

---

## "Oh, and it's great that you don't have time to shop" - because the shopping will be done by itself and it will arrive in 15 minutes! New Żabka Jush campaign for the first year of operation.

---

The Żabka Jush campaign "Oh, and it's great that you don't have time to shop" can be heard and seen both online and in the urban space. In this framework, the brand shows that time is the most important resource we have. Therefore, we should spend our free time as we like. Not necessarily for a visit to the hypermarket, because the purchases will do themselves and arrive already in 15 minutes from placing the order. There will be plenty of opportunities to do them because, on the occasion of its birthday, Żabka Jush reduces the prices of the selected products by half.

In the latest campaign, Żabka Jush encourages you to enjoy every moment of your life instead of waiting for a moment in the future when you can afford a little pleasure. Therefore, in the spot, we will see people who have changed their arduous duties into valuable memories and fully enjoy life. No limits, no fixed schemes, and no trade-offs. Whether you're getting things done one by one, hanging out with friends, freaking out with kids, or just wanting to take a break. Żabka Jush makes the case that it's your time and your decision. And it's great that you don't have time to shop for all this. Spend it on what's important.

*We are increasingly valuing our own time, which is our most precious, inestimable resource. Therefore, we are looking for solutions that will help us in our daily tasks - says Kamil Bąkowski, marketing & eCommerce director in Lite e-Commerce. We want to show our users that they can devote time to something other than duties. We give them some time off so they can be themselves. So that they can enjoy, spend time with loved ones or even do nothing – he adds.*

The campaign will run until the end of November. It will be available to residents of Warsaw, Kraków, Gdańsk, and Internet users in all cities where the Żabka Jush service is present. Activities in outdoor advertising and the chain will be accompanied by radio spots.

The advertising agency PZL is responsible for the creative concept and Zenith took over the media. Zuzanna Krajewska is responsible for directing the promotional spot, and she is also the author of the photos used in the campaign. Krajewska is known for her pictures in prestigious fashion magazines, including Polish Vogue. You can see the video [here](#).

### **Birthday promotional campaign - products; prices reduced by up to 50%.**

In the birthday week, which lasts from October 17 to 23, there will be an opportunity to take advantage of the offer of Żabka Jush. The promotion will start on Monday. By Thursday, every

day, three goods will be available to users at half-price. Lite e-Commerce will triple the pool of products offered at reduced prices for Friday, Saturday, and Sunday. As a result, customers will have the opportunity to buy nine products at a much lower price each weekend. In the application, users will find a dedicated banner that will redirect them to the products currently offered at reduced prices. The action will also be promoted through the social channels of the service. Therefore, it is worth looking at both places every day to be up to date with the promotions for a given day.

This will not only be a great opportunity to use the Żabka Jush and take care of your business, but also a chance to save money. Since the birthday offer can be combined with the autumn promotion *The more you pack, the more you gain*. Any person who makes purchases through the app for a certain amount will receive a discount. Customers can receive 5 discount coupons for PLN 10, 15, or 20 depending on the size of the cart (PLN 40, 55, or 70). The action *The more you pack, the more you gain* lasts until October 31, 2022.

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

## **Żabka Jush appreciated by the industry**

Żabka Jush purchases have been recognized at Retail Trends 2022, where Lite e-Commerce received the statuette Market of the Year 2022 in the category Best Commercial Start-up. The jury singled out the company for showing that solid commercial know-how, logistical excellence, and a transparent interface are the basis for the q-commerce market. This is not the only award that has been received by the company since the launch of the service - on October 21 last year.

According to the latest ASM Sales Force Agency survey, Żabka Jush shopping was ranked first among all operators offering express online shopping. The experts appreciated Jush for its very intuitive application, fast order processing times, and trouble-free contact with customer service. In total, as many as 11 elements that influenced the final result of the ranking were analyzed.

Currently, the application can be used in Warsaw, Kraków, Gdańsk, Katowice, Poznań, and Piaseczno. Deliveries are made from 7:00 a.m. to 11:00 p.m., and in the capital during weekends up to midnight. This also applies to non-trading Sundays. Jush lets you make late shopping for Monday with delivery at the door, even on Sunday after 10:00 p.m.

**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**

Press Office of Lite e-Commerce

Email: [media@lite.tech](mailto:media@lite.tech)