
adlink
Christmas
MOMENTS
THE SEASON OF SHARED EXPERIENCES

One Season. Different Consumer Moments

Christmas begins long before the celebration itself.

It lives in the anticipation of finding the perfect gift, the excitement of making plans and the joy of being together.
As the festive season unfolds, consumers move between different needs, emotions and priorities, each shaping a unique Christmas experience.

The festive season is not one moment.
It is a sequence of opportunities for brands to connect.



Be Part of These Moments While Consumers Are…













Be Part of These Moments...













Choosing The Perfect Gift

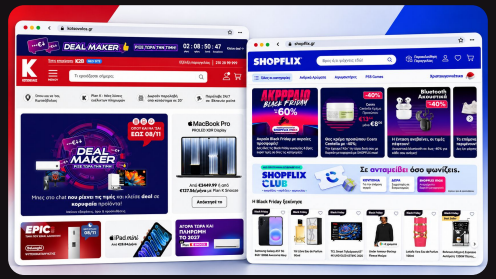
Connect with consumers during gift discovery, shopping and product consideration.

RETAIL MEDIA



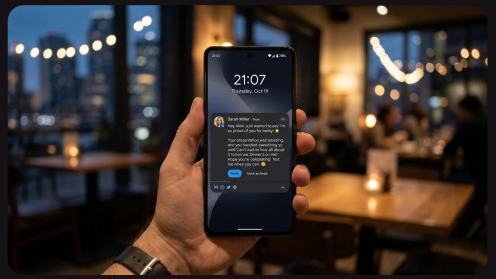
IN-STORE

Signage, audio and brand presence within physical retail environments.



ON-SITE

Placements across retailer websites and apps during product discovery and consideration.



DIRECT

CRM communication through formats such as Newsletters, Viber and Push notifications.

Enjoying Cinema & Theater

Connect with audiences during cinema visits and theatre experiences.

CINEMA & THEATER



IN-VENUE SCREENS

Digital advertising screens across cinema environments, connecting brands with audiences during their visit.

VILLAGE CINEMAS



IN-VENUE SCREENS

Digital advertising screens within theater venues, creating brand presence around cultural experiences.

ΑΘΗΝΑΪΚΑ ΘΕΑΤΡΑ

Exploring the Festive City

Extend brand visibility across the festive city through digital displays & kiosks.

dOOH



STREET dOOH

Digital advertising across urban streets and high-visibility public spaces.

REGNUM
OUT OF HOME MEDIA



KIOSK SIGNAGE

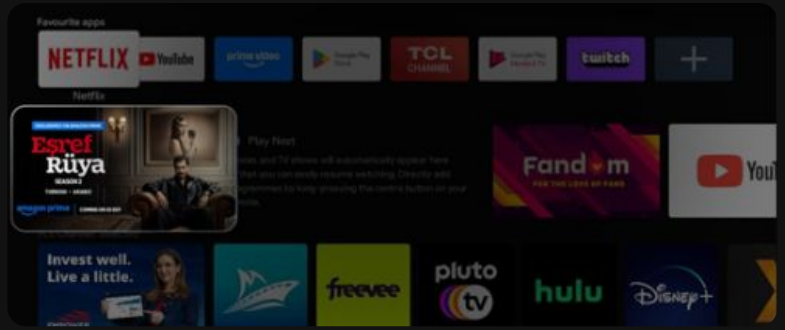
Digital brand presence across everyday urban touchpoints.

efood

Relaxing at Home

Connect brands with audiences during festive moments at home.

CONNECTED TV



TCL

Brand visibility through launcher banners as viewers explore content on TCL Smart TVs.

TCL



TITAN OS

High-impact homepage hero banner placements across selected JVC and Philips Smart TVs.

JVC PHILIPS

Travelling for the Holidays

Connect with travellers at key moments of their journey.

TRAVEL MEDIA

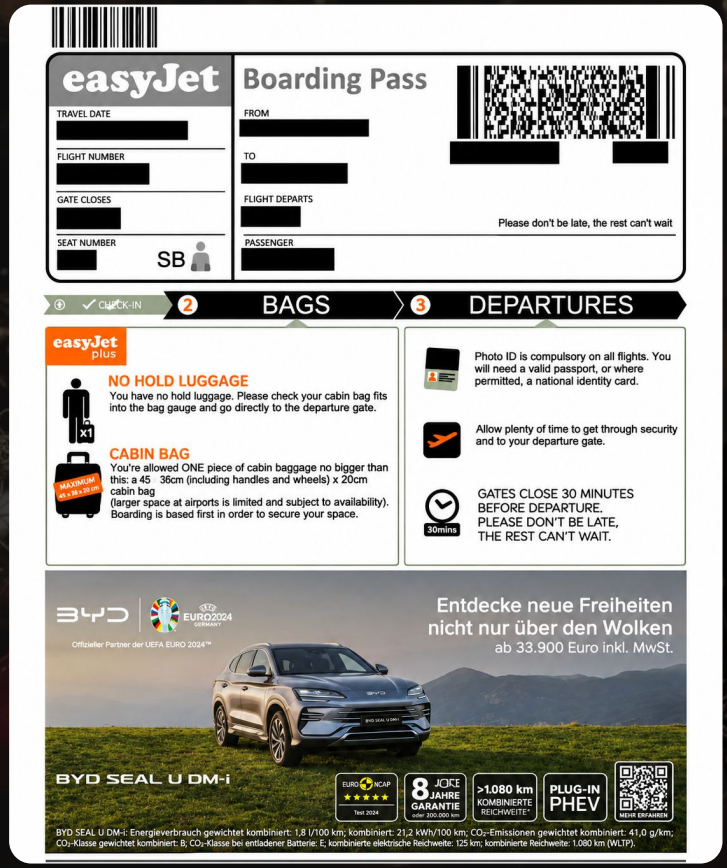
Place your brand directly on the easyJet boarding pass (both digital & printed), reaching travellers as they prepare to fly.

easyJet

190K

Inbound & Outbound Passengers GR | December 2026

100K	90K
Outbound Passengers	Inbound Passengers



Preparing the Festive Table

Connect with consumers as they discover recipes and plan their festive meals.

DIGITAL CONTENT



AKIS PETRETZIKIS

Festive recipes, meal ideas and cooking inspiration.



ARGIRO BARBARIGOU

Recipe discovery and inspiration for festive home cooking.

One Season. Countless Opportunities.

98.6M

Estimated Contacts (Dec.2026)

- Kotsovolos.gr Site Traffic
- Kotsovolos Store Footfall
- Kotsovolos Email Activity
- Kotsovolos Viber / SMS Activity
- Shopflix.gr Pageviews
- TCL CTV GR Platform Volume
- Philips / JVC (TitanOS) Volume
- AkisPetretzikis.com Pageviews
- Argyro.gr Pageviews
- easyJet Passengers
- Athinaika Theatra Visitors
- Village Cinemas Visitors

Contact Sources & Data Basis

Sources: Online visits & pageviews (Kotsovolos, Shopflix, Akis Petretzikis, Argyro), store & venue visits (Kotsovolos, Village Cinemas, Athinaika Theatra), direct communications (Kotsovolos Email, Viber/SMS), CTV platform activity (TCL, Titan OS), airline passengers (easyJet).

Basis: 2025 annual figures divided by 12, December 2025 figures, reported monthly volumes and December 2026 partner data.

Your Brand. Your Christmas Moments.

LET'S MAKE THEM YOURS.

A Christmas media presence shaped around your brand, your audience and the moments that matter.



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