

Aviv "Harmonie" launches #FlowerPower campaign

Empowering business partners in the promotion of their products, is the leading idea behind the new Aviv "Harmonie" campaign #FlowerPower.



#FlowerPower respects the consumers' wide variety of choices when it comes to gifts, by pointing out that any gift will be more meaningful if accompanied by fresh flowers. The new Aviv "Harmonie" campaign was launched via social media two weeks ago and is planning to engage professionals and the general public in the flower world from different aspects, visuals, fun facts, and interesting ideas on how to use flowers in your most precious moments.



Aviv's business partners are invited to add their logo to the visuals and create their own promos with the graphic images that are given to customers.

The #FlowerPower campaign will be present at the FloraHolland Tradefair Aalsmeer - at the FlowersBar – at the main catering area.

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