

	Juli	August	September	Oktober	November	Dezember
Branding						
Branding Kampagnen			(((Branding Kampagne national)))			
Retail Moments						
Omnichannel Retail Moments		(((1. August VF)))	Back To School		Cyber 4 ¹⁾	Advents-Highlights + Xmas
Pure Retail Moments				Skimiete & -service UL		
Category Marketing						
Running						
Marken Kampagnen	BROOKS Glycerin 20		ON (2 Kampagnen)			
		ASICS Kayano 29	SALOMON Metacross (Trail Running)			
Verkaufsförderungen	SALE Summer Sale			% Price Hit Running ²⁾	Special Deal Running	SALE Winter Sale
Football						
Category Moment			Football - Back To Club			
Marken Kampagnen	NIKE Get Ready Mercurial		ADIDAS Game Data Pack New X		PUMA Fastest Pack (incl. Women)	
Verkaufsförderungen	SALE Summer Sale		UCL Ball (Mid-Aug)	% Price Hit Football ³⁾	Highlight WM-Trikots	SALE Winter Sale
Fitness/Training						
Verkaufsförderungen	SALE Summer Sale			% Price Hit Fitness	Under Armour im eCom Schaufenster	Special Deal Training
Outdoor						
Marken Kampagnen		DEUTER Speedlite 30	McKINLEY United by Mountains			
			ORTOVOX Textil-Kampagne			
Verkaufsförderungen		SALE Summer Sale		% Price Hit Outdoor		SALE Winter Sale
Snowsports						
Category Moment				Snowsports - Mountains Are Calling		
Marken Kampagnen				McKINLEY United by Mountains		
				ATOMIC Redster (Q/S9) & Hawx Magna (OOH)		MAMMUT Safety Barryvox (OOH)
				TECNICA Recycle Your Boot		SALOMON S Race SL12 (OOH)
				(((HEAD (OOH))))		(((NORDICA (OOH))))
				(((FISCHER Alpin)))		ROSSIGNOL Hero ou Nordic (OOH)
				(((GIRO)))		VÖLKL Race Tiger SL
				(((ALPINA)))		(((K2 (OOH))))
				(((ICEBREAKER)))		(((RADY'S (OOH))))
				(((SCHÖFFEL)))		
				HELLY HANSEN Ski Free		OAKLEY Prizm
						REUSCH Signature Line
Verkaufsförderungen				% Price Hit Snowsports	Special Deal Snowsports	
Bike						
Verkaufsförderungen		SALE Summer Sale				

Branding
Retail Moment
Category Moments (komm. Saisonalitäten)
Co-Branding (Marken-Kampagnen) ohne Online-Umsetzung

SPECIAL DEAL
PRICE HIT
SALE
EXCLUSIVE @INTERSPORT
HIGH LIGHT

¹ Cyber 4: 25. - 28. November 2022
² Price Hit Running: Top Produkte (evtl. Chris)
³ Price Hit Football: Club Trikots