



fbb takes online shopping a level higher with 'Talk to fbbonline'

National, January 18, 2019:fbb is a brand better known as the 'most preferred fashion destination'for fashion lovers across India. While every other customer would have visited an fbb store, the brand is now set to reintroducefbbonline through its 'Talk to fbbonline' campaign. With an exclusive fbb bot, inclined to connect with online users and drive e-commerce, the brand is all set to upgrade the user experience for customers shopping on their website.

The thought behind this innovative relaunch of fbbonline is to enhance the user's online shopping experience and make it easy and fun. The'Talk to fbbonline' willbe a new-age platform for e-commerce users who wants to shop for affordable and quality clothes online. Customers can use the personalised fbb bot via Google assistant or alternatively access the website through a Google voice search by pressing the mic icon on Google voice search and say, 'Talk to fbbonline'. This command will lead customers to the fbbonlinewebsite, and they can add their favorite trends to the cart.

The fbb bot not only assists customers with their shopping but it also helps customers save more money while they shop. Customers using the 'Talk to fbbonline' option, can enjoy an extra Rs 100 off on their shopping worth Rs 300 or above; all they have to do is use the code TALK100.The bot has already gone live where every user can go to google assistant and say 'Talk to fbbonline' to interact with fbbonline.

Speaking on these online efforts of increasing customer engagement and experience, Prachi Mohapatra, Marketing Head at fbb said, "fbb has been a fashion destination for many. We wanted to provide the same fashion to our customers within the comfort of their homes. By launchingthe 'Talk to fbbonline' we wanted to offer our customers an easy access to their favourite fashion trends,through a simple command.With this campaign, we wanted to leverage the voice search technology and create a better connect with our audience."

Chandni Shah, COO, Social Kinnect added "Voice search is set to shake upthe world of digital marketing this year, and it is the perfect time for a brand in the fast-moving retail space - like fbb - to utilise it. Enabling real-time communication with consumers, and creating yet another marketing touchpoint to increase one's reach - voice search is here to stay. We're excited to work with fbb on this on-trend campaign to reach more customers than ever."

With a touch of technology, fbb is here to connect with more customers and also take their shopping experience to the next level!



About fbb

fbb has been the face of affordable fashion destinations in India since 2008. With its stance of being India's Fashion Hub, it believes in aspirational value fashion. From business meeting to casual resort wear, from versatile ethnics to comfortable home wear, fbb creates exclusive merchandise for its audience under its own private labels. With a wide variety to choose from, fbb has something in store for everyone. fbb targets a youthful audience in India that wishes to stay synonymous with current trends. The brand has 352 stores including 67 stand alone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.

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