

## Ideas we love:

- ✪✪✪ Introduction videos of our designer Andrea
  - Full overview of marketing and POS material
  - More and diverse content: Prefabricated ads, medical, working people, lifestyle, TV ads, videos, images, etc. (Templates/Blueprints)
  - Window wrapping for various seasons
  - Better Hangtag-Informationen (technical)
  - Numbers and Characteristics of Google Ads
  - Clearer marketing website



## Seriously to consider:

- Certifications, put them all together in a compressed form
- Pickleball as a possibility for a new sponsorship
- Material to hand out to medical partners
- Car wrapping templates
- Permanent discount on the 2. pair of shoes (similar to the best ager campaign)
- Filter to hide out of stock products on the B2B order portal



## Maybe to consider:

- Better margin... 😊 *We will tell Richard*

## To clarify:

- Dr. kybun Joya:
  - The legal situation in each country
  - Do people without pain even want to see a doctor?
  - Walk away from surgery: Limitation of this Slogan
- Volume discount for shoes
- Partner marketplace on the B2B order portal for all partners (Überschussplattform)

