

Customer experience & brand awareness boost

El Ganso presents its new partnership with the Royal Spanish Football Federation for the Qatar 2022 World Cup.

After an initial assessment of the needs and the physical spaces available, it was decided to install three screens in different locations, depending on the communication strategy and the specific seasonal needs.

On the one hand, a screen in the shop window, integrated with the look & feel of El Ganso thanks to a wooden frame. Its main objective is to attract attention and encourage the entrance to the shop by increasing brand awareness.

On a musical level, a trendy, dynamic and elegant selection of electronic pop with touches of indie rock has been made, based only on the latest news and taking into account the tone of voice that characterises the brand.

