

MODIS possible quick-wins in range and price communication

The image displays four promotional cards for MODIS, each with a blue header containing the brand name 'MODIS' in white. The cards are arranged horizontally and feature various offers and product categories.

- Card 1:** Text: "Уже 2 недели в нашем магазине лучшая цена на модные платья!". Price: "от 499,-".
- Card 2:** Text: "Так можем только мы: летний гардероб всего за 5 250,-". Categories: Джинсы, Юбка, Zitem, 2 Топа, 5 футболок.
- Card 3:** Text: "Более 30 вариантов футболок до 199,-". Categories: с принтом, моноцвет, Trendvalue.
- Card 4:** Text: "Самый широкий выбор юбок в этом ТЦ до 500,-". Text: "Сегодня > 30 МОДЕЛЕЙ".

Quick

Solutions

service

MODIS



Delivery / pickup

MODIS

MODIS
ADULTS

MODIS
YOUTH

MODIS
KIDS



Gift cards

Quick

Solutions

Sale channels



MODIS

MODIS
ADULTS

MODIS
YOUTH

MODIS
KIDS

lamoda.ru
мода с доставкой

Easy MODIS try/fit at home

The advertisement features a large blue banner at the top with the word 'MODIS' in white. Below this, three smaller blue banners are positioned above a central photograph of a man and a woman. The man is wearing a dark jacket, and the woman is wearing a grey patterned jacket over a blue top. The photograph is framed by a white border. At the bottom of the advertisement, there is a blue banner with the text 'Easy MODIS try/fit at home'. The 'lamoda.ru' logo is prominently displayed in the lower right corner of the central image area, with the tagline 'мода с доставкой' underneath it.

Quick

Solutions

Added value proposals



The image shows a promotional graphic for MODIS. At the top, the word "MODIS" is written in large, bold, white letters on a blue background. Below this, there are three smaller logos: "MODIS ADULTS", "MODIS YOUTH", and "MODIS KIDS". In the center, two blue gift cards are shown, one for 500 rubles and one for 1000 rubles. Below the cards, the text reads: "За покупку 5 вещей / х рублей / другое".

MODIS

MODIS ADULTS MODIS YOUTH MODIS KIDS

MODIS 500₽ **MODIS** 1000₽

За покупку 5
вещей / х рублей /
другое

Quick

Solutions

Quality guarantee / focus

The graphic features the MODIS logo in large white letters on a blue background at the top. Below it, three smaller MODIS logos are labeled 'ADULTS', 'YOUTH', and 'KIDS'. The central part of the graphic shows a close-up of a clothing care label with the following text: '100% ACRYLIC', 'LIVING / DOUBLURE', '100% POLYESTER', and '100% POLYESTER'. Below the text are several care icons: a hand in water, a triangle, a square with an 'X', a square with a circle, and a circle with an 'X'. Further down, the text reads: 'WASH SEPARATELY IN COLD WATER', 'NOT BLEACH', 'TUMBLE DRY', 'IRON', and 'DRY CLEAN'.

Качество!

У нас очень **качественная** одежда, которая прослужит вам долго! Ее можно стирать до 999 раз (против 444 в среднем по рынку), она отлично подходит детям, т.к нет аллергии и так далее - думаю, маркетологи Модиса дополнят. Спасибо!