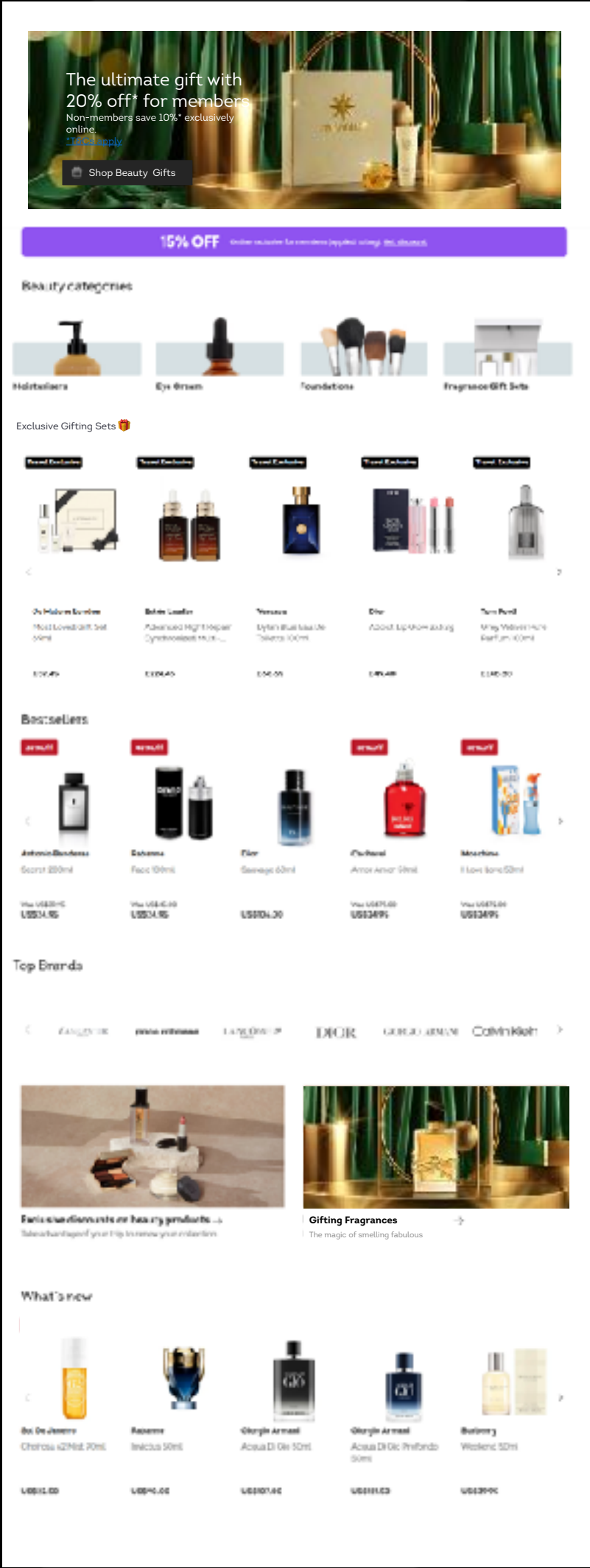
To feature special SKUs (see assortment page) on the homepage's most popular carousel and update the title during the activation.

ACTION POINTS

Premium Executive



Category Landing Pages



CLP Hero

ACTION POINTS

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

Premium

Executive

Extra Gifting Carousel

ACTION POINTS

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

ACTION POINTS

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

Premium

Executive





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

Executive



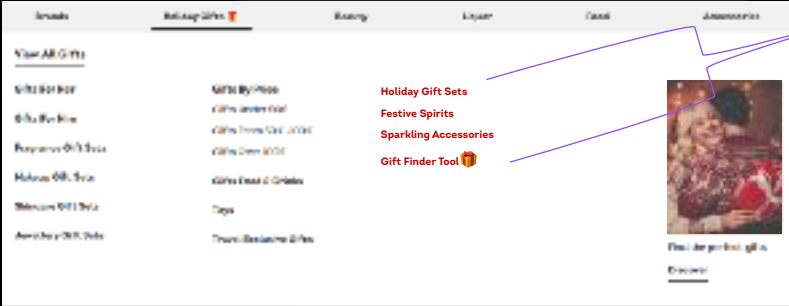
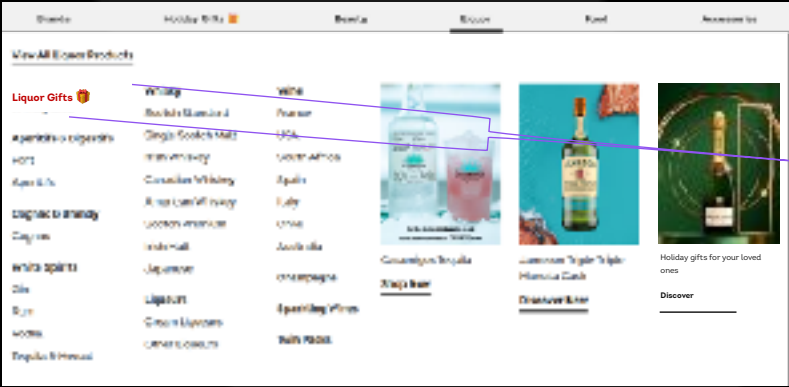
- Beauty Gifting Sets (Beauty Sets)
- Festive Spirits (Special Spirits)
- An Unexpected Treat (Special Food)
- Sparkling Accessories Gifts (Special Accessories)
- Full Special Assortment

Executive





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

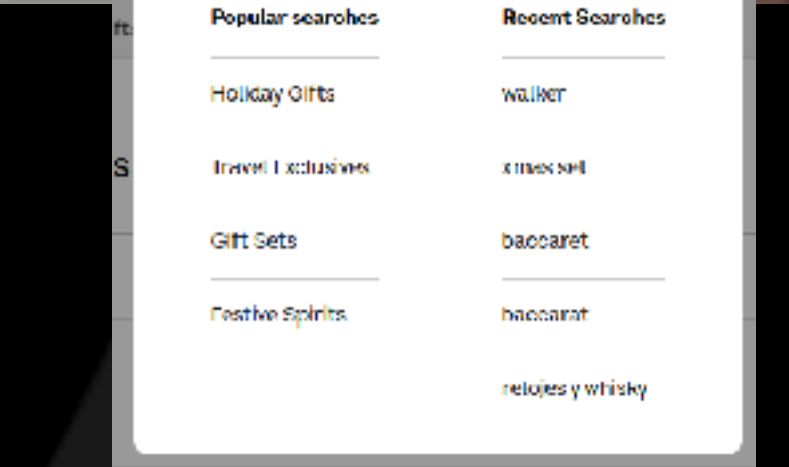
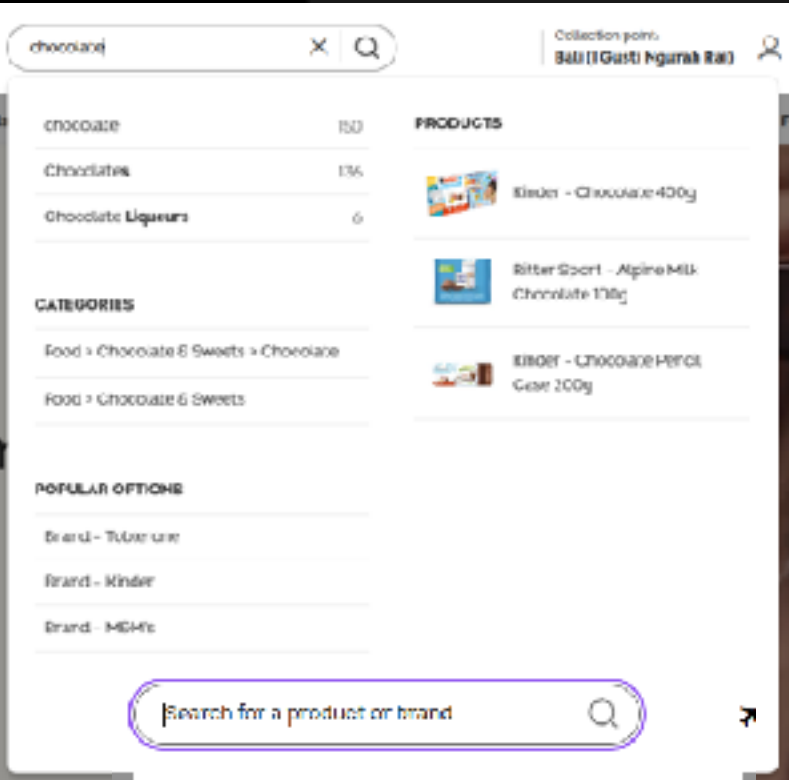
Will be included depending on the available spaces at each location, with preference under Gifting, Food, Beauty and Liquor link to PLPs.

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.

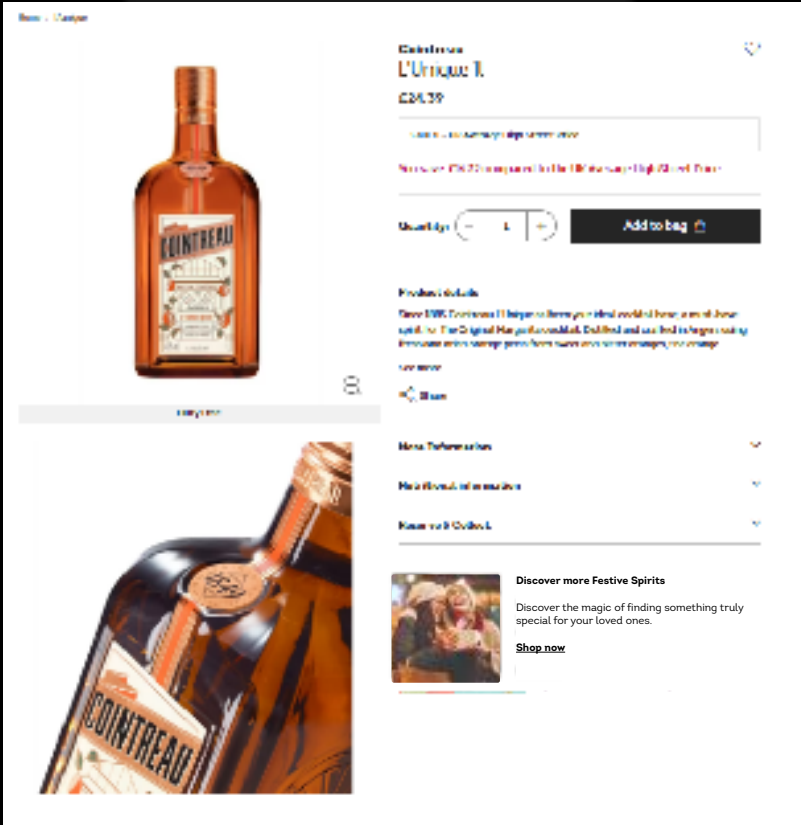
Premium

Executive





Product Detail Page

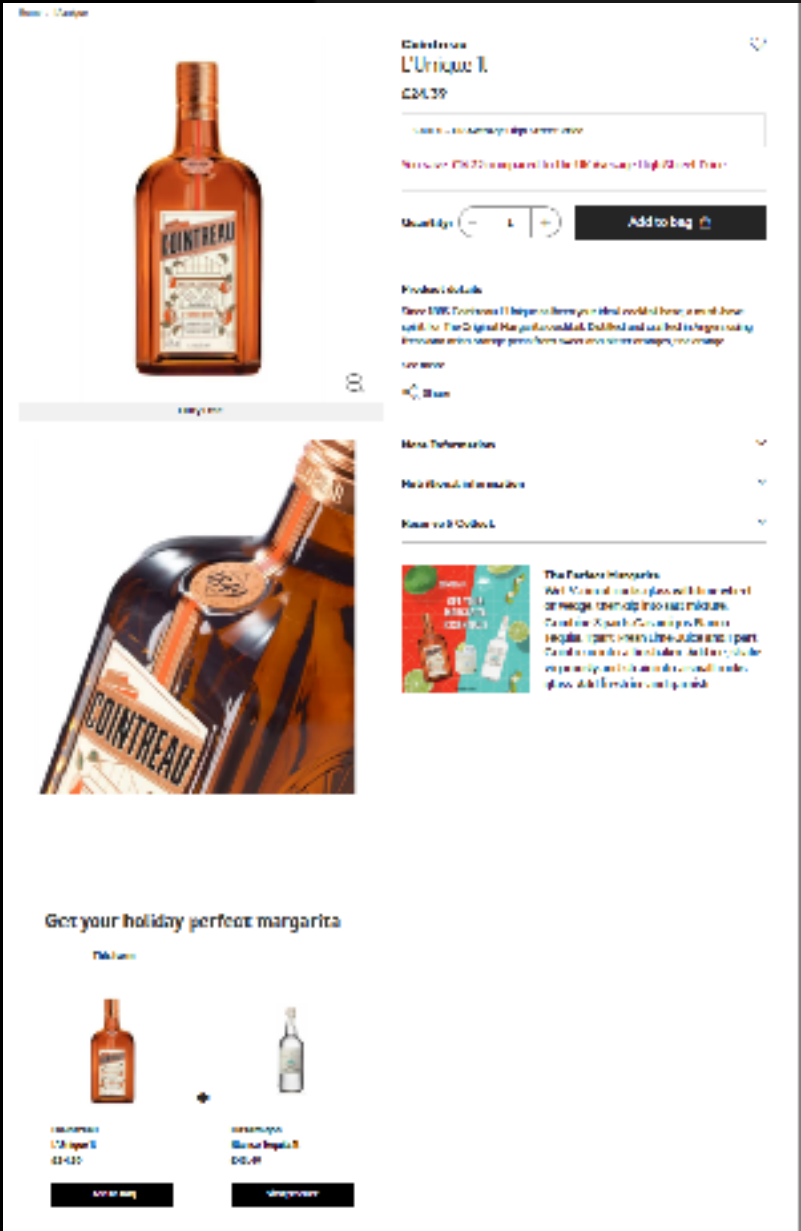


Marketing Banner

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..

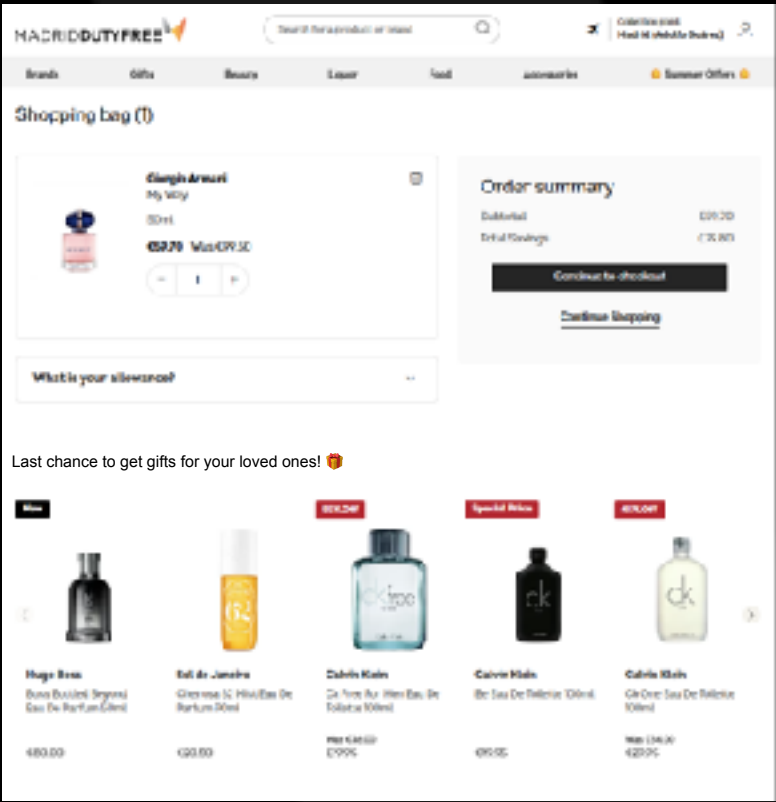
Premium Executive

This module is optional





Check-out and Shopping Bag



Personalized carousel

ACTION POINTS

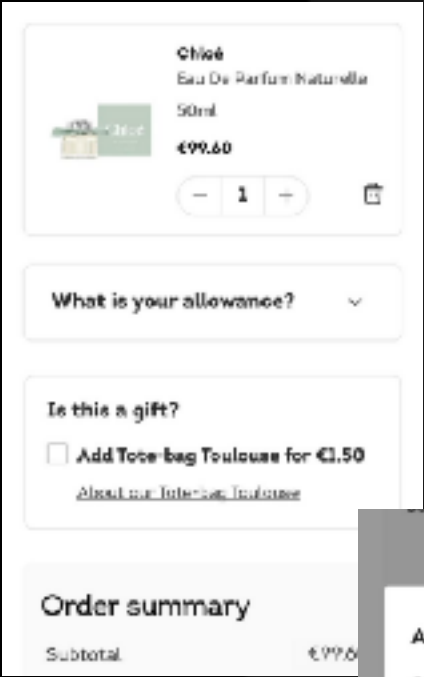
To personalized this carousel for users who based on selected collection date:

- 22-24th December: Message, “Last chance to get gifts for your loved ones!” + special SKUs (see assortment page)
- 29-31st 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



Premium

Executive



Gift Bags in checkout

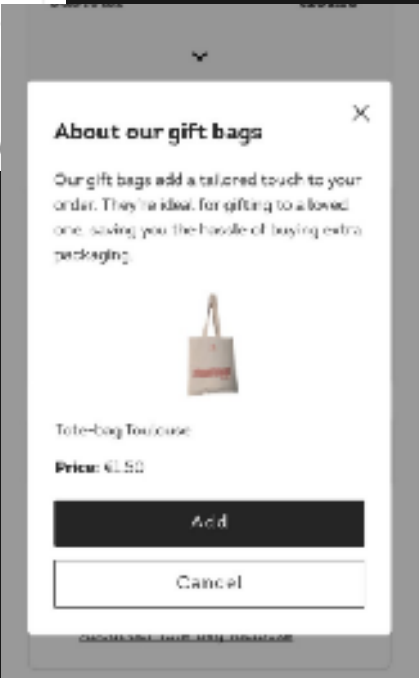
ACTION POINTS

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

Premium

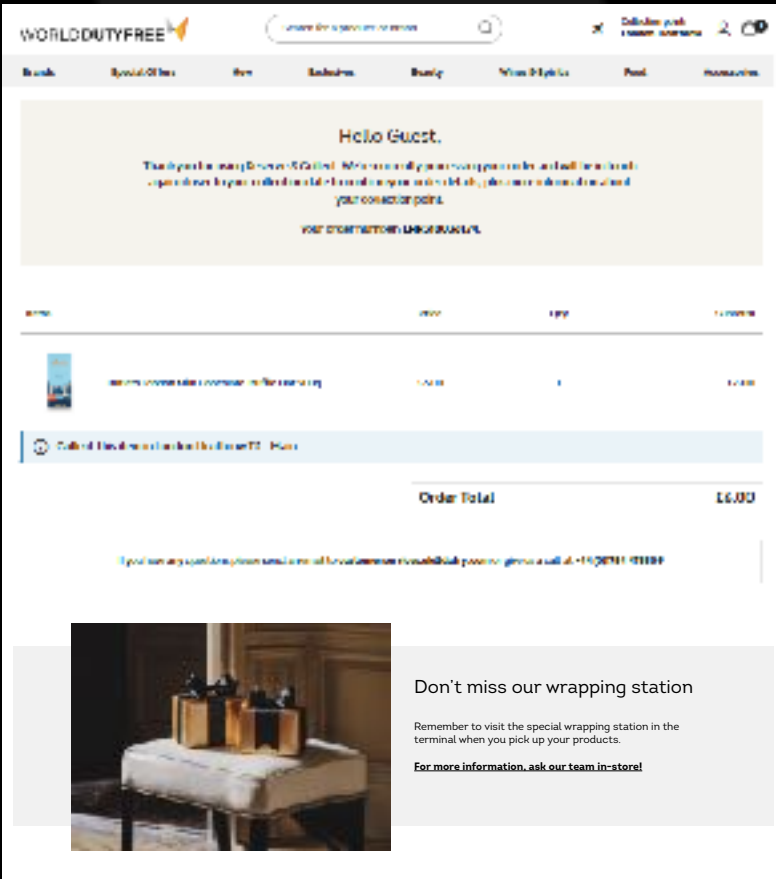
Executive

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





Thank You Page



In-Store activations

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



ACTION POINTS

Premium

Executive