

Promotion

We both promote the product to our citizens and to our tourists. Even though our citizens are quite well acquainted with the Kalaunu, we advertise the product to upcoming parents by using ads on social media and refer them to our website, where they will find more information about the product. Once we have them on our website and have them subscribed to our newsletter, they get sent more information about the product and the possibility to customize.

With tourists, the promotion is mostly done offline, out-of-home. When they arrive at the airport of Platina, we strategically place a couple of billboards of the product. Throughout their stay, we try to trigger them to buy the product by providing them with ads on billboards and hanging up posters all over the cities.