



SHOWROOMPARTY

8 - 17 OCTOBER 2021

showroomprive.com

FROM 8 TO 17 OCTOBER IT'S SHOWROOMPARTY

SHOWROOMPRIVÉ HAS 15 CANDLES ON THE CAKE

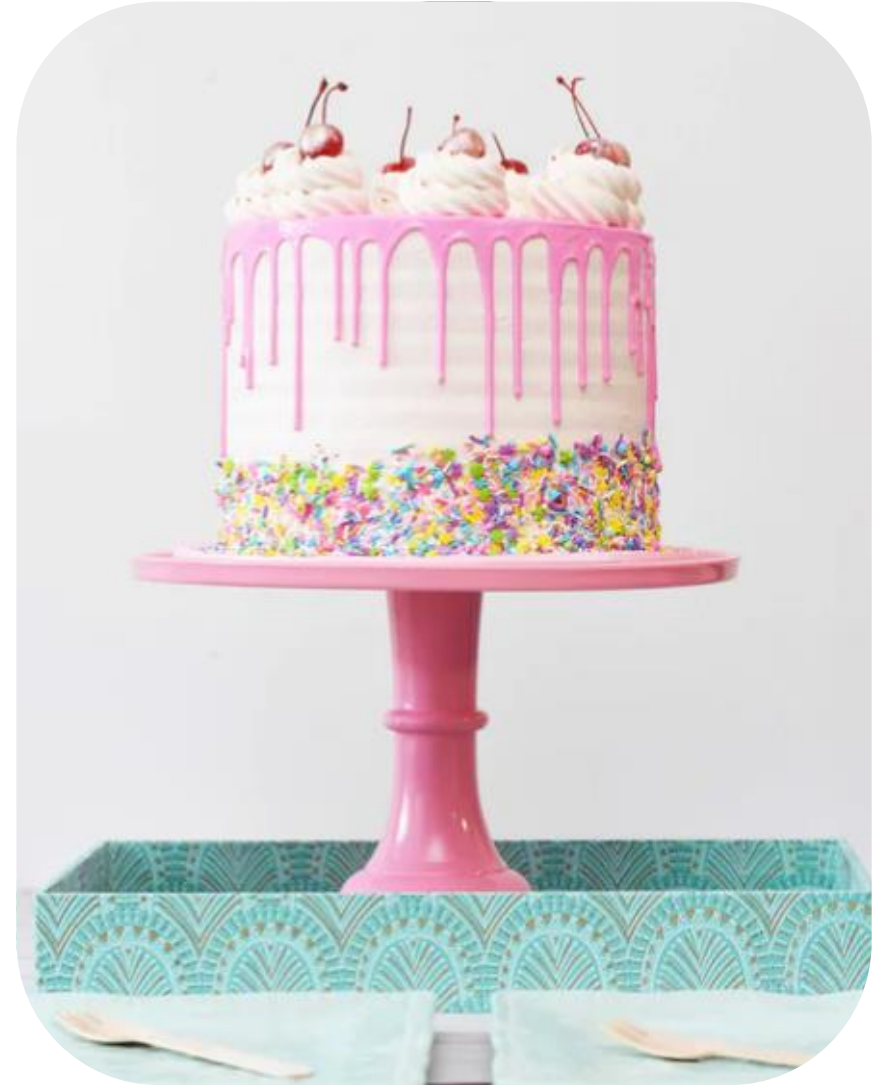
Dear partners,

*We have been very good
And now we're finally old enough ...*

*So, to celebrate our 15th birthday, we want everything and
all at once: to do crazy stuff, to stay out till midnight ... and
especially, by our side, we want the brand friends that we
treasure,
10 days for partying, marked by lots of games and presents
popping out from the cake*

*In a word: your presence will be the cherry on the cake at
our Showroomparty.*

The Showroomprivé team



THE MONTH OF OCTOBER, A KEY PERIOD

TO VALORISE YOUR STATEMENTS ON SHOWROOMPRIVÉ

ZOOM IN ON OCTOBER 2020

+6%

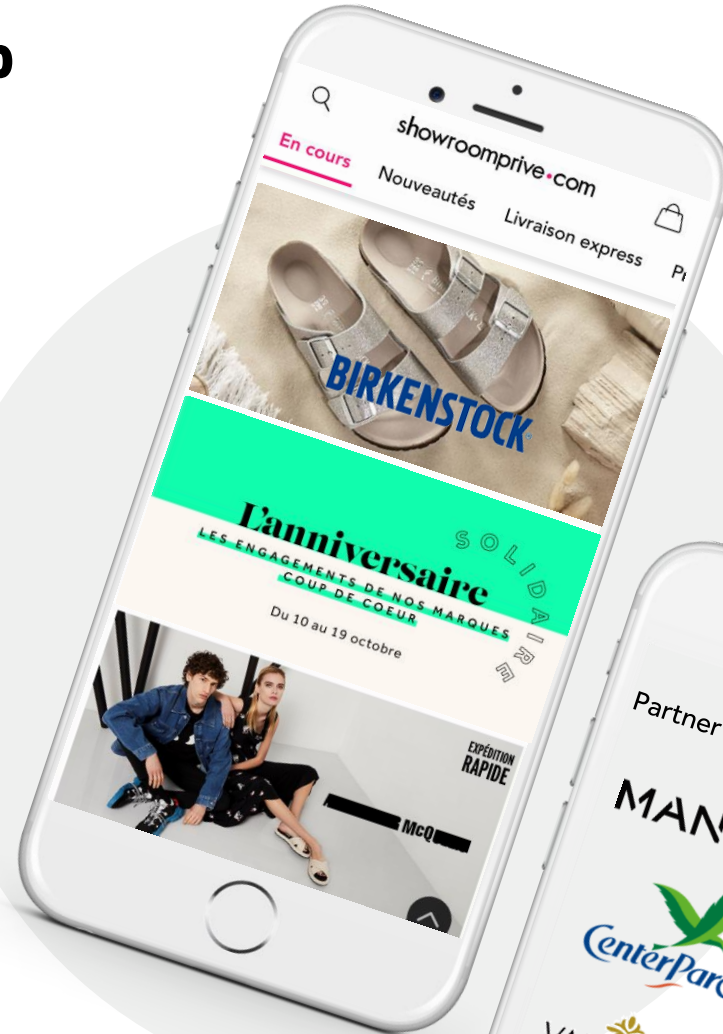
TRAFFIC

In October 2020 VS the rest of the year⁽¹⁾

+18%

ORDERS

In October 2020 VS the rest of the year⁽¹⁾



ZOOM IN ON SRP's BIRTHDAY IN 2020

+7%

UNIQUE CLICKS
for participating brands⁽²⁾

X3.3

TURNOVER
for participating brands⁽²⁾



⁽¹⁾ From 1/10/2020 to 31/10/2020 vs ave. annual audience/ orders on Showroomprivé.com

⁽²⁾ vs ave. annual sales not incl. CAP

BE A PARTNER IN OUR BIRTHDAY EVENT

SPONSOR ONE OF OUR GREAT GAMES TO CREATE A SURPRISE AROUND YOUR BRAND

1. A 360° event

To promote the event

- 1/ A dedicated **Birthday universe** accessible via the Homepage
- 2/ **Relay marketing** activations
- 3/ A **multi-channel advertising** campaign *



2. A treasure hunt

Become a **donating partner**
One brand in the limelight
every day

AND/OR

3. The slot machine

Sponsor our **prize contest**
instant wins



* The event will be backed by an advertising campaign online and offline (TV, radio, print, social media)

2. THE HUNT IS ON

SPONSOR OUR GREAT TREASURE HUNT

#1

CONCEPT

Every day, the focus will be on a sale. Our members will have to track it down, like in a treasure hunt, to try and find the hidden gift.

#2

PROCESS

D-1 : Teasing

Clues to the partner sale will be shared with our community..

D Day : Revelation

The name of the sale of the day will be communicated to our members. Each participant will have to go there to find the reference shown in a "*birthday special*" and add it to their basket. The product will be available while stocks last.

#3

BENEFITS

- Gives **exceptional visibility** to the *brand of the day*.
- Generates traffic around the sale thanks to numerous redirection levers.
- Increases **conversion** via a process which invites the consumer to take a look at the whole sale and encourages adding items to the basket.

Terms of participation: subject to attractive endowment(s) of a stock worth a minimum of €2,000 - stock at the supplier's expense in exchange for on line/off line marketing visibility

Process to be refined with your sales contact according to the value of the prize

3. LUCKY HIT OR MISS

SPONSOR OUR INSTANT WIN GAME: THE SLOT MACHINE

#1

CONCEPT

Every day, our members can try to win vouchers for current sales.*

#2

PROCESS

In the form of a slot machine, the 3 visuals must be identical to try to win the prize. The winner(s) of the day will be determined by a random draw.

#3

BENEFITS

- Create **engagement** through a playful, fun and generous game.
- Drive traffic and generate sales.

Terms of participation: 50% of the cost of the voucher is covered by Showroomprivé

* Possibility to win physical prizes and/or vouchers on the brand's e-shop/shop – contact SRP media for more information

CONTACT US

FOR MORE DETAILS

showroomprive.com

CONTACT FORM

<https://www.showroomprivegroup.com/contacts/>

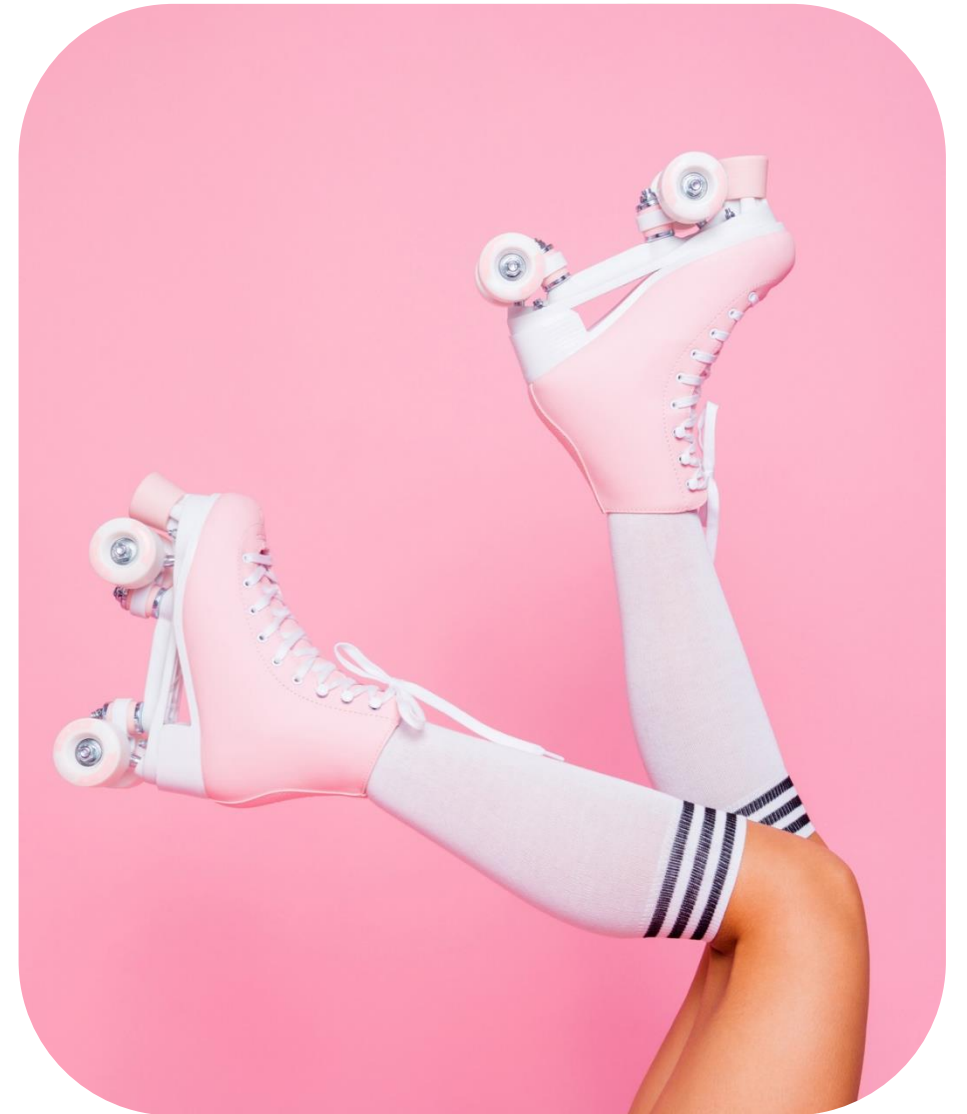
Or your Purchasing commercial contact at Showroomprivé



CONTACT FORM

<https://www.srp-media.com/contact>

Or your SRP media commercial contact





THANK YOU
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