**ALLOUT**

**CURRENT COMMUNICATION STRATEGY**

AllOut has different kind of products like refill, paper, sprays, coil.

Right now, Mosquito repellent like AllOUT is a major usable product which provides benefits

* Fast Mode Action
* Smart Mode Action
* Killing mosquitos effectively once activated.

They are showing this helping kid because they play vaguely and need to close the windows for stopping mosquitos to enter. These Advertisement can be related more to the people if made this way

* Turbo action.
* To include every age group.

Because old age people have rashes on their skin so this will also let people know about this kind of knowledge.