



**BOSCH**

Invented for life

# #LikeABosch

Trade Launch Pack 2020

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# Like a Bosch

**It's time to show the people of Ireland what we're really made of. It's time to show consumers what our products can do and how a Bosch home appliance can turn the everyday into the extraordinary. It's time to show that whoever you are and wherever you live, there's a Bosch appliance that can help to make your home more sustainable. It's time to launch our new campaign, 'Like a Bosch'.**

# Live #LikeABosch

The 'Like a Bosch' campaign launched across all platforms in September supported with a suite of social content and digital banners. Printed point of sale will be available from mid December.

This launch pack provides information on all the marketing assets that are available to use, complete with visual references and download links.



## Categories and Product Features



Appliance: **Washing Machine** Feature: **i-DOS**



Appliance: **Dishwasher** Feature: **PerfectDry**



Appliance: **Fridge Freezer** Feature: **VitaFresh**



Appliance: **Oven & Hob** Features: **PerfectFry, PerfectCook, PerfectAir & Added Steam**

#LikeABosch TV Advertising

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#LikeABosch Sustainability 30 sec TV ad



Click image to play ad



# Wash #LikeABosch

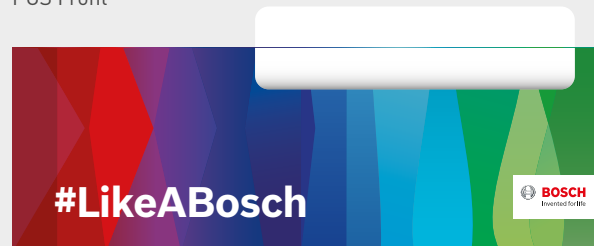
with i-DOS intelligent dosing technology.

## Wash #LikeABosch Assets - Instore POS

Printed point of sale will be available from mid December.



POS Front



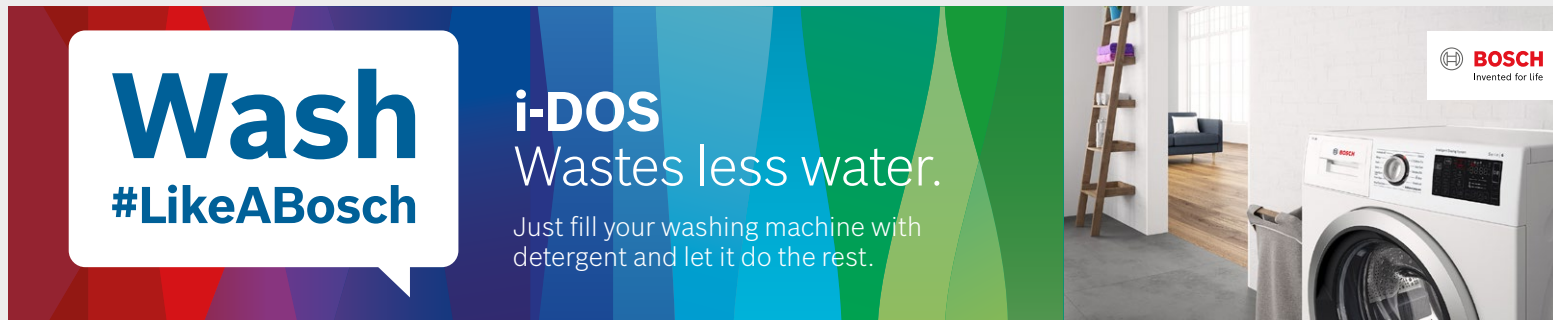
POS Reverse



QR Code POS / 150 x 150mm







1550x312px



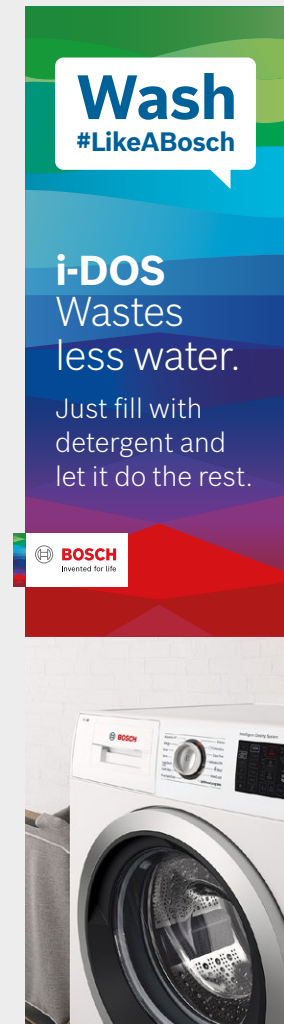
500x500px



440x156px



412x76px



160x600px

 Download



Social Movie Post



Social Static Post

### i-DOS Social Post: MP4 (9 secs)

**Copy Option 1:** It's time to throw away the dosing cap and wash #LikeABosch with the intelligent i-DOS automatic dosing washing machine from Bosch. You will never again use too much detergent or have any unnecessary rinsing cycles. Just one of many of our solutions for more sustainable living. **(Add link)**

**Copy Option 2:** Live more sustainably and wash #LikeABosch, with i-DOS, intelligent washing machine dosing system from Bosch. **(Add link)**

 Download



Dishes #LikeABosch Assets - PerfectDry

# Dishes #LikeABosch

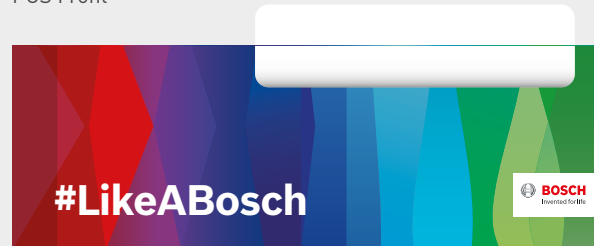
with PerfectDry dishwasher technology.

## Dishes #LikeABosch Assets - Instore POS

Printed point of sale will be available from mid December.



POS Front



POS Reverse



QR Code POS / 100 x 100mm







1550x312px



500x500px



440x156px



412x76px



160x600px

 Download



Social Movie Post



Social Static Post

### PerfectDry Social Post: MP4 (9 secs)

**Copy Option 1:** It's time to throw away the tea-towel! Perfectly dry the dishes #LikeABosch, even on plastic items, thanks to the PerfectDry dishwasher with Zeolith technology from Bosch. Just one of many solutions for a more sustainable living. **(Add link)**

**Copy Option 2:** Do the dishes #LikeABosch. Introducing PerfectDry dishwasher with Zeolith technology, for great drying results time after time even, on plastics. For a more sustainable future. **(Add link)**

 Download

# Cool #LikeABosch

with VitaFresh refrigeration technology.



## Cool #LikeABosch Assets - Instore POS

Printed point of sale will be available from mid December.



POS



QR Code POS / 100 x 100mm



QR Code POS / 400 x 70mm







1550x312px



500x500px



440x156px



412x76px



160x600px

 Download



Social Movie Post



Social Static Post

### VitaFresh Social Post: MP4 (9 secs)

**Copy Option 1:** Cool #LikeABosch by keeping more and wasting less. Enjoy healthy food for longer, thanks to VitaFresh that locks in the freshness. Just one of many solutions from Bosch for a more sustainable way of living. **(Add link)**

**Copy Option 2:** Live more sustainably and cool #LikeABosch, with VitaFresh, the smart way to keep healthy food fresher and tastier for much longer, while reducing your food waste. **(Add link)**

 Download

# Cook #LikeABosch

Solutions that can lead to a healthier life.



Printed point of sale will be available from mid December.







1550x312px



500x500px



440x156px



412x76px



160x600px

[Download](#)



Social Movie Post



Social Static Post

### PerfectFry Social Post: MP4 (9 secs)

Cook #LikeABosch - Thanks to PerfectFry from Bosch, you can always cook either meat and fish to perfection and avoid anything ever getting burnt. Just one of many solutions for a more healthy way of living. **(Add link)**

**Copy Option 2:** Be more than just a chef... cook #LikeABosch! With PerfectFry, meat and fish are always cooked perfectly and will never get burned, a more healthy way of living. **(Add link)**



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