

Géant

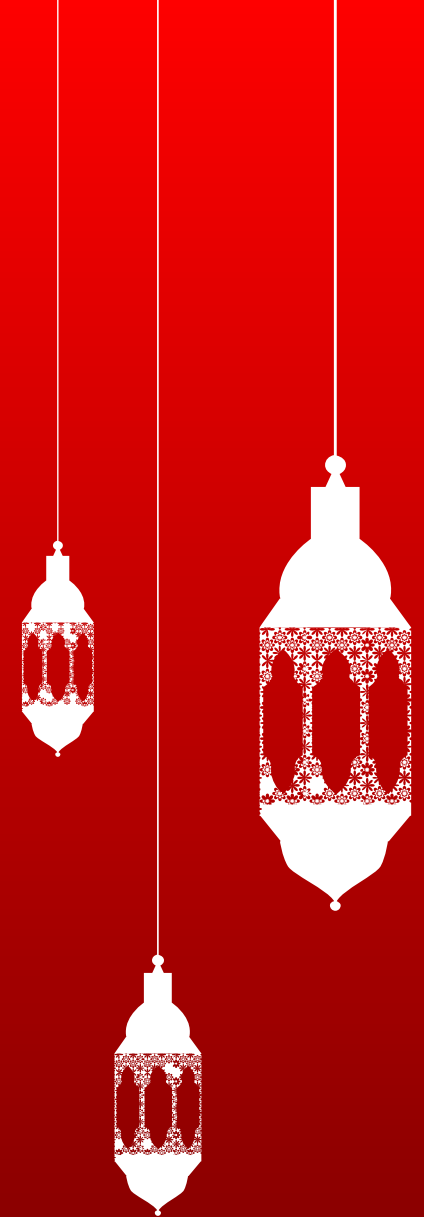
RAMADAN
C A M P A I G N

Thinking

A time when regular activities become special.
Ordinary feels extraordinary.
Kitchen appliances become your cooking partners.
Groceries become gatherings.
You buy them for a different purpose, different feeling.
At Géant, you shop for that Ramadan feeling.

Géant

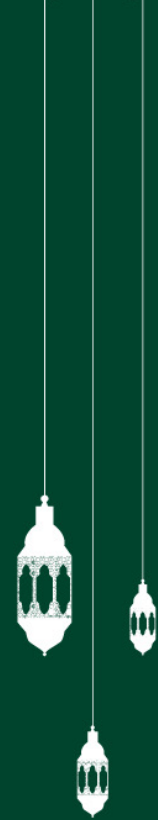
Shop for that
Ramadan
feeling



Main KV



Géant



When iftars
become family
reunions.

Shop for that
Ramadan feeling

Géant



When gadgets
become game time
buddies.

Shop for that
Ramadan feeling


Key Visuals

Géant

A still life composition featuring a silver lantern, a bowl of dates, and various fruits, all set against a warm, golden background. The entire scene is framed within a decorative, scalloped border.

Shop for that
**Ramadan
feeling**

Géant

A top-down view of a wooden table laden with various iftar dishes, including a large bowl of soup, a plate of meat, and several small bowls of condiments. The scene is framed within a decorative, scalloped border.

When iftars
become family
reunions.

Shop for that
Ramadan feeling

Géant

A group of four young adults (three men and one woman) are shown playing video games. They are all smiling and looking at their screens, which are visible in the background. The scene is framed within a decorative, scalloped border.

When gadgets
become game time
buddies.

Shop for that
Ramadan feeling

Tactical KV

with product, promo & price

Géant



AED ~~41.25~~
27.00 Save **35%**

Shop for that
Ramadan feeling

Géant



AED ~~41.25~~
27.00 Save **35%**

Shop for that
Ramadan feeling



When
make-up



becomes
suhoor freshness



AED ~~41.25~~
27.00

Save
35%

Social Media

Animated Post

Caption:

Ramadan is a feeling you've been waiting for. It's a time when a simple fruit bowl feels more like a memorable family reunion. We're ready for your Ramadan shopping, are you?

#RamadanFeelsDifferent #Géant #Ramadan





When
cooking



becomes
iftar hosting

Géant
Shop for that
Ramadan
feeling

Social Media

Animated Post

Caption:

Ramadan is a feeling you've been waiting for. It's a time when a cup of Tea feels more like endless catch-up with friends till dawn.

We're ready for your Ramadan shopping, are you?

#RamadanFeelsDifferent #Géant #Ramadan



Store décor
Poster



Store décor

3D Lantern

Instagrammable Space:

Donation display

This can be our "Donation in kind"
display our Ramadan charity boxes.

Photo booth

Capture your Ramadan feeling at Géant.

Sitting Area

If you're tired, take a break and have a seat.



Store décor
Dangler



Front



Back





Store décor
Shelf wobblers



Leaflet Cover

with products, promo & price

Géant جيان

Offers valid from 23rd to 29th Dec 2022 تسري العروض من ٢٣ حتى ٢٩ ديسمبر ٢٠٢٢

Géant

Shop for that **Ramadan feeling**

41.25 AED 27.00 AED

Apple Ambrosia, Chile تفاح أمبروسيا تشيلي

Save 35% Per Kg

41.25 AED 27.00 AED

Bell Pepper فلفل حلو

Save 35% Per Kg

41.25 AED 27.00 AED

Carrot, China جزر الصين

Save 35% Per Kg

41.25 AED 27.00 AED

Sicilian Red Prawn Tails ذبول الجمبري الأحمر الصقلي

Save 35% Per Kg

Follow us on @geantuae

تابعونا على

Shop for that **Ramadan feeling**

OFF 35%

41.25 AED 27.00 AED

Apple Ambrosia, Chile تفاح أمبروسيا تشيلي

2 X 160 GMS.

41.25 AED 27.00 AED

Apple Ambrosia, Chile تفاح أمبروسيا تشيلي

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04

FMCG Offers

Gift Card
Ramadan Edition



Géant Box
Ramadan Edition



Radio

(Opening door with keys)

Husband (Excitedly):

I think we've got home the whole of Géant.

Wife: You sure we've got everything?

Let's cross check please

Husband: Fun family gatherings?

Wife: Check.

Husband: Your new iftar cooking partner?

Wife: Check.

Husband: Your suhoor stylist?

Wife: Check.

(They continue the list checking as it goes
from foreground to background)

Our 4am breakfast....check

Some stuff for my 11pm gym workouts....check

(The background fades into the VO)

VO: Ramadan is a great feeling.

Shop for it at Géant.

Great choices, great value.



Radio

(Doorbell rings)

Daughter (Excitedly):

Hey mom, our Ramadan shopping is done from Géant.

Mom: You sure you've got everything?

Dad: Yes we've got it all.

Daughter:

Here you go, we've got great family gatherings, your new iftar cooking partner, the suhoor stylist you wanted, some stuff for our 4am breakfast...

(She continues the list as it goes from foreground to background)

There is enough for midnight laughter, my 11pm gym workouts...

Mom: Looks like you brought the whole Géant home!
(The background fades into the VO)

VO: Ramadan is a great feeling.

Shop for it at Géant.

Great choices, great value.



Thank you