

PROJECT FINAL REPORT RECORDING
HASHTAG GENERATION

DATE :	29 OCTOBER 2023
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PROJECT NAME :	HASHTAG GENERATION

DEFINE PROBLEM / PROBLEM UNDERSTANDING

Hashtag Generation: Share a list of 5# Hashtags for the launch campaign, first identify the buzzing area, calculate the penetration power, build a curiosity around the Hashtag and finally release the Hashtag and make a minimum of 50 members from outside your friends and family to viral it.

BRAND NAME: NU TERA COSMETICS & CARE

CATEGORY : Cosmetic & Skin care Products

TARGET AUDIENCE: ALL (Men, Woman, Youths, Teens, Kids, Babies)

PROJECT LINK : https://www.instagram.com/p/Cy_nQfDro8L/

PROJECT RECORDING VIDEO LINK :

<https://drive.google.com/drive/folders/1mfISoux2VM7yxLJVC8iSLv-dnSibiZmg?usp=sharing>