

# *The App*

*Media*  *Markt*



**Media**  **Markt**

**Wake up!**



**Media Markt**

**Wake up!**



**25%**

**Media Markt**

***What time is it ?***



***Media Markt***

***What time is it ?***



***30%***

***Media Markt***

***A photo please !***



**Media  Markt**

***A photo please !***



**35%**

**Media Markt**



**Μουσική;**



**MediaMarkt**

**Μουσική;**



**50%**

**MediaMarkt**

**Maps**



**Media Markt**

**Maps**



**20%**

***How many  
phone numbers  
can you recall ???***

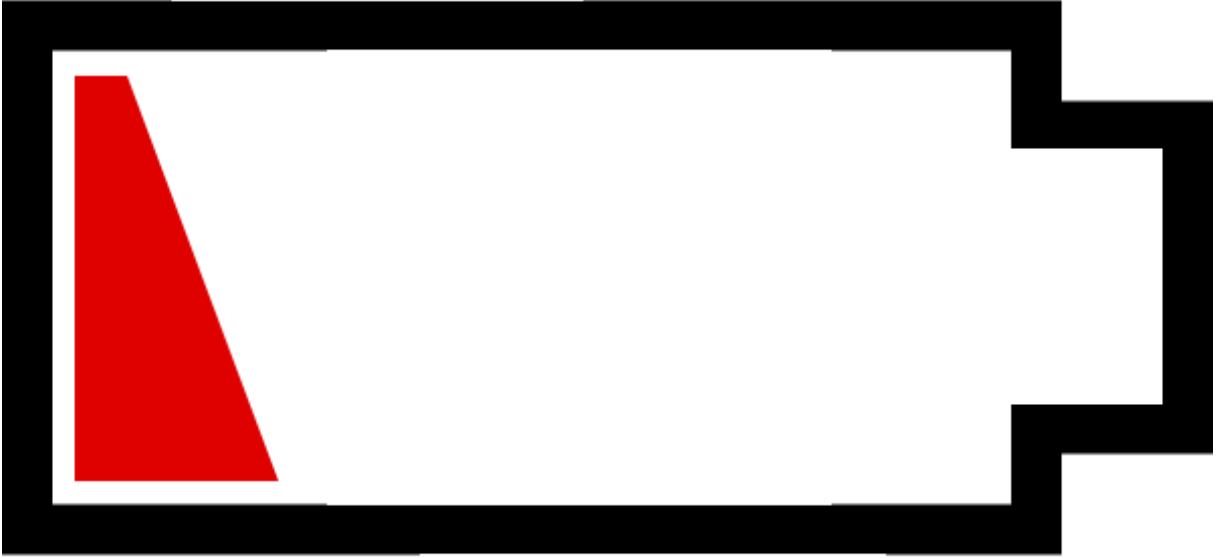


***Media Markt***



**Media Markt**

***Our favorite sign #not***



***Media***  ***Markt***

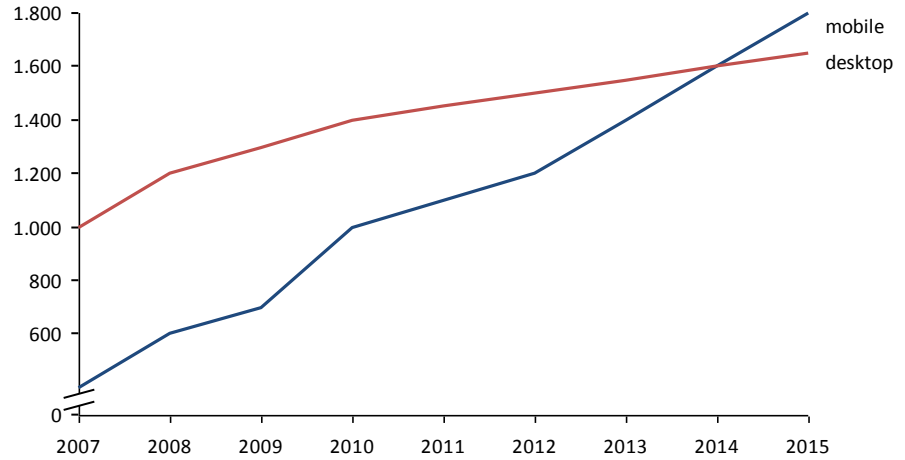
**135 x**



**Media Markt**



**May, 2015**



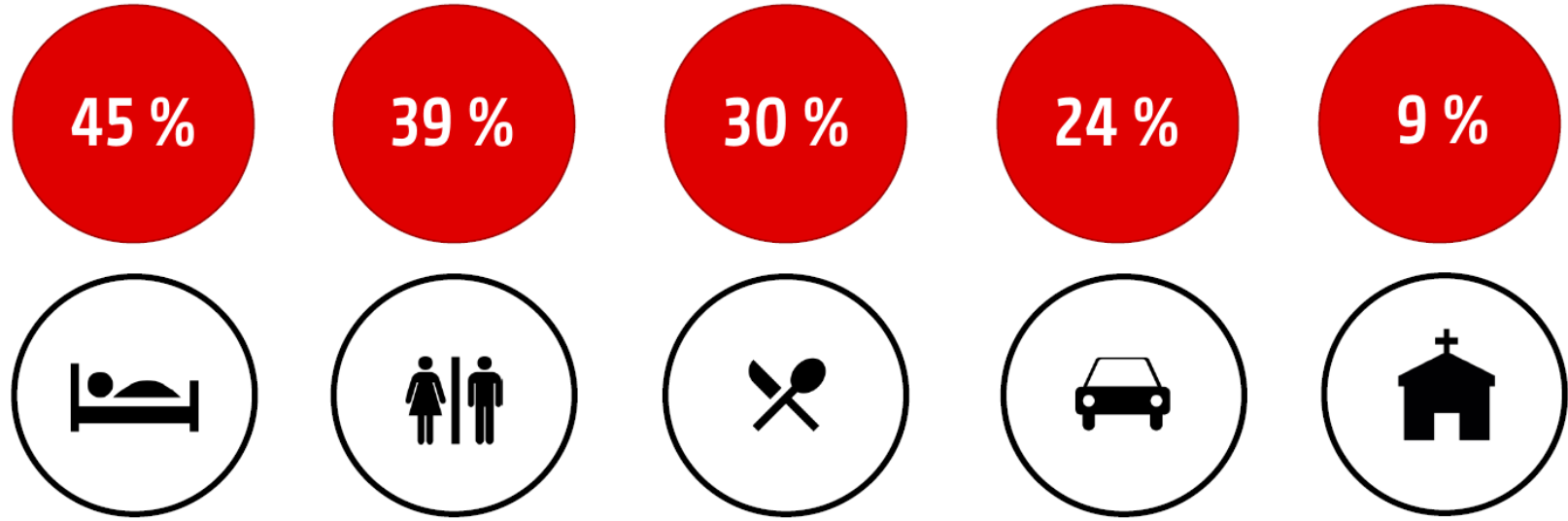
# It's Official: Google Says More Searches Now On Mobile Than On Desktop

Company officially confirms what many have been anticipating for years.

Greg Sterling on May 5, 2015 at 12:34 pm



# Mobile - Παντού



# *Just the beginning*



**Media Markt**



**Media Markt**



**Media Markt**

**36 apps installed**



**Media Markt**

**36 apps installed**

**9 used daily**



***36 apps installed***

***9 used daily***

***9 never used***







**MediaMarkt**

***It is all about love ....***



**Media**  **Markt**

**LIVE** \$ 181 million dollar lottery winner finds Love of His  
Life two days after hitting it big!

**TVN**  
EXCLUSIVE

*Media*  *Markt*



**Breaking News**

**LIVE \$ 181 million dollar lottery winner finds Love of His Life two days after hitting it big!**

**TVN**  
EXCLUSIVE

**Media Markt**

***Not that kind of love ...***



***Breaking News***

**LIVE \$ 181 million dollar lottery winner finds Love of His Life two days after hitting it big!**

**TVN  
EXCLUSIVE**

**Media Markt**



**x3**

**Media  Markt**



**x2**



*Media*  *Markt*



**MediaMarkt**



# CUSTOMER JOURNEY





**Media**  **Markt**



*Media Markt*



# ***Touch ID (ios)***

***MediaMarkt***

***We share our most  
important moments!***

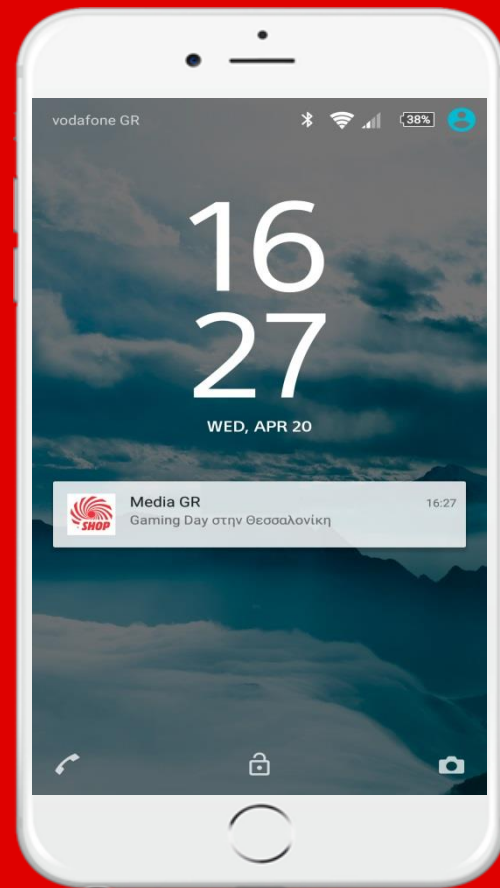
***Push Notification***



**Media Markt**

***We share our most  
important events!***

***Push Notifications***



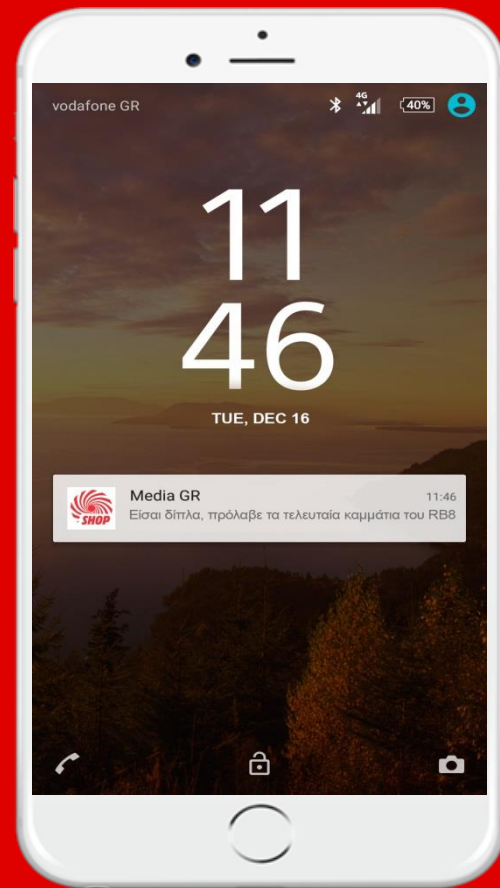
**Media Markt**

***The best offers,  
1<sup>st</sup> to you!***



**Media Markt**

***The limited offers,  
just 2 U!***



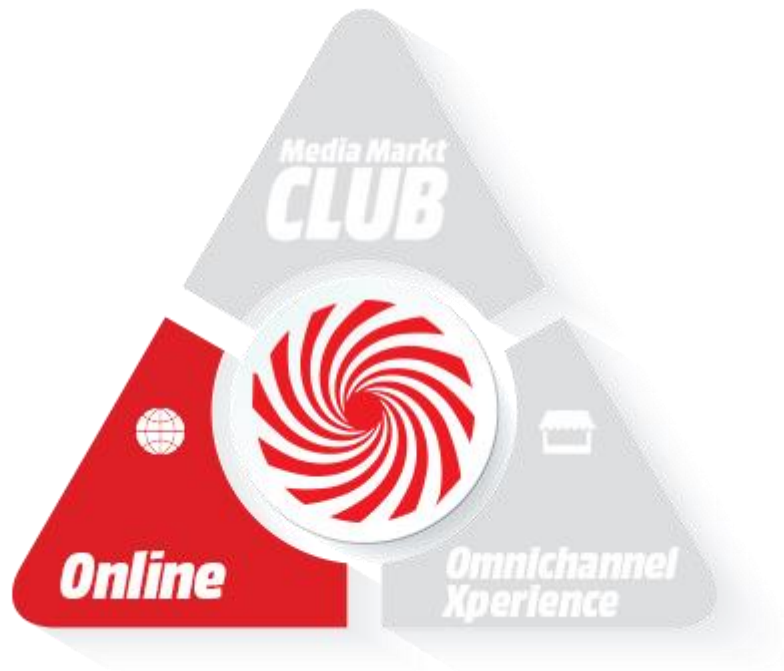
**Media Markt**



**Welcome!**  
**Geofences**



**Media Markt**



**Media Markt**

# Findability

Φιλική Μηχανή Αναζήτησης

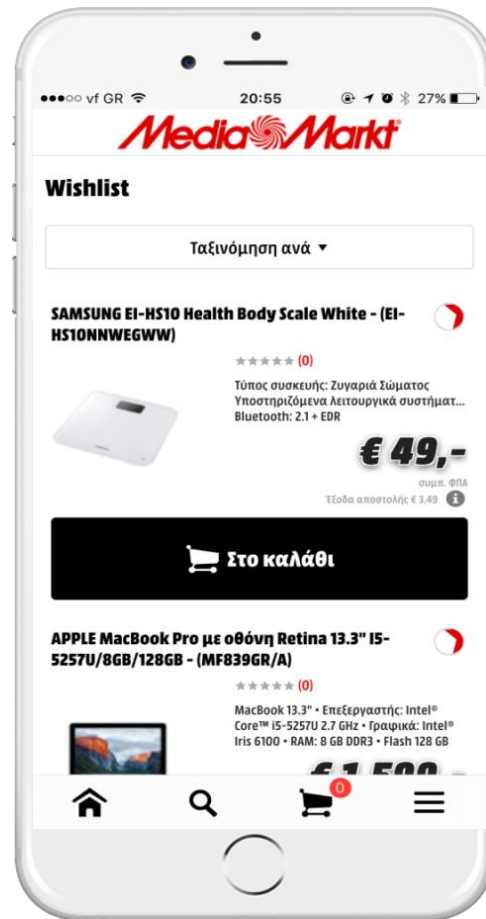


MediaMarkt

# Save for later

## Wish list

Media Markt



# By yourself

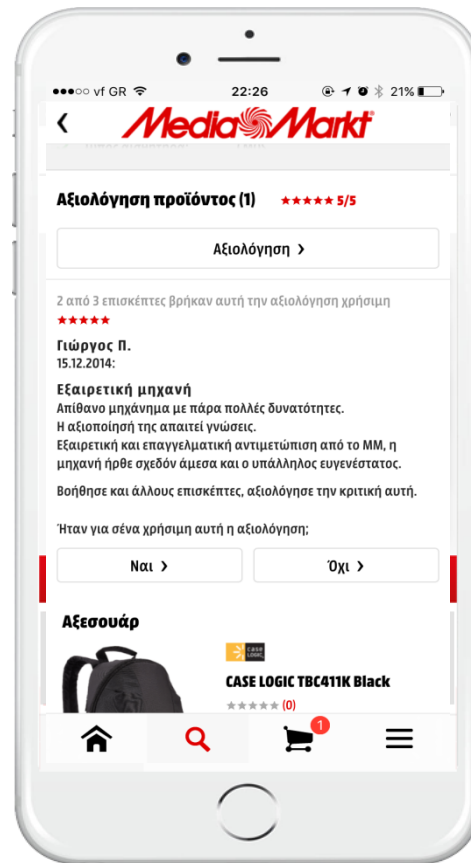
## Product Comparison



# MediaMarkt

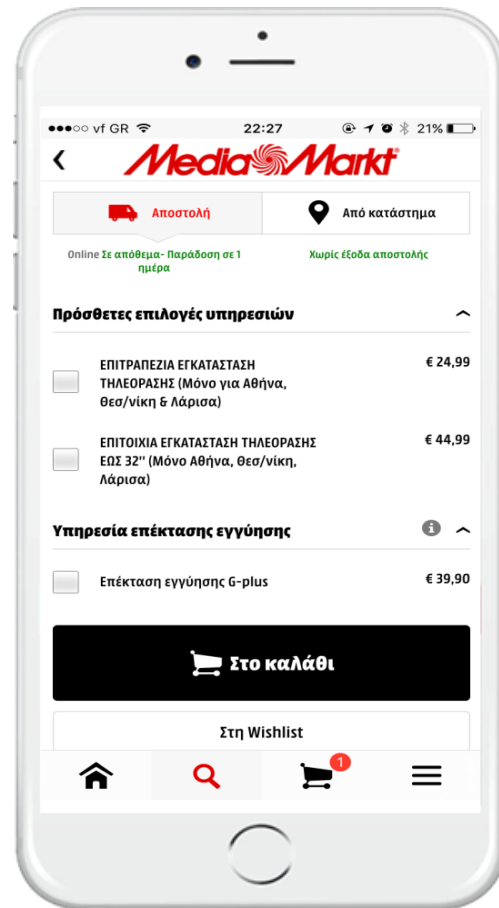
# Social Proof

## Reviews

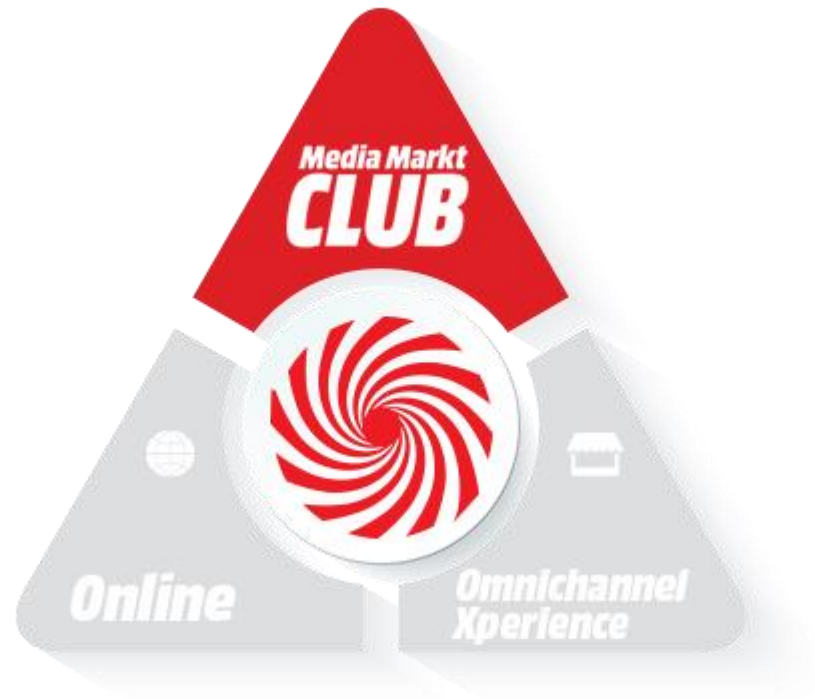


MediaMarkt

**Solutions,  
not just Products  
Services**

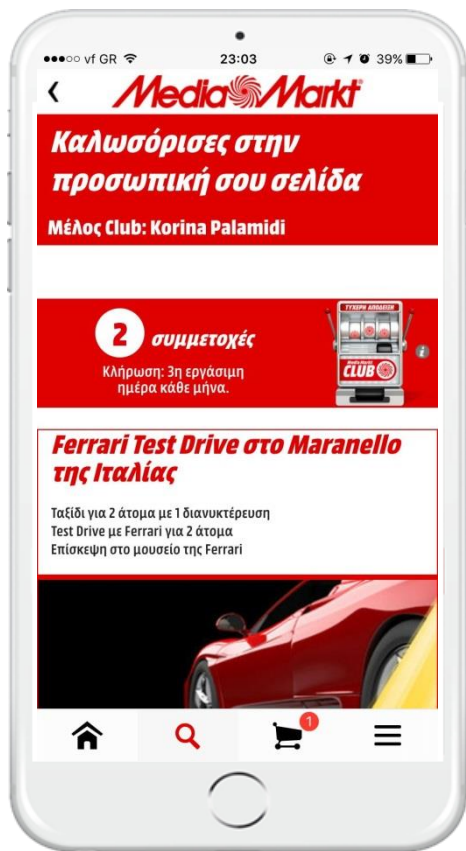


**MediaMarkt**



*Media*  *Markt*

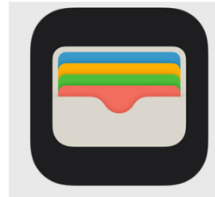




***Test Drive  
with  
Ferrari ?***



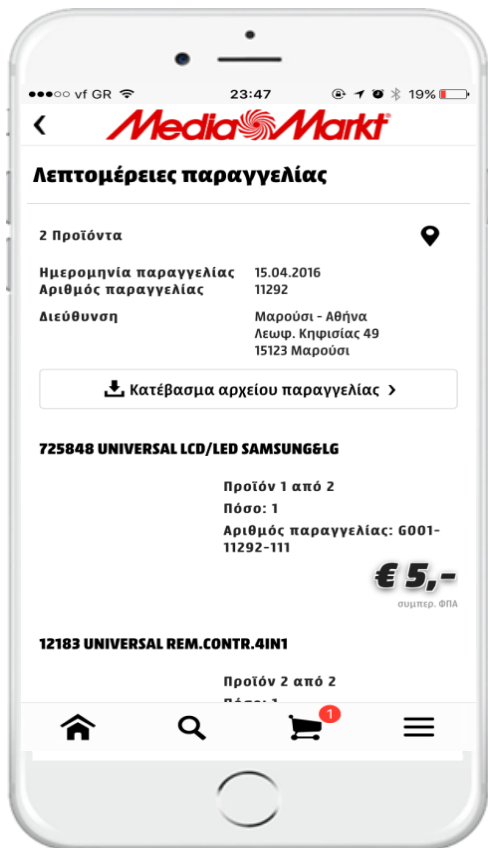
# Your Personal Page

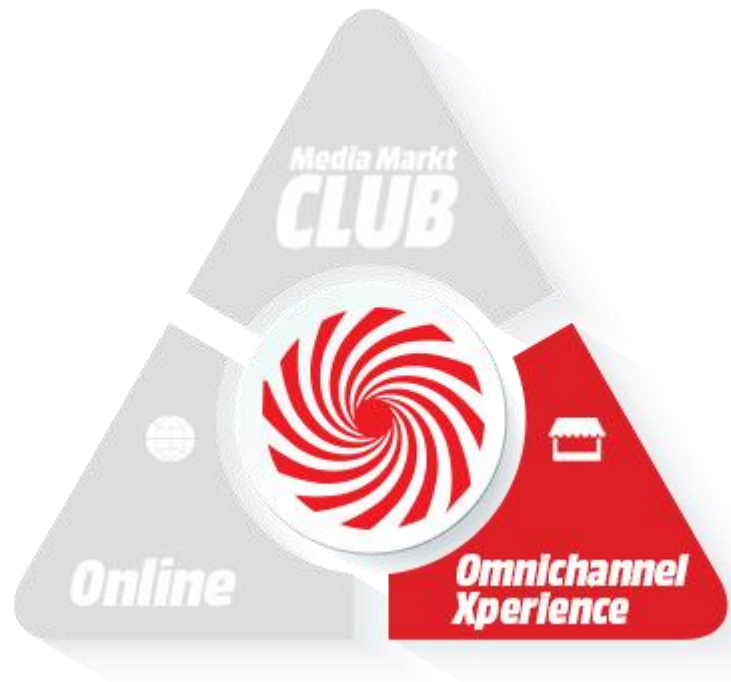


***Your Card  
always  
with you !***



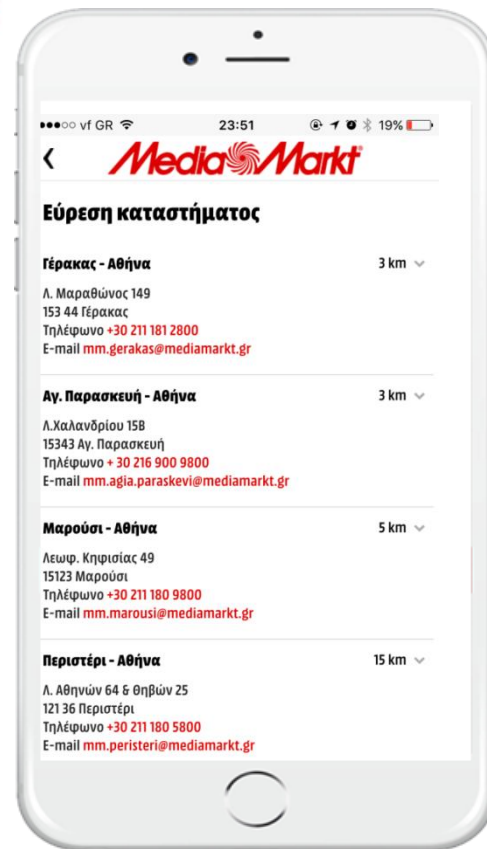
**Αποδείξεις  
μόνο στην  
εφορία!**





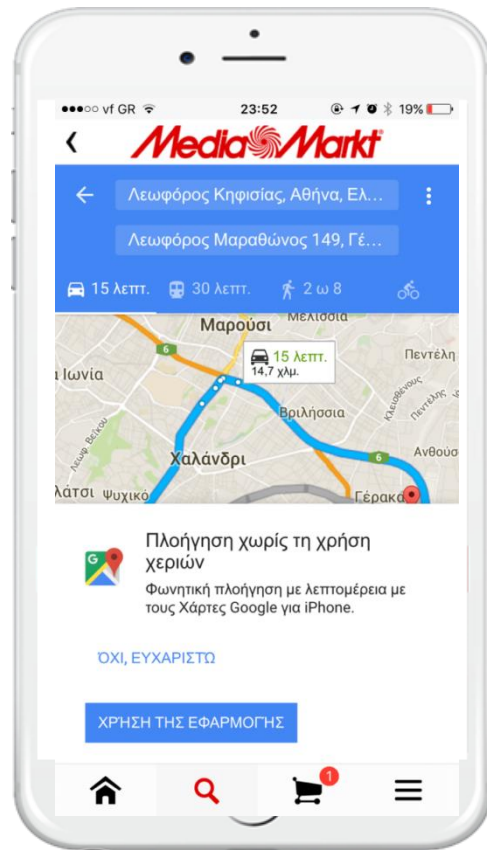
*Media*  *Markt*

*I need to see U*



**MediaMarkt**

***Drive me there***



**MediaMarkt**

*I need to call U*

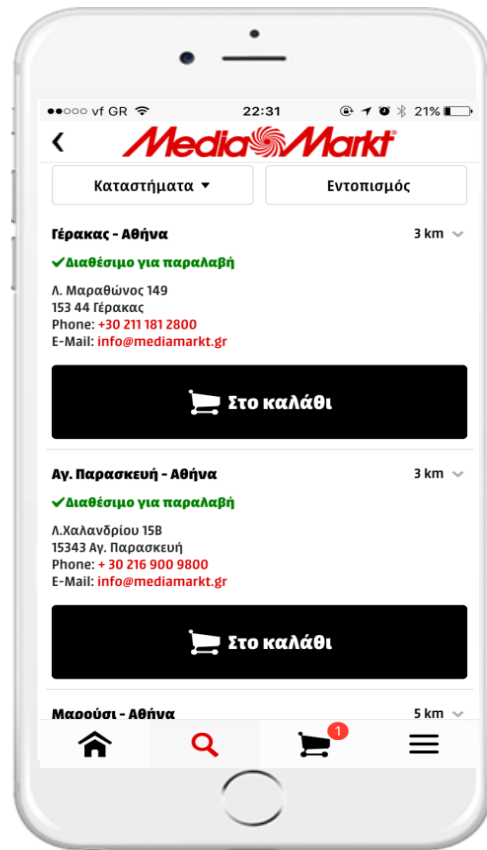


Media Markt



# or... Not !

Product availability @Store



# MediaMarkt

# Take your time

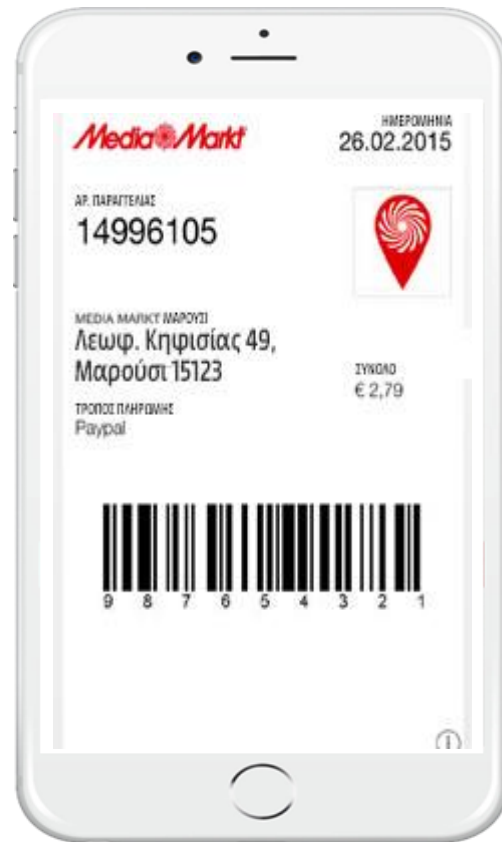
*extra spec with QR code scanning*



**MediaMarkt**

***But I will not  
spare yours***

***Virtual Pick Up Receipt***



**Media Markt**

*6 months full of surprises ...*

***THE BEST IS YET TO COME***

*Media*  *Markt*



*Media*  *Markt*



iOS

*Media*  *Markt*



*Media*  *Markt*

The logo for MediaMarkt, featuring the word "Media" in a red, italicized sans-serif font, followed by a circular icon composed of multiple curved lines radiating from the center, and the word "Markt" in the same red, italicized sans-serif font.

***Not fast enough ?***

***[www.mediamark.gr /denprolavatoqr](http://www.mediamark.gr/denprolavatoqr)***



***Media***  ***Markt***



***Thank you***

***Media***  ***Markt***