

Rar Sofa Campaign

October 2024

Digital Activation Packages

Our digital activation packages contains everything you need to activate Normann Copenhagen content aligning with the price and product campaigns on your own channels.

You can access all assets for digital activation [here](#).



Designer Portraits



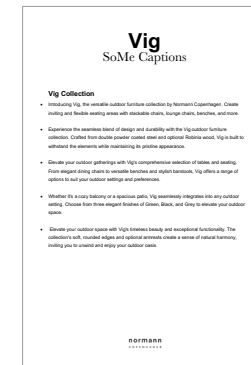
SoMe Images
1080 x 1350



Instagram Story
1080 x 1920



Newsletter Images
600 x 700



Social Media Captions



Web page banner with text
600 x 300



Web page banner without text
600 x 300



Videos

Rar Sofa Campaign

October 1—31, 2024

In October 2024, we will run a price campaign on the Rar Sofa collection.

Price campaign: Rar Collection

The campaign includes the recently-launched Rar Sofa collection, comprising a 2-seater sofa, a 3-seater sofa and an armchair in three different kinds of upholstery.

Campaign: 20% off RRP on the Rar collection for end-consumers

We offer: 10% off on the Rar collection for dealers

Period: October 1—31



Provided Assets:

1 x web page banner with text

1 x web page banner without text

Images for SoMe

Images for Instagram Story

Images for Newsletter

Find the assets [here](#)

Access all assets in our media bank [here](#).

You're welcome to contact us if you have any questions.
We are happy to help!

Anna Willerslev

Brand Activation Manager
anna@normann-copenhagen.com

To get in touch with your local sales representative,
click [here](#).