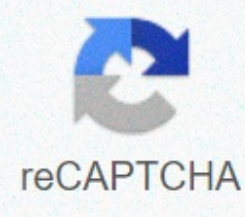




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## Advertising campaign proposal format

in marketing earth-friendly products for years. We know your target audience and how to reach them. After reviewing our ideas, please call me at the number listed below so we can meet in person and start getting the word about your products. LiquiPlanet water filter products are new on the market. Therefore, the goal is to create product awareness and gain market share as soon as possible. Goals and objectives have waned the public in LiquiPlanet and its products. By following the program outlined in the pages of the assistance and advertising program, the public will quickly be aware of LiquiPlanet as a new manufacturer of water filtration products. Note that the program must be tracked sequentially. First, charitable donations and teaser ads posted online must be arranged. You should then shoot shipments and shoot clips integrated into ads on TV and online. Radio interviews and magazine ads may be simultaneous with tv and internet advertisements or follow shortly after tv and online advertisements. Within six months Lyquiplant will have a global presence. Get 50% market share within one year. By making a generous advertising approach, we anticipate that LiquiPlanet will own at least 50% of the water filtration market within 12 months. Please note that LiquiPlanet must ensure a rapid and continuous supply of products that satisfy customers' needs for this to happen. This means that LiquiPlanet's manufacturing and delivery services must be able to respond quickly to fulfill orders that will come after scheduled advertisements. Established as a 'green' supplier of water filtration products and continue to gain market share in the years to come. The initial donation project and subsequent interviews, articles and advertisements should establish LiquiPlanet as an environmentally friendly, socially conscious supplier of water filtration products. To maintain its reputation and rak in more market share, LiquiPlanet must prove itself by continuing charitable donations or sponsorship projects, making the public aware of these activities, soliciting customer comments, and incorporating customer offerings into this improvements and advertising. Recycling must be reverted every year. Furthermore, LiquiPlanet's headquarters and manufacturing facilities should be presented as continually environmentally friendly. Wants to gain a reputation as an environmentally friendly, socially conscious manufacturer of water filtration products. At present, LiquiPlanet is unknown. Therefore, LiquiPlanet has a unique opportunity to create a positive image with the launch of its first products. By using a charitable donation project as his product award and then publishing this project when presenting his products, LiquiPlanet will firmly establish itself in the minds of customers as a feel-good company. LiquiPlanet must strive in every way to continually promote the company and its products as 'green' and good for the planet and with its people. Shore Advertising recommends that LiquiPlanet's advertising campaign begin shortly after a major philanthropic effort to deliver products to areas that need clean drinking water. LiquiPlanet is encouraged to select at least three areas from the list we provide, and then donate practical water filtration products for this area. Please note that we have chosen small population clusters of great need – villages in Africa, Latin America and Asia; And isolated rural populations in the United States experiencing problems supplying drinkable water. All donated products will be labeled with the unique LiquiPlanet logo, and all adults receiving products must agree to be interviewed and input at no cost for LiquiPlanet advertisements at the company's request. Mission By donating products to create clean water and then posting this effort through the stories of the people who benefited, LiquiPlanet will be known as a water filtration company that wants to save the planet and improve the lives of its people. LiquiPlanet should provide the entire population with at least three targeted areas with filtration devices that will give them clean water to drink – products for about 150 250 people. The company will deliver the products and take photos of the shipment and guide recipients on how to use the products, then return in a week or two to interview and photograph users. Relief effortsLiquiPlanet should select at least three areas from the list, prepare and package donations, and notify areas that products and camera crews are arriving on a specific date. We recommend enlisting the assistance of WorldWise Water, a nonprofit with whom Shore has worked in advertising in the past, and who will be happy to serve as a coordinator and consultant in this effort. BenefitsBy this program, LiquiPlanet products will instantly become feel good products that customers are proud to purchase, giving LiquiPlanet a big jump on competition. All donations will be tax-free as well. This program combines charity with advertising to create public awareness of new products that can benefit everyone. All publication will be based on two basic ideas. Everyone on the planet deserves clean, pure water. You can get clean and pure water as nature intended using LiquiPlanet water filtration products. Below Design scripts and concepts for various advertising media. Videos online for teaser videos, a short clip of life in the area will be shown, followed by the message. How one society would change the lives of everyone in the city or country. Go www.LiquiPlanet.com find out. This idea will promote traffic to the LiquiPlanet website, where the charity project will be screened and products will be described, along with a short video showing how the filters can be recycled. For videos a few months later, the question will be asked. How has one company changed the lives of everyone in the country who stays in the city or village? This will be followed by short interview clips with recipients of donations on how LiquiPlanet's products have improved their lives, and will end with a message enjoying the pure water supply in your home and then a link to the company's website. TV AdsTelevision ads will have 30 second documentaries, featuring recipients of a donation telling how LiquiPlanet's gift changed their lives, and then showing how the featured product could work at the viewer. We offer two different ads; One for jug tap products and one for the portable water bottle. Both should show that the filters are recyclable. This concept will firmly establish LiquiPlanet as a good neighbor in the world as a feel-good product for purchase. Radio interview ads We believe that radio time should be used primarily for interviews with LiquiPlanet staff who were involved in the donation product. It will cost the company nothing and there will be wide appeal. The company may later decide to run ads on the radio, which should briefly explain the charity project followed by a brief summary of LiquiPlanet's products. Print ads and depend on advertising dependency, we offer two possible ads. For general consumer-facing publications, we recommend a photo with a natural waterfall in the background and all LiquiPlanet products on the front. The words each deserve clean water along with the company's unique logo and url should be prominently displayed. For publications that appeal to outdoor types or sports, we recommend displaying natural water in the background and travellers drinking from a LiquiPlanet portable bottle. The words enjoy pure water everywhere along with the company's unique logo and url should be prominently displayed. Billboard ads we offer to display similar to the print death for general consumers described above. LiquiPlanet is encouraged to follow the publishing program listed below. Set up the most innovative website. Before deploying the product or charitable donations, LiquiPlanet should create a website with a 'green' feel and message, instructions for using and recycling products, the ability to collect user responses with the warning that comments may be festering in advertising campaigns, and a new page that will be regularly updated on the company's eco-friendly activities. 1 day before teaser videos Location, add information about up-to-year charity activities, see Outreach page in this offer for the news page and home page. Short place 'teaser' promotional videos advertising the company's upcoming activities online. A week before the donations, short teaser videos will appear on multiple websites, tagging viewers with this message. How one society would change the lives of everyone in the city or country. Go www.LiquiPlanet.com find out. Teaser videos will be created and placed by Shur Advertising. The hotel publishes longer advertisement videos advertising the company's activities and products online. After field interview videos with LiquiPlanet donation recipients were combined with filmed sequences in the studio depicting LiquiPlanet products, place these entire videos on multiple websites. The videos will be produced by Taurus advertising associates placed by Shur Advertising.Place tv ads. Once videos of LiquiPlanet donation recipients have been filmed in conjunction with filmed sequences in the studio depicting products, advertising time must sometimes be purchased that our target audience is expected to watch. Shows featuring environmental professions, animals and health are the most desirable. See other pages in this offer for scripts for these ads and suggested placement. Shur Advertising can recommend a number of media companies that specialize in this type of feel-good advertisements. Schedule radio interviews of LiquiPlanet employees who participated in the donation project. Our research shows that interviews are more beneficial to the sales of a new company than to radio ads, and many radio shows look for interviewees. Shur Advertising can organize interviews and write scripts for participants. Radio ads will be helpful once the public is aware of LiquiPlanet and its products. Place articles and ads in magazines. Many magazines will welcome a well-written article describing LiquiPlanet's justify launch project, and if possible, an article should accompany an ad for the first time LiquiPlanet products are published in this publication. See other Pages in this offer for suggestions on where to place magazine ads. Shur Publishing will create these articles and advertisements. Repeat the PR cycle of publishing the charity project every year. We expect you to amaze your sales if you follow the strategy described here. Then, to keep feeling good and sell an even better cycle going, we recommend LiquiPlanet take on one donation project or sponsor one worthy organization or event a year to keep the company well established in the public eye as an environmentally friendly, socially conscious supplier of water filtration products. This offer focuses on publishing the following LiquiPlanet products as a group, with an emphasis on the features listed below each product. Lyquiplanta Snap on tap Water filters Filters Hidden lead, chlorine, parasites, herbicides, pesticides, petroleum Bacteria, and many pharmaceutical compounds. Easy to attach to any tap snap on, snap. Clean, clean, delicious water great from any system and any tap. Cheap to buy and cost-effective for maintenance – each filter lasts an average of six months and is for most places. Lykfilant Water Filter serves lead, chlorine, parasites, herbicides, pesticides, petroleum compounds, bacteria, and many pharmaceutical compounds. Two sizes that easily fit most refrigerators. Cheap to buy and cost-effective for maintenance – each filter lasts an average of eight months and is for most places to be signed. LiquiPlanet water filter bottle The refusals are lead, chlorine, parasites, herbicides, pesticides, petroleum compounds, bacteria, and many pharmaceutical compounds. Pour water through the side of the filter; Sip clean water from the drinking lookout. Take it everywhere. Use it on the sports field or go hiking; No more polluting the environment with plastic water bottles. Cheap to buy and cost-effective for maintenance – each filter lasts an average of six months and is for most places. LiquiPlanet replacement filters The alternate filters will be included in the product descriptions. There is only a need to show that filters are easy to replace, easy to recycle, and inexpensive. If possible, mention gallons that any filter can clean. While LiquiPlanet has competition among water filter manufacturers, we believe that the market for water filtration devices is growing, especially in countries outside the United States. Within the United States, we believe that a unique portable filter bottle and the cycle of all LiquiPlanet replacement filters will be major attractions for customers who quickly move LiquiPlanet to the top spot among filter product manufacturers. The following paragraphs give a snapshot of the current market before Lykiplant erupts into the arena. Research methodology The following materials were collected from three main sources. Lincoln, Jay Trends in Consumer Filtration Devices, Vol. 9, Water Supply Magazine; annual reports from all water filtration device manufacturers; And the extensive experience of advertising bull with this type of product. Target MarketWater filtration devices appeal to a wide audience - anyone concerned about drinking clean water at home. Some parts of this crowd buy bottled water, but LiquiPlanet water filtration products will particularly appeal to those concerned about the environmental cost of using plastic water bottles. Details for LiquiPlanet tap filters and filter pitchers, the market is general - anyone who is concerned about drinking clean water at home and does not want to purchase bottled water to satisfy this need. The need for the market is highest in areas that have identified problems with the public water supply as documented in the required annual report distributed to the public by water districts or where water has a unique taste due to high rates of For LiquiPlanet water filter bottles, the market is about a go group, which consists mainly of children, adults participating in sports, and especially hikers, backpackers, and cruises of all kinds. The target audience wants water filtration products that filter harmful chemicals and bacteria from tap water or current water. A significant portion of the target audience also wants freedom from purchasing bottled water and is concerned about purchasing recyclable products. The current situation The three largest water filtration product manufacturers currently hold 85% of the global market, with the remaining 15% divided between small and different producers. None of these manufacturers offer recyclable filters and only one offers a portable bottle of water with a modified filter. Determine factors The target audience currently makes purchase decisions based on the availability of alternate filters, product cost, and ease of use. Because costs and availability will be roughly equal, we believe that the cycle of LiquiPlanet replacement filters will give LiquiPlanet an advantage over competitors. Market Sizenl 20xx, more than a million tap water filtration devices have been sold worldwide, and more than a billion water filter pitchers. More than a billion bottles of water were also sold. Drinkable water is rapidly becoming one of the most important resources on our planet. Every man and every animal needs clean water to drink. As the population grows, so does the need for clean water. Therefore, the growth potential of water filtration devices is expanding. Obviously, all people need clean water every day, so purchase and use are running. Usage increases slightly in hot weather, with people drinking more to replace liquid lost to the plantation. So the purchase of water filtration devices and replacement cartridges increased slightly during the hottest months of the year.The biggest competitors in the current market are. Bereguson, Riverson-Roth filters, and H Corporation. An examination of all frequently asked questions on the three competitors' website reveals that their users have problems attaching filters to different taps; These companies have resorted to providing a variety of embarrassing adapters to resolve these issues. LiquiPlanet's product feature will appeal to its customers and cut the market share of all competitors. However, we believe that the biggest features to take advantage of is the humanity of the filter bottles and the recycling of all filter cartridges; By marketing LiquiPlanet products as a 'green' choice in this market, the company will quickly gain ground over competitors. Recommendations are essential to start the LiquiPlanet campaign as quickly as possible. 'Green' commodities are now popular and are growing rapidly in market share over less environmentally friendly competitors. It is likely that competitors will follow in our footsteps and come up with their own green ideas, so it is very important to make a big splash and take the top spot in Consciousness once products are ready to ship. The following methods will be taken to measure the success of the advertising campaign. All comments entering the LiquiPlanet website and other sites hosting articles about or ads for LiquiPlanet will be counted and analyzed monthly to judge the public's awareness and opinions. It will be a joint project of Taurus Advertising and LiquiPlanet People. Sales will be measured monthly to judge the effects of advertising and articles and videos of information. Three months after launch, an opinion poll of five questions will be conducted on strategic websites to gauge public awareness of LiquiPlanet and its products. Six months after launch, five opinion polls will be conducted by a telephone survey company to gauge the public awareness of LiquiPlanet and its products. Monthly video conferencing will be held between LiquiPlanet and Shur Advertising to discuss results and determine whether changes are needed. The following data are estimates only. Additional exact data will be displayed when we reach the final planning and schedule of the advertising campaign, and a specific contract requiring all parties to be written at the time. Shur Advertising was founded to help companies advertise their products and services in the 21st century. Which distinguishes 21st-century advertising. Unlike older companies, we use the Internet with full capacity to create public awareness and demand for products. We understand social media, and we have effective and innovative strategies for creating a positive public impression of your company. We know that information on the Internet goes hand in hand with TV, radio, and print advertising. We are experts in designing, creating and delivering a complete package with a consistent message for your organization. We're quick. Our creative employees work with our media expert partners to do the best job for you. Among our many satisfied customers are Gonn Travel Products, Edwards Electronics, 4Strength Body Systems, and Groundbreaking Construction, Inc. we have also developed campaigns for many nonprofits and public service organizations. We believe that good corporations should be good citizens, not just in our communities, but in the world. In addition to recommending philanthropic projects to our clients as part of advertising and marketing campaigns, Taurus Advertising routinely participates in a variety of projects that benefit people around the world. Check out the outreach page on our website for a complete list. List.

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