

GLOBE VILLAGE MALL ACTIVATION

Agency Presentation

PROJECT BACKGROUND

Tattoo@Home wants a mall activation that is experiential and educational to introduce and teach the market about the product.

OBJECTIVES

- Convert other broadband users to Tattoo@Home users
- Educate consumers about Tattoo@Home
- Compel consumers from villages to visit mall activation

VENUE SUGGESTIONS

Replacement for Glorietta



Greenbelt



Powerplant

CONCEPT

Home

Tattoo@Home empowers the home and empowers people in their homes to live without limits and think and dream big.



AGENCY OBJECTIVES

- Create an interactive booth that will attract the attention of consumers and educate them about the product
- Attract and encourage consumers to check out the mall activation through creative drive-to-site activity
- Create traffic towards booth

THEMATIC EXECUTION

Lounge Café



INVITE

EXPERIENCE

INVITE

EXPERIENCE

AT VILLAGE GATES FOR RESIDENTS

- Pre-Announcement
- Drive-to-Site

PRE-ANNOUNCEMENT

DAYS 1 – 2

Creative Bannering, Postering

- ◉ To be placed beside gates
- ◉ Bamboo holding guitar spilling out musical notes, musical notes on the ground
- ◉ Announcing date and location of activation and freebies



DAYS 3-5

Creative Flyering

- Costumed models in skates will be stationed at village gates / guard houses
- Stamp card flyers will be given to the residents
- Inside the Stamp Card flyers are the raffle ticket to be filled out
- The residents have to bring the stamp card flyers to the booth to avail of the freebies



Stamp Card



Raffle Ticket

Tattoo@HOME
DSL • WIMAX
LIVE WITHOUT LIMITS

RAFFLE TICKET

Name: _____

Address: _____

Contact Details: _____



Headphones



Bluetooth Speaker



Cable Turtle



Flash Drive



Mouse Pad

DRIVE-TO-SITE



DAYS 6 – 7 (Activation Days) *Creative Recorida*

- Live DJ playing / mixing songs on Recorida
- Recorida serving limited free donuts
- To be executed early mornings before activation hours
- Announcing activities in booth and freebies

INSIDE MALL FOR WALK-INS


Drive-to-Site


FLYER FOR PASSERSBY

Models in rollerblades will hand out flyers to passersby in mall


Purchase a

Tattoo@HOME
DSL • WIMAX
LIVE WITHOUT LIMITS



POWERED BY
 **Globe**

Tattoo@HOME
DSL • WIMAX
LIVE WITHOUT LIMITS



Receive FREE

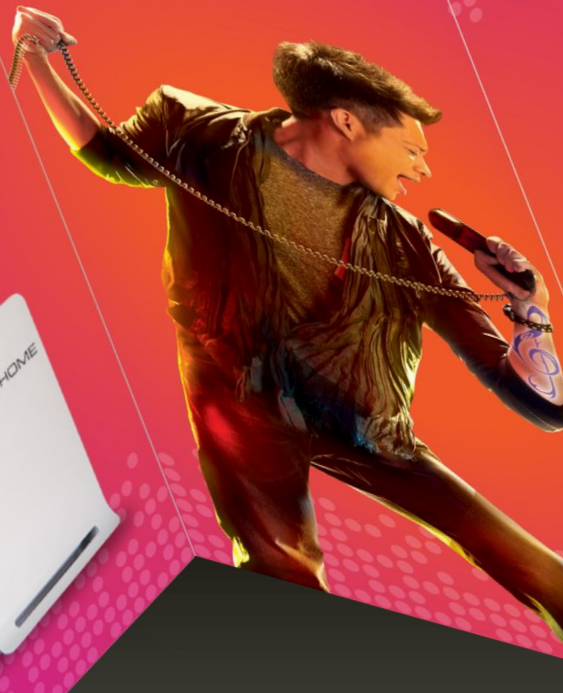
- Free Installation
- Free Raffle Entry
- Free Coffee
- Free Wi-Fi Access
- Free Donut
- Waived Upfront Fees

TATTOO.GLOBE.COM.PH • 730-1010
GLOBE STORES • GLOBE SALES AGENTS

Purchase a
Tattoo@HOME
DSL • WIMAX
LIVE WITHOUT LIMITS



Tattoo@HOME
DSL • WIMAX
LIVE WITHOUT LIMITS



Receive FREE

Waived Upfront Fees



Free Donut



Free Wi-Fi Access



Free Installation



Free Raffle Entry



Free Coffee



TATTOO.GLOBE.COM.PH • 730-1010
GLOBE STORES • GLOBE SALES AGENTS

SIDE GAME FOR WALK-INS

- Touch screen online game
- To be played on touch screen TVs



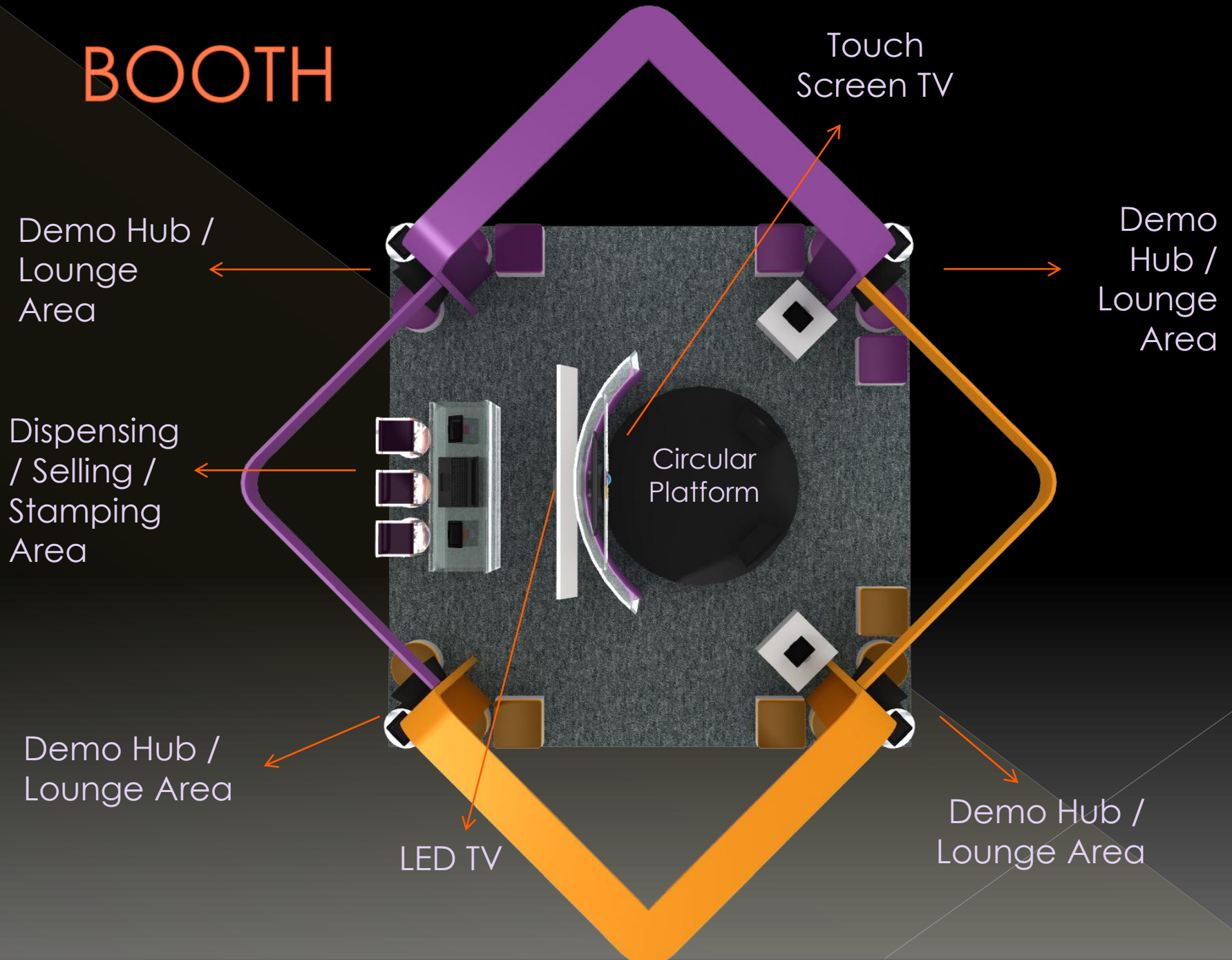
INVITE

EXPERIENCE

MODELS' UNIFORM



BOOTH

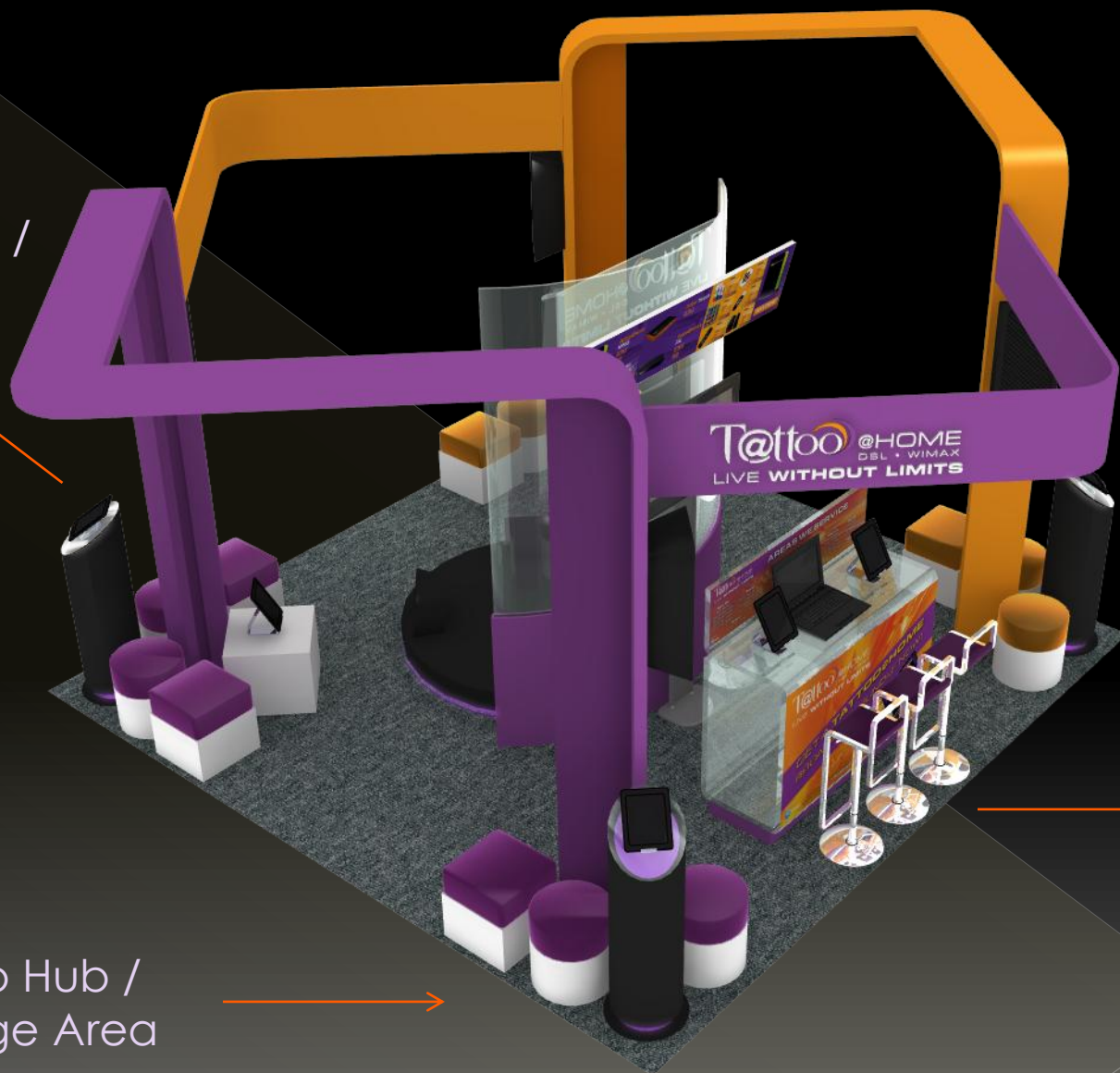


Demo Hub /
Lounge
Area

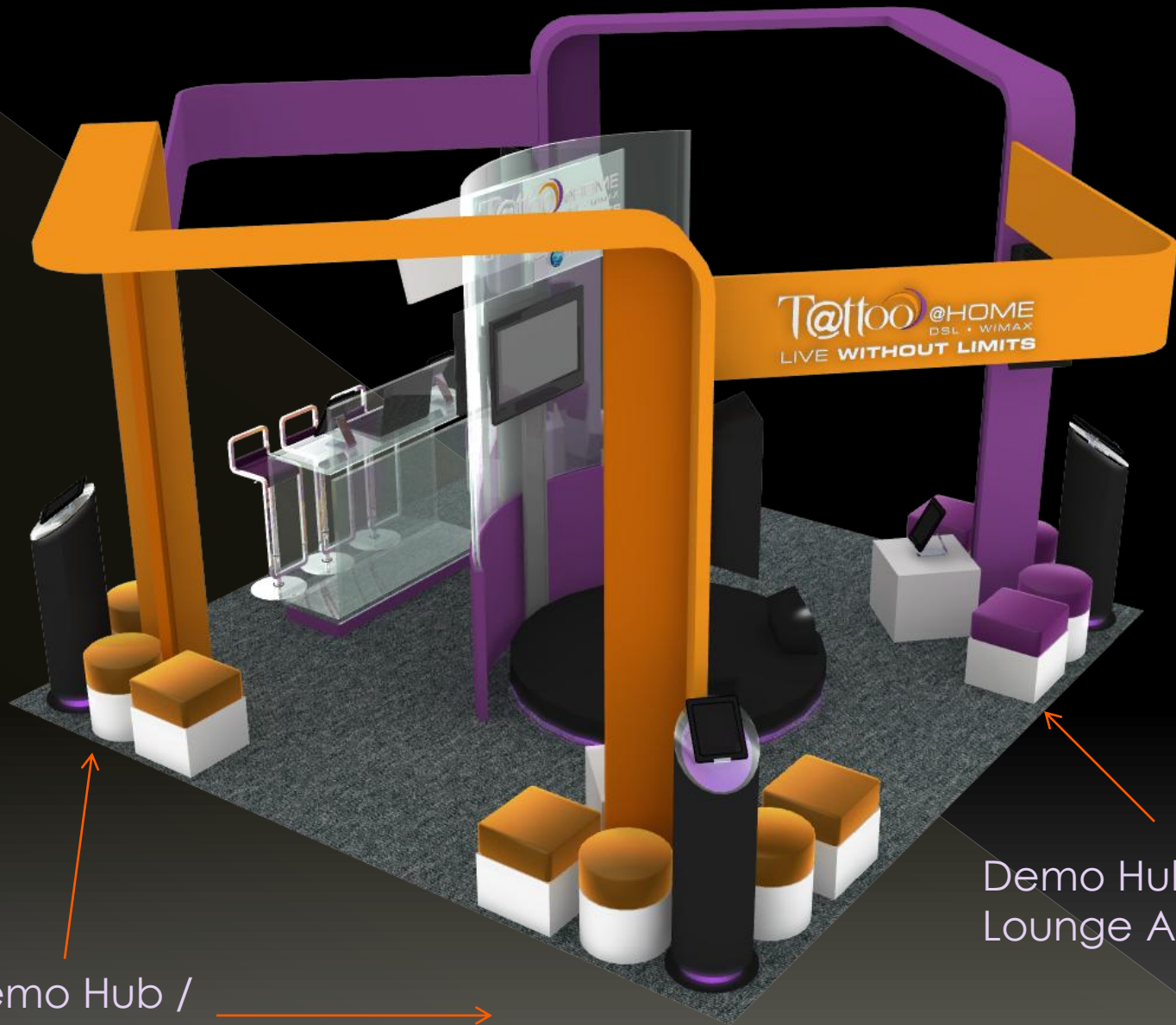
Demo Hub /
Lounge Area

Tattoo @HOME
DSL • WIMAX
LIVE WITHOUT LIMITS

Dispensing
/ Selling /
Stamping
Area







Demo Hub /
Lounge Area

Demo Hub /
Lounge Area



MOBILE PHOTO BOOTH

Free print outs
for villagers and
for walk-ins if
they buy a unit

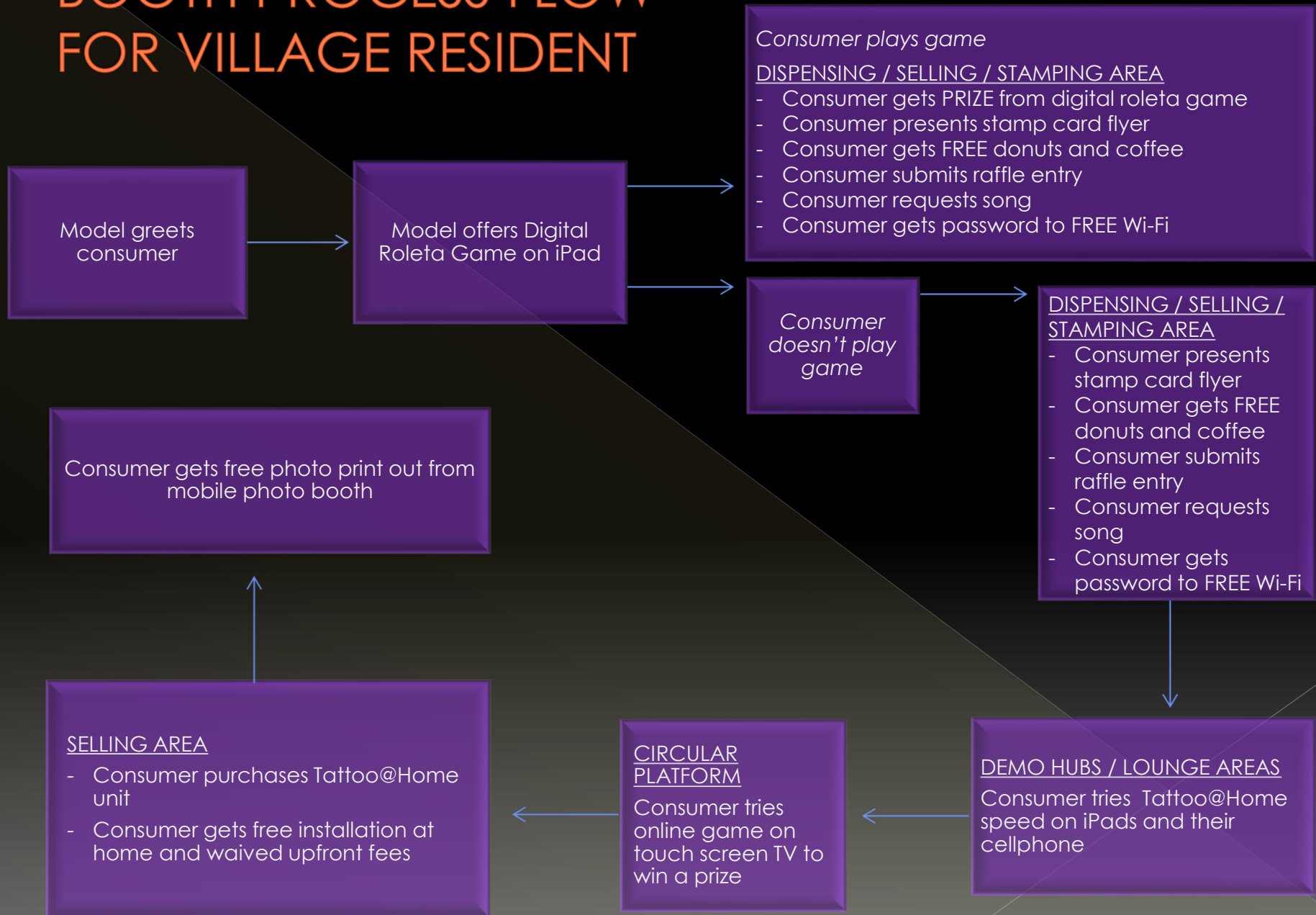


INSTALLERS ON STANDBY IN VILLAGES

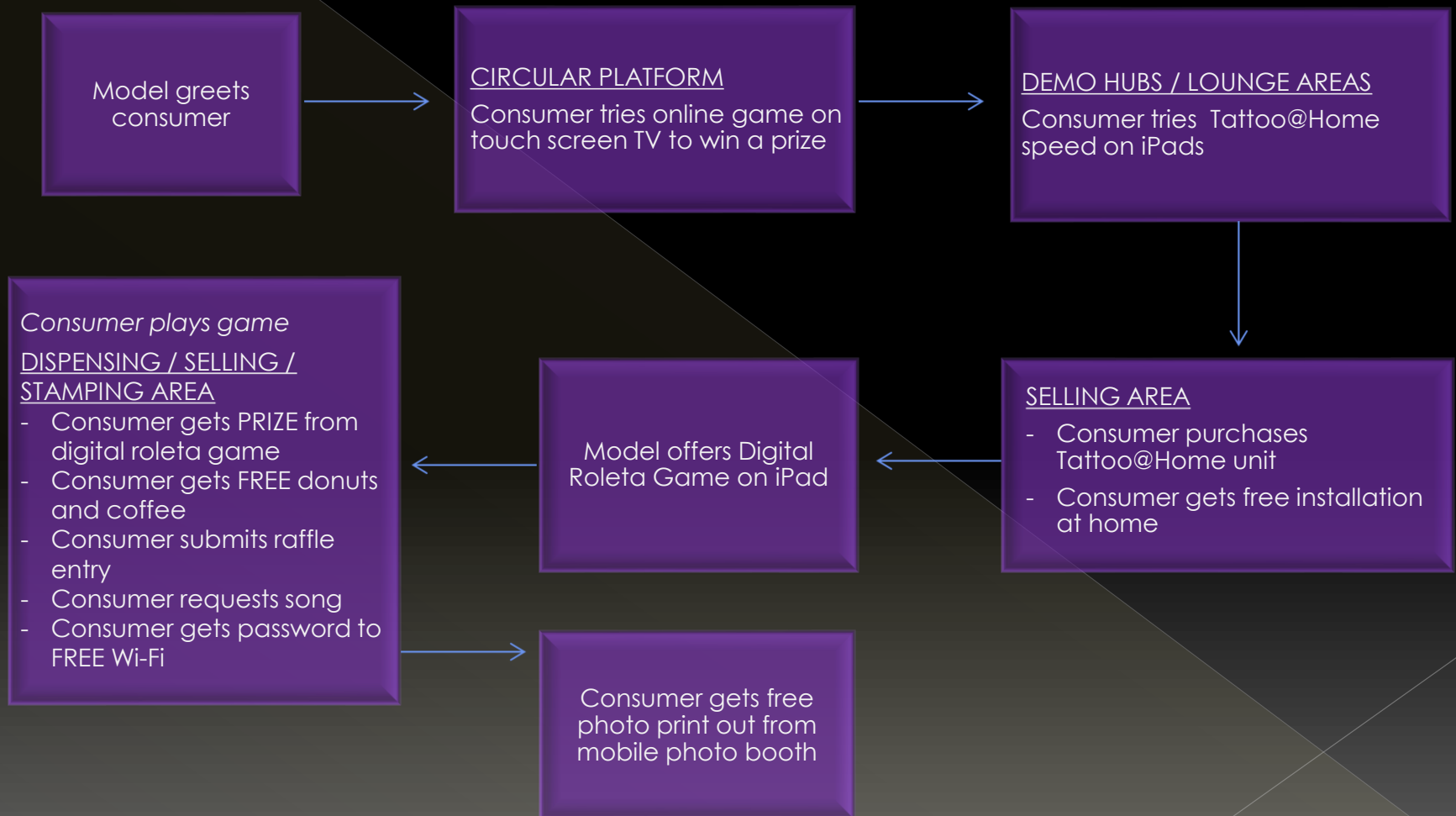
- Installers on Standby for FREE QUICK INSTALL – Models in uniforms to standby in villages using Store on The Go Truck



BOOTH PROCESS FLOW FOR VILLAGE RESIDENT



BOOTH PROCESS FLOW FOR WALK-INS



HOURLY PROGRAM

- ⦿ Host Spiels
- ⦿ Raffle
- ⦿ Game
- ⦿ Raffle
- ⦿ Game
- ⦿ Host Spiels

GAME

● GAME

GUESS THAT SONG:

On speakers will start playing famous songs and first player to guess the song right wins

PRIZE PEGS

- Mouse Pad
- Cable Turtle
- Flash Drive
- Headphones
- Bluetooth Speaker



END. THANK YOU! 😊