THE SHOPPING TRIP ENDS. THE BRAND CAN STAY.

Branded advertising for furniture and home-improvement retailers — useful during assembly, installation and everyday life. Not a new product for resale.

BRAND → USE → KEEP → RETURN



01 / THE ADVERTISING PROBLEM

THE PROBLEM IS NOT THE PRINT. IT IS WHAT HAPPENS NEXT.

A conventional flyer has little practical use when the promotional message is read. A useful carrier has a reason to remain at home.

DISPOSABLE HANDOUT

Received → read → often discarded. The store loses its physical place in the home.

HOLDERCARD

Received → used as a smartphone stand → potentially kept → brand seen again and QR revisited.

02 / HOW THE MEDIA WORKS

ONE PHYSICAL FORMAT.
A REASON TO KEEP IT.

A genuinely produced flat, branded PVC card transforms into a smartphone stand. The printed faces carry the retailer’s message; the stand is the retention mechanism.



Real HOLDERCARD product photographs · no third-party retailer affiliation claimed.

03 / WHEN IT IS USEFUL

THE CUSTOMER IS ASSEMBLING, INSTALLING OR LEARNING.

A phone holder can make it easier to keep a screen visible while following an official assembly video or product guide.

01	**AFTER PURCHASE**	Customer receives the store-branded card with a selected product, service or promotion.
02	**DURING THE JOB**	Phone rests on HOLDERCARD for visual reference and official instructions; safety documents remain mandatory.
03	**AFTER THE JOB**	Customer may keep using the stand and return by QR to support or relevant offers.

04 / THREE COMMERCIAL USE CASES

ONE MODEL.
THREE RELEVANT RETAILERS.

The offer adapts to the retail journey rather than pretending every store sells the same goods.

FURNITURE

Assembly videos, spare parts, after-sales care and optional loyalty services.

DIY / HARDWARE

Product setup, installation guides, project inspiration and replacement accessories.

HOME / GARDEN

Plant-care guides, seasonal tips and appropriate repeat-purchase offers.

05 / THE QR JOURNEY

ONE QR CODE.
AN UPDATED DESTINATION.

A permanent, retailer-controlled URL can direct customers to current digital content without changing the printed card.

SUPPORT FIRST

Official, approved instructions; no replacement for mandatory printed warnings.

SERVICES

Care, spares, warranty and existing customer-support channels.

RETURN JOURNEY

New offers or loyalty content when relevant and approved by the retailer.

06 / HOW TO DISTRIBUTE

GIVE IT AT A MOMENT THAT MAKES SENSE.

This is retail-owned advertising material given to customers, not a third-party accessory to be sold on shelves.

01	**AT CHECKOUT**	Hand it to buyers of selected assembly or DIY categories.
02	**IN DELIVERY / SERVICE**	Include it where packaging workflows and product safety permit.
03	**LOYALTY / EVENT**	Reward a loyalty action or hand it out at a product demonstration.

07 / A REAL, USEFUL OBJECT

WHAT IT LOOKS LIKE IN REAL LIFE.

Actual HOLDERCARD product photography — not a claim of an existing project with IKEA, Leroy Merlin or any other specific retailer.



Real HOLDERCARD product photographs · no third-party retailer affiliation claimed.

08 / A MEASURABLE PILOT

MEASURE THE RETAINED ADVERTISING CONTACT.

Use a small opt-in pilot to learn whether the format is actually kept, used and revisited.

01	**DISTRIBUTION**	Selected stores, 500–1,000 cards, agreed handout rules and stock tracking.
02	**TRACKING**	Unique campaign URL and QR events; no assumption that a scan proves retention.
03	**EVALUATION**	Ask a sample of recipients if they kept/used it; compare with a normal leaflet test.

TEST A DIFFERENT KIND OF IN-STORE ADVERTISING.

Start with the retailer’s approved campaign, print design, distribution point and official QR page. Confirm sample, quantities and logistics before any order.

UKRAINE REFERENCE PRICES / € PER UNIT

500 €0.55 | 1,000 €0.44 | 2,000 €0.40 | 3,000 €0.39 | 5,000 €0.38

Ukraine corporate prices only. Taxes and delivery separate; other markets require a specific quotation. No retention, environmental or sales results are guaranteed.

REQUEST A REVIEW OF THE CAMPAIGN FORMAT / HOLDERCARD.COM