



# Product Promotion

4C JENNA

# introduction



Jenna Ng



Company : Pittie



Product : StrawKiwi

# ABOUT THE COMPANY



Beauty care product



Main ingredients ➔ Fruit



# ABOUT THE PRODUCT

The main ingredients



strawberry and kiwi



“StrawKiwi”



# Product

⋮

➤ Facial mask

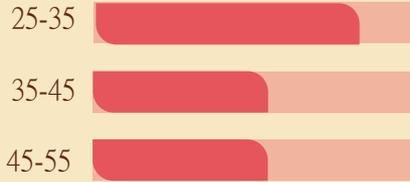
## Why I choose this product :

➤ To help people keep their skins  
healthy easily



# Target audience

age



People who cares a lot of their skin

GENDER



# Media promotion

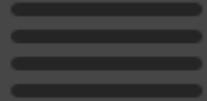
♥ Social Medias (    )

♥ During pandemic period

♥ Most people especially female needs  
to keep their skin healthy

# Media promotion

- ♥ Television
- ♥ During lunch/dinner time
- ♥ Most people watch TV  
during these time



# Celebrity promotion

♥ Blackpink

♥ Through uploading our product  
on their social media account



# storyline

Wear a  
mask for a  
long time



Put on the  
mask for  
20-30min



Their skins are  
very clean

1

2

3

4

5

Their face are  
oily when they  
remove their  
mask



Remove the  
facial mask



# Other promotion

**Note!!**  
**Discount only**  
**available for 2 months**

## Becoming a member

 Upon purchase can  
enjoy 20% discount

 100 member points  
can change  
1 free facial mask

## For non-member

 Upon purchase  
over \$200 can  
Enjoy  
20% discount



# conclusion

♥ Most people's skin get worse  
⇒ wear masks for a long time.

♥ Help to keep their skins healthy and clean.

♥ Popular product during the  
pandemic period.



**PRODUCED BY :**  
**4C JENNA**



**StrawKiwi**



**The End~**

