

BORA & hansgrohe

why, what, when and how...



Current situation.

Everybody in our international business (sales) organisations (BORA and hansgrohe) knows our Team BORA-hansgrohe. But not too many people in hansgrohe know the brand BORA – so BORA needs to introduce itself to the trade, the people, the employees, the project developers, international clients.

How can both brands make (better) use of each other? How can BORA get access to the hansgrohe network – especially in international business (and the other way round).

How to explain that both brands work in a similar workspace – the kitchen and the house (bath).

What does BORA need to do – to find followers and fans in the hansgrohe world. How to accelerate the brand awareness, the ability to do more business...

BORA & hansgrohe (goals)



There is a necessity to explain the core chances of our collaboration (for the kitchen).

There is a necessity to explain hansgrohe staff (international) what BORA means and is.

Who is BORA. Rational.

What´s different about BORA. Emotional.

How to introduce BORA in the hansgrohe environment. Resonable.

How BORA may also help to sell kitchen faucets and the otherway round. Attractiveness.

How to combine both brands and products for project business. International Opportunity.

BORA & hansgrohe



Explanation on a give away – the BORA film

BORA content on a give away for employees, architects, bath-studios, water-experiences, kitchen studios – create emotions within the hansgrohe community to share experiences, values and ideas – explain who we are and how also hansgrohe can benefit (brand transfer hansgrohe: brand from bath to kitchen)

515 cook books with a QR code (link to the BORA film) – join our team of ambassadors

QR code on an apron with team logo BORA-hansgrohe for local events

BORA chocolate knob (Professional) with QR code



BORA & hansgrohe



Explanation on the USB stick – the BORA film – probably an inlet nozzle as a stick – or „credit card format“ with Sagan, Ackermann on it – winning team...

content:

brand

products – just convincing (steam being sucked downwards by the extractor)...

owner

cycling team

shared values – design, quality, innovation

shared business – kitchens of the world and realized projects (architectual)

short summary of history, think different approach, events and why we work together



How to use BORA in your showroom (dummy and/or digital signage)

No matter where the hansgrohe representation is in the world. In every market where BORA is available we would like to present both brands with a dummy. Fire & water in the kitchen... in hansgrohe offices

The dummy may include BORA and hansgrohe and helps to support our partnership. This dummy may be used in any local training (for hansgrohe), it can be used for (faucet & sink) presentations and much more... can also be a BORA stand alone solution.

For all retail partners – wholesales – creative input for planning

For all retail partners – premium – give away for endconsumers (BORA pancake) Pfannenwender mit QR



Wholesale

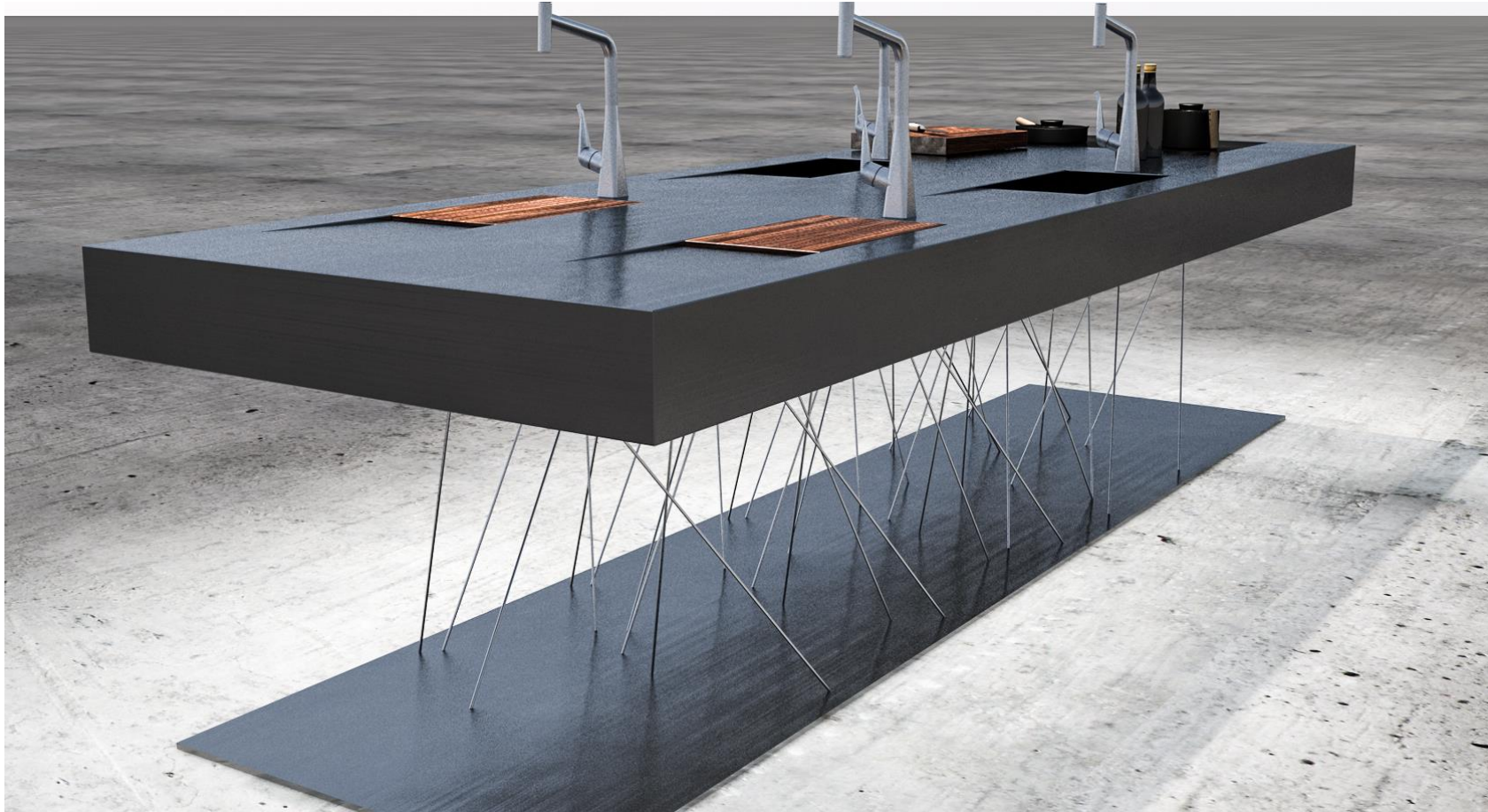
Retail

architects

endconsumer

inspiration for an evening event:

- experience hansgrohe at the Aquademie



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