

# Activation Proposal

# Outline

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# Objectives



## Marketing

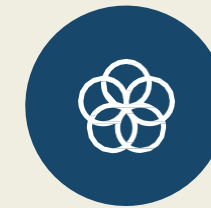
Create Awareness,  
Have branding  
visibility, Hype and  
strengthen the  
relationship  
between customers  
and the company

To successfully execute this project, we have established 3 main objectives and key areas of attention to be focused on over the course of the stipulated time in the two regions



## Education

Educate the masses  
regarding VGG  
connect internet, the  
benefits, reliability  
and availability.



## Generating Sales

Increasing sales  
through  
engagements, having  
a royal client base  
and noting down  
prospects for future  
follow ups

# Proposal

In order to achieve the stated objectives, We propose several customer focused approach ;

**Approach 1**

**Van Activation**

**Approach 2**

**Tent/Gazebo Activations**

**Approach 3**

**VGG Tv (online approach)**

**Approach 4**

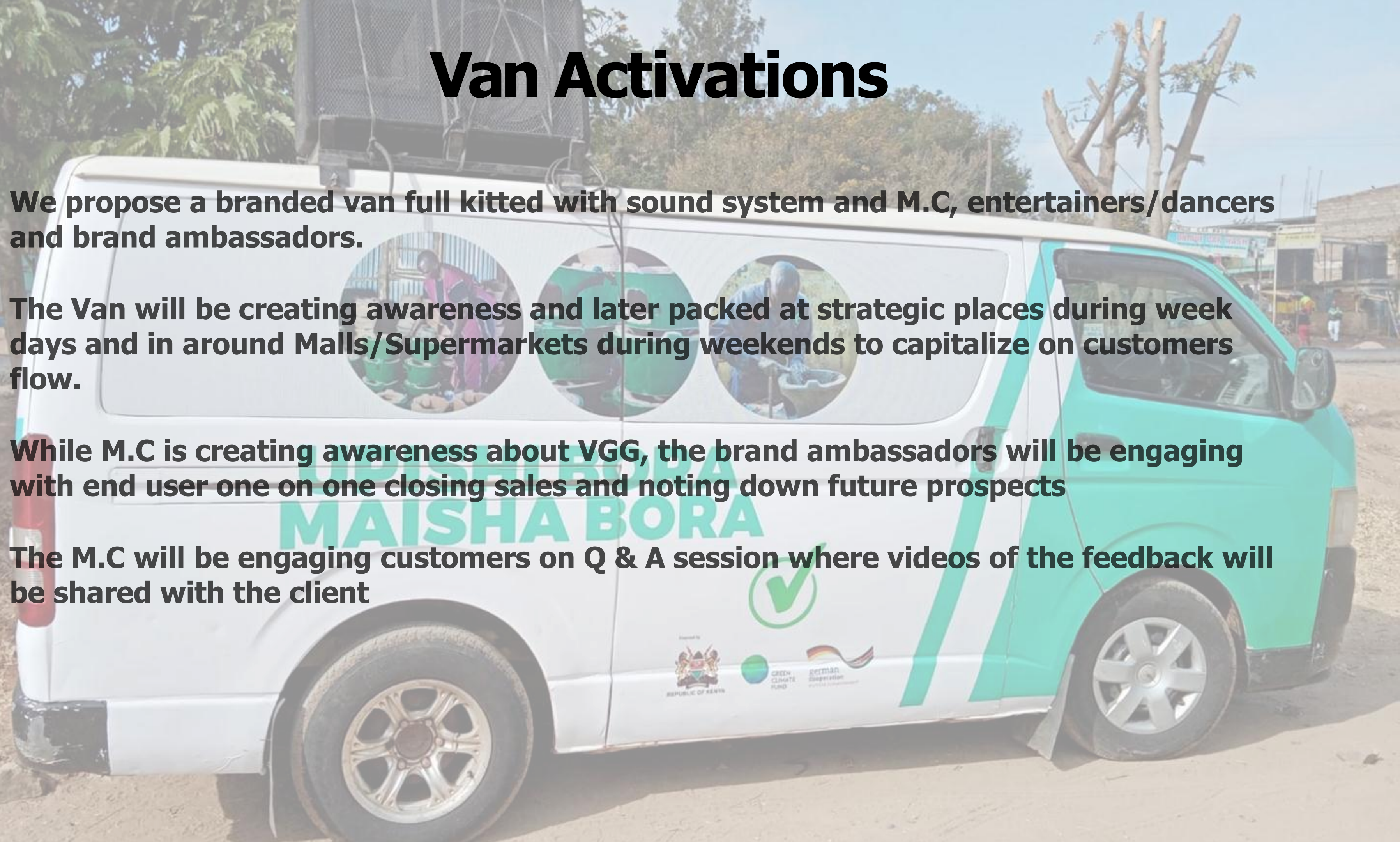
**Events Partnering/Sponsoring**

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# Van Activations

- We propose a branded van full kitted with sound system and M.C, entertainers/dancers and brand ambassadors.
- The Van will be creating awareness and later packed at strategic places during week days and in around Malls/Supermarkets during weekends to capitalize on customers flow.
- While M.C is creating awareness about VGG, the brand ambassadors will be engaging with end user one on one closing sales and noting down future prospects
- The M.C will be engaging customers on Q & A session where videos of the feedback will be shared with the client





# Tent/Gazebo Activations

- For the mall/supermarkets Activations, we propose to put up a branded Gazebo with a table and seats outside the participating malls.
- We will have PA system at the tent with M.C hyping about VGG creating awareness and passing the message to those entering and leaving the mall/supermarket.
- We will post a Brand Ambassadors in each tent to engage customers and close on sales and also noting down future prospects.
- The B. A's shall be appropriately branded to reflect on the brand message.
- We also propose the use of an experiential stand during the activation where the Brand Ambassador will have Fliers issued to every customer entering the mall
- We also propose to have a branded Van for creating awareness within the areas of activation
- The fully branded van come equipped with a P.A system, MC and entertainers.



# VGG TV(Online Approach)

- For the purpose of advertisement and marketing on social media platforms, we recommend a strategic online hype that will see the digital world to get top know more about VGG community.
- This would happen by interviewing existing customers who are willing to give testimonials about VGG services in the period they have used the services.
- We recommend a branded microphone with VGG logo, presenter (M.C) doing one on one interviews.
- The interview videos will be well edited and posted on VGG social platforms.
- Also during the interview, we will be able to engage and award our customers.



# EVENTS PARTNERING & SPONSORING

- To partner with events happening around Nairobi and Kiambu region whereby we will be able to pitch our tents/gazebo together with our partners and engage those present on matters concerning VGG services.
- Events such as Nairobi festivals, jazz festivals, football tournaments, golf tournaments, campus tours etc; these events normally attracts a good number of people.
- We also recommend for the months that the activation campaign will run, each month we pick a customer who will luckily get an offer fro VGG. The offer can be buy sponsoring one of their social event with free WI-FI during the event to the attendees, this will give VGG another opportunity to mass marketing.
- Same sponsorship can be done to a school, hospital etc in the lucky draw selection





# Pictorials





# Supervision

**To ensure consistency in activation and accuracy of reporting, our team shall perform random checks on a daily basis.**





