

PLATINUM SINGING BOWL

“The Maluhia”

Promotion

To promote the Maluhia we will organise free workshops to teach everyone how to use these singing bowls. These workshops will be held in every commune. There will also be a live stream. There will be the possibility to buy the singing bowls at the end of every workshop.

To make sure people know about these workshops, we will use social media (Instagram, Facebook and TikTok) to spread awareness. We will use short videos of people using the singing bowls to spark their interest. We will redirect them to our site where they find all the information they would need. There they can reserve a spot for the workshops and even buy a singing bowl, if they already want to.

For our offline promotion, there will be billboards and posters that showcase our beautiful singing bowls. These will be strategically placed throughout our country. With these billboards, we can reach the tourists who visit Hama’Lu.