

old TV-Spot

# New CD – new TV-Commercial



Since the dawn of time,

the search



for pure sources of water

has been the most challenging.

Beauty and quality



Inspired from nature

and molded by

Grohe,



responds to a gentle touch.

Grohe quenches your thirst

for long lasting performance



and perfection.

Grohe takes flight

with a glow of colours,







فريدريك غروهي  
FRIEDRICH GROHE



## The Greats Don't Need First Names



MUPI/POSTER

PRESS AD



MUPI/POSTER

PRESS AD



WINDOW DISPLAY

**TV ADVERTISING:** This year our focus of attention will be on the Saudi, Kuwait and UAE markets and the following campaigns will run featuring the new Friedrich Grohe TV Commercial:

	MAY	JUNE	OCT	NOV
SAUDI	20 spots	20 spots	12 spots	12 spots
KUWAIT	15 spots	10 spots	10 spots	10 spots
UAE	18 spots	16 spots	9 spots	8 spots

**MAGAZINE ADVERTISING:** A major magazine campaign designed to communicate directly to the end user will be mounted. The selection of magazines is designed to achieve coverage across all markets.

In addition a campaign in "Al Handasah" magazine will communicate directly with architects and specifiers.

	MAY	JUNE	JUL	SEP	OCT	NOV	DEC
AL HANDASEH	1	1	1	1	1	1	1
HAWADETH	1	1			1		
SAYIDITI	2	1			1	1	
SHARQ AL AWSAT							
MAGAZINE	1	1			1	1	
AL MAJALLA	1	1			1		
AL YAQZA	2	1			1	1	
AL NAHDA	1	1					

**OUTDOOR ADVERTISING:** This year the market to receive outdoor advertising support will be Saudi Arabia where street posters have developed into an efficient, cost effective and well organised medium for keeping the Friedrich Grohe name and products in front of the public.

OUTDOOR TYPE	MAY	JUNE
STREET POSTERS	2 WK Circuit of 100 Sites	2 WK Circuit (Jeddah only) of 20 Sites

**MERCHANDISING:** We are making a substantial investment in showroom support publicity and display and a major effort is being made to promote selected models in showrooms. Two new showroom posters will be available and a superb eye-catching window display has been produced for 15 of our major showrooms in Saudi Arabia.

A showroom window sticker display is also available, in a limited quantity, on request.

