



Product Promotion

4B03

Introduction

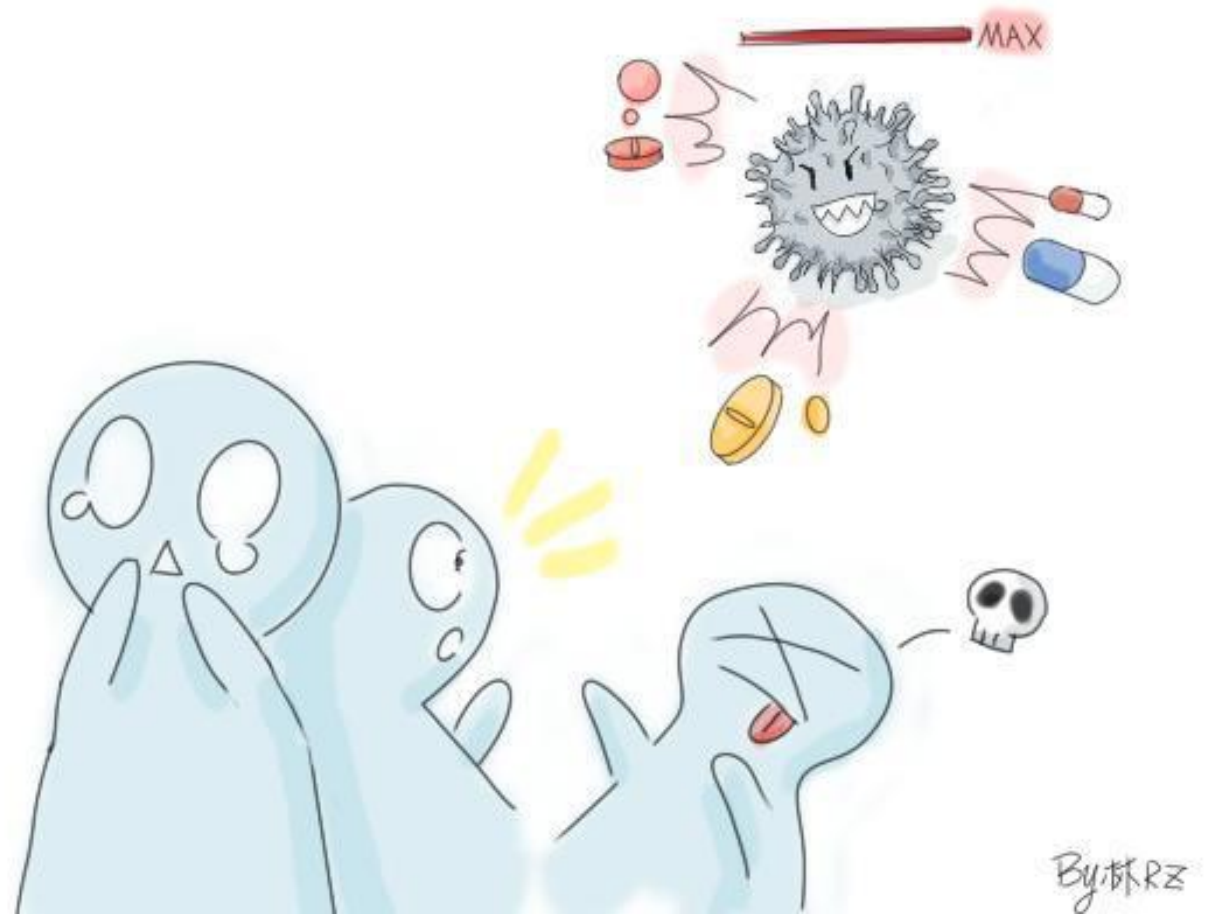
- Because of the coronavirus, the masks not only become popular, but also a necessary of people's life. People needs masks when they go to school, go working, go shopping. As long as people want to go out, all of the people must wear masks. So there is a large demand for masks. The reason for choosing mask as a promotion product is people need the product. Also our company is famous, so I believe people will choose our product.

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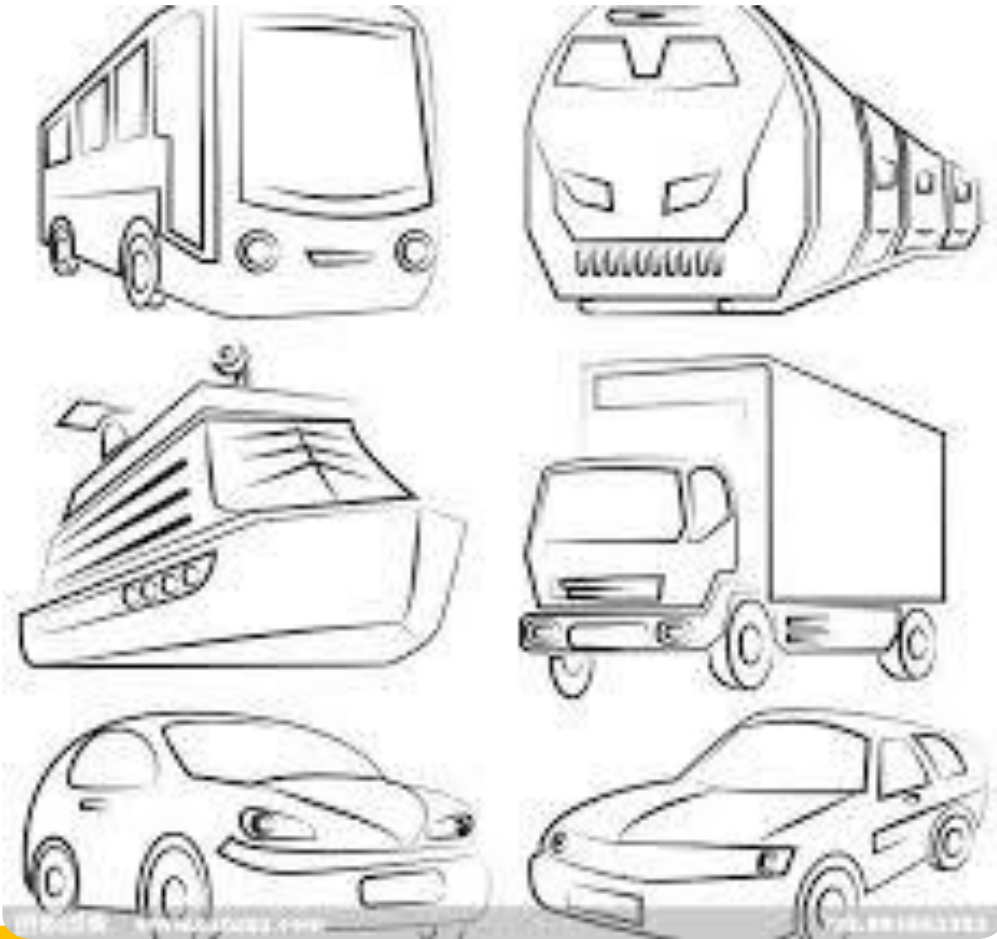


Target Audience

- The target audience is all of the people who want to go out because everyone doesn't want to get pandemic.



Media Promotion



- I will choose TV and public transport, the time is 7 to 10 am and 7 to 10 pm because from 7 to 10 am, most people go working. Many people take MTR from 7 to 10 am. Also many people watch TV from 7 to 10 pm. So it can make many people know our product that can increase people's impression of the product. People need masks. So when they buy masks, people will choose our product.

Celebrity Promotion

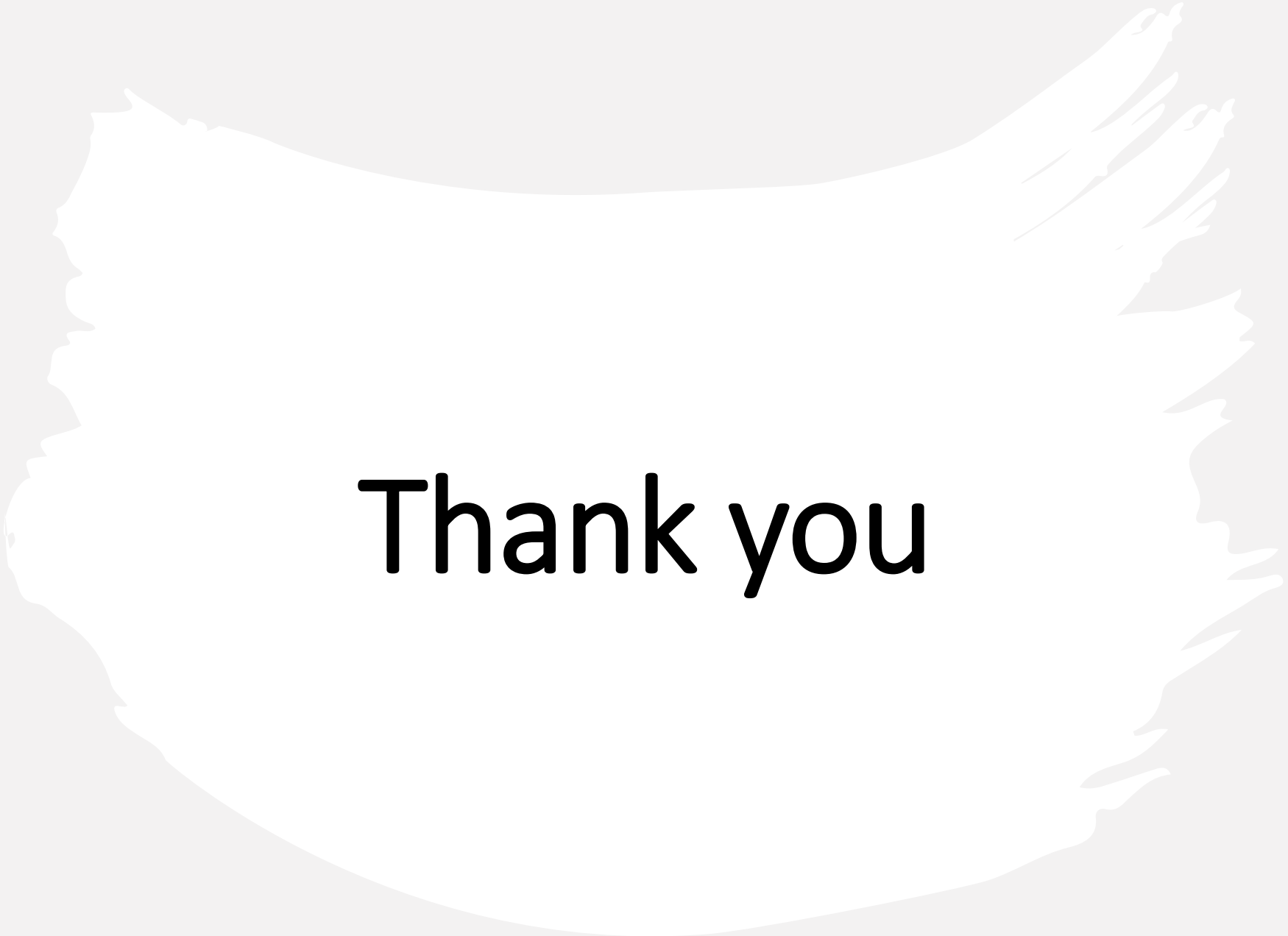
- I will choose Jack Ma as our celebrity. The storyline is one of the rich people Jack Ma is worried about going out to be infected by COVID-19. But when he put on our masks ,he can freely walk through the crowd without worrying about infection by COVID-19. It lets people know our masks are so good. We can make a video on TV or transport systems. It's a good promotion for our product.



Conclusion

- Eventually it will be a successful promotion for the product. Our product has its own characteristics and our company is also famous. It can bring a lot of benefits to the company. I hope the above suggestions are useful and hope you will consider using them.



A white brushstroke graphic with a rough, hand-painted edge, centered on a light gray background. The stroke is wider at the top and bottom, tapering slightly towards the center.

Thank you