

CREATIVE STARTER ALLEGRO “What are you looking for?”

Insight

Closeness is most important.

We care about it through gestures, words, things

Mission

Always reduce distance between people
and things they need.

Values:

- Openness
- Simplicity
- Trust
- Happiness

Brand Characteristics:

- **Friendly** (smiling, optimistic, with a positive attitude towards buyers and sellers)
- **Straightforward** (saying things directly, having a healthy distance from itself, honest)
- **Attentive** (listens and reacts to other's needs)
- **Committed** (always wants to help, educate, act together)
- **Seeking** (trying new things, searching for innovative solutions)

Voice: Surprising, emotional

Additional information:

- The brand is to be represented by a logo at the end and the copy „**And you, what are you looking for**” written in the internet search window
- Playlist: http://na.allegro.pl/playlist_czego_szukasz