
The application Żabka Jush is a partner of Meczyki.pl programs - the cooperation will last until the end of the World Cup

The Żabka Jush app, enabling express online purchases, has established cooperation with Meczyki.pl portal. The joint action began on the occasion of the Poland-Netherlands match in the League of Nations and will last until the end of the World Cup in Qatar (November 20 - December 18). The brand will be present, among other things, in live streams that will be broadcast straight from Qatar.

As part of the cooperation with Meczyki.pl, the Żabka Jush app will be visible in flagship programs of the portal on the YouTube channel, including: "Let's talk about the football", "Sports Morning", as well as in "Reports from Qatar", which will be conducted live straight from the studio in Qatar. In this way, the brand wants to reach potential users of the service, the main advantage of which is express delivery time. The whole process of making purchases - from the moment of placing an order to the arrival of the courier with the necessary products - takes up to 15 minutes, which is exactly what the break in a football match takes.

At the beginning of the show, the hosts will announce that the partner of the episode is Żabka Jush. In addition, information about the cooperation will appear on special boards and graphics during the broadcast and on the screen in the studio. In addition, the brand will be promoted on the social services of the portal. Activations are also foreseen to encourage viewers of the channel to test the application.

Meczyki.pl is one of the most important portals in Poland dedicated strictly to the sport. Every day, it provides its audience with the most important information from the football world. Poles live and breathe football and comment passionately on it. Therefore, the prospect of the upcoming World Cup is an excellent opportunity to present our service. We want to show that nobody has to lose their sports emotions to get the products they need to cheer. What you need is the Żabka Jush app, a few clicks and the courier with your order will appear in up to 15 minutes – says Kamil Bąkowski, marketing & eCommerce director w Lite e-Commerce.

Meczyki.pl is one of the largest sports portals in Poland. Each month, the service receives an average of 5-6 million unique visitors, which generate more than 65 million views. The portal debuted on YouTube at the end of March. Since then, the channel has been subscribed by 86,000 users and has received over 13.5 million views. The core of the editorial team is Tomasz Włodarczyk, one of the most popular newsmen in the country, and the legend of Polish sports

journalism Janusz Basała. Several renowned experts, including Lukasz Wiśniowski and Kuba Polkowski, known from the "Foot Truck" channel, also cooperate with the portal permanently.

Shopping "na jush" [instant shopping] in six cities

The Żabka Jush app, developed by Lite e-Commerce, operates in six cities in Poland. The service debuted less than a year ago in Warsaw, and since then it has expanded its scope to Gdańsk, Katowice, Kraków, Poznań, and Piaseczno. Żabka Jush customers can choose from over 1,500 different products - from groceries, including fresh fruits and vegetables and bread, to household chemicals and cosmetics. Busy people will appreciate a wide range of ready meals, including vegetarian versions.

Autumn Promotion of Żabka Jush

Every Żabka Jush user can save money with a „*The more you pack, the more you gain*” promotional campaign. Under it, the person who will make purchases through the app for a certain amount will get a discount. It depends on the value of the basket. The higher the value, the higher the discount. There are three price ceilings in the current promotion and each of them offers five coupons to customers:

- for purchases for min. PLN 40 a user will get a PLN 10 discount;
- for purchases for min. PLN 55 a user will get a PLN 15 discount;
- for purchases for min. PLN 70 a user will get a PLN 20 discount;

In addition, an attractive free delivery threshold is still valid, which is covered by any order above PLN 35.

The promotion is valid until 31.09.2022, 10:59 p.m. The Terms and Conditions of the Promotion are available at: <https://jush.pl/regulamin-promocji-wrzesien>

Lite e-Commerce Ltd. - is a company in the Żabka Group responsible for creating e-commerce solutions. The company focuses on technology development, product development, and e-Commerce operations management within the Group.

Lite e-Commerce

Lite e-Commerce Press Office

Rafał Blank

Email: media@lite.tech

Mobile: 608 636 815