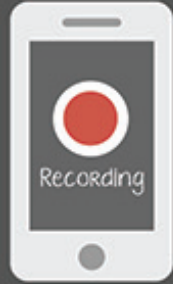


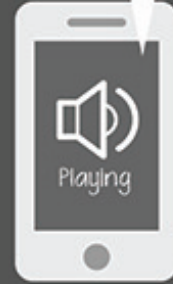
Retail



I ♥ U



I ♥ U



Boyner Büyük Mağazacılık A.Ş. a member of one of the leading non-food retail groups in Turkey. Boyner Holding, commenced commercial operations in the year 1981. Boyner opened its first store under its previous name of Çarşı Mağazaları in Bakırköy, and has now expanded its operations through 39 cities of Turkey with a compliment of 42 multi-level department stores, 13 concept stores, 5 Boyner Outlet stores and 4 BSSD stores, 14 Çarşı stores and 60 YKM stores.



Imagine a gift that speaks for you...  
It's already done!



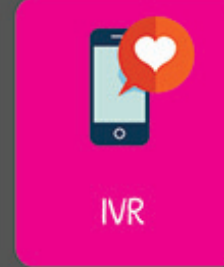
A cross-channel marketing campaign for Boyner special to Valentine's Day



Our campaign was a mixture of



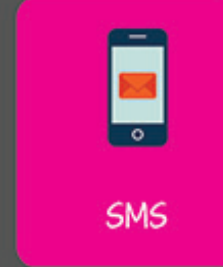
QR Code



IVR



Mobile Landing Page



SMS

How does it work?



Buy your gift.



Leave a voice message and give your gift to your loved ones.



Let them listen your voice message via IVR call just by scanning QR Code.

Results



Boyner used this campaign again for New Year and then in 2014 it became permanent.