



BRANDWAGON

#MEINBHIBRANDMANAGER

Group 4

#internationaldayofhappiness

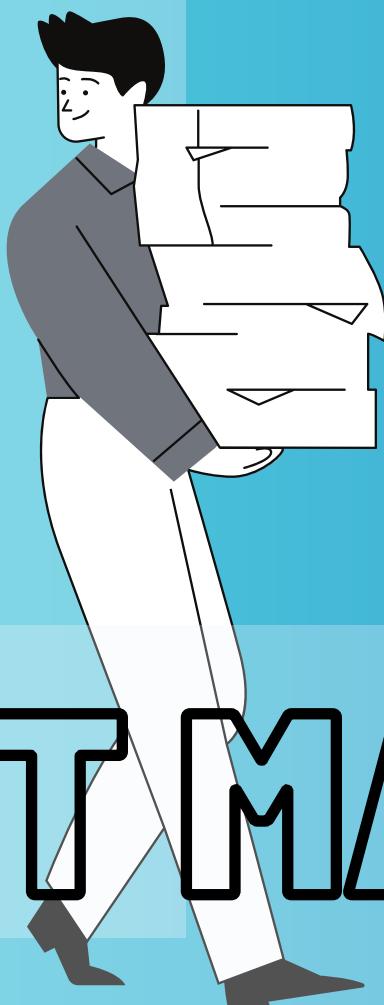
IIDE



CONTENT WRITERS

Kajal

Ayush



PPT MAKERS

1.

2.

3.

4.

5.

6.

Vidya

Rahul Bisht

Jayakaran

Vignesh



SOCIAL MEDIA HANDLERS

Sweatha

Aakanksha

Dipesh

Sapna



POST EDITOR

Deepanshu



INTRODUCTION



Fitbit is a popular brand of wearable fitness technology devices that are designed to track an individual's physical activity, including steps taken, distance traveled, calories burned, heart rate, and sleep quality.

Fitbit, the wearable technology company, was founded on March 26, 2007, by James Park and Eric Friedman.

Fitbit devices can be worn on the wrist like a watch, clipped onto clothing, or placed in a pocket.

In September 2021, Fitbit was owned by Google

INNOVATION

Smileter

Track your happiness index through smileter,
collecting data from your daily emotions
to give the AI index of your happiness
throughout the day.

Making sure you don't stress much! :)



TIME IS TICKING

CAMPAIGN's

A d

for International Happiness Day



ENDS 31.03.23

HURRY UP





TIME IS TICKING

CAMPAIGN's

Description

for International Happiness Day

ENDS 31.03.23

HURRY UP

NAME

- Happiness Lies Inside
- One step at a time with Fitbit

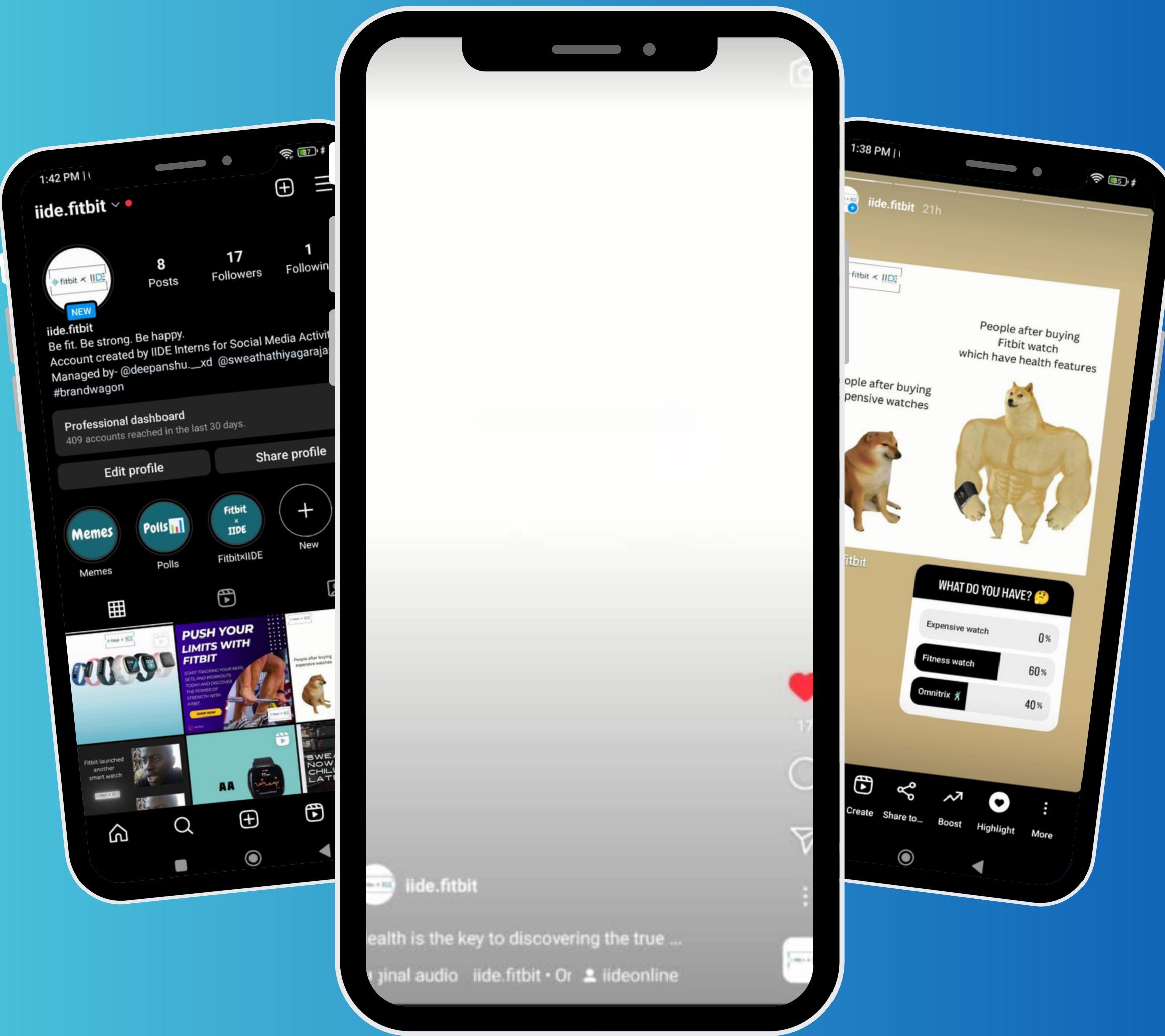
HASHTAGS

#happinessliesinside
#stayhealthywithfitbit
#Happinessinhealth
#fitwithfitbit

TAGLINES

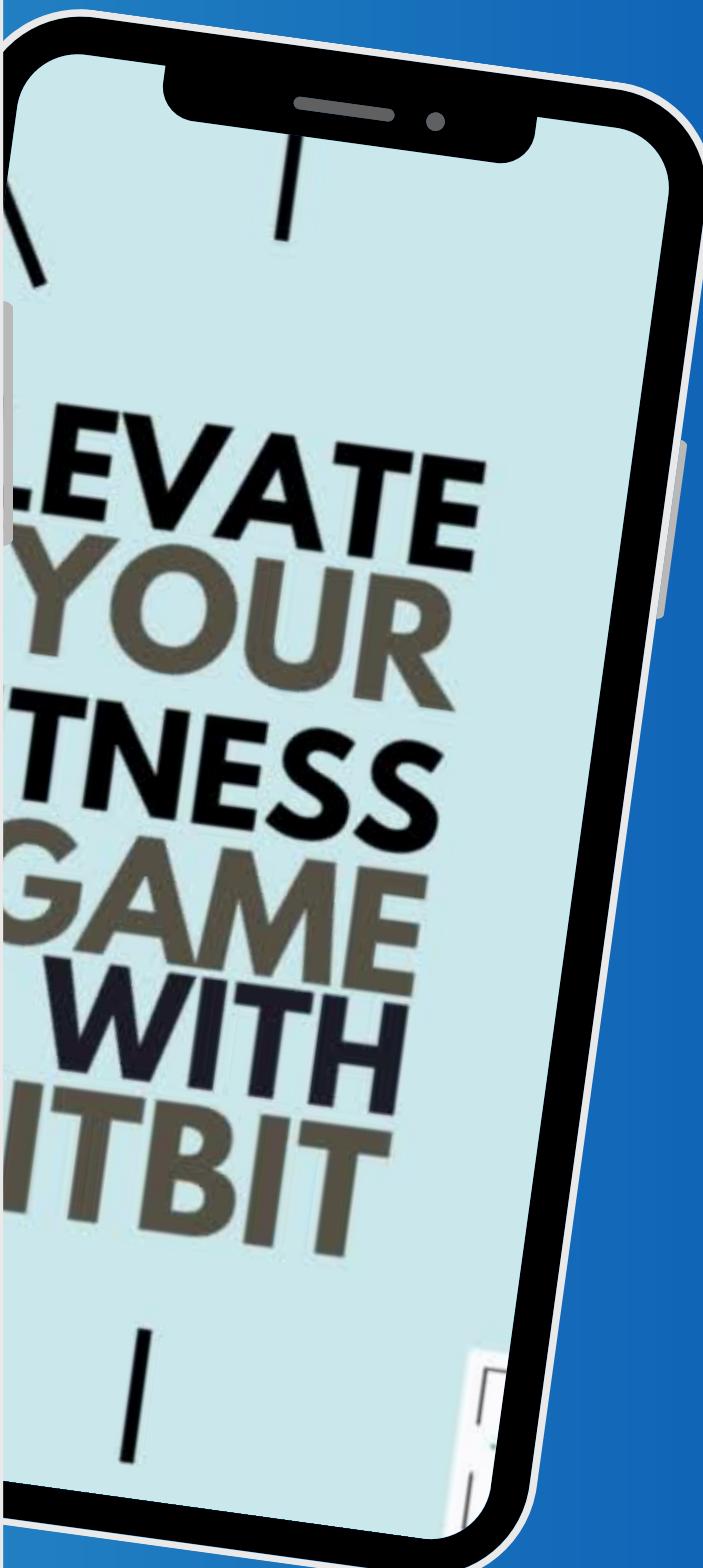
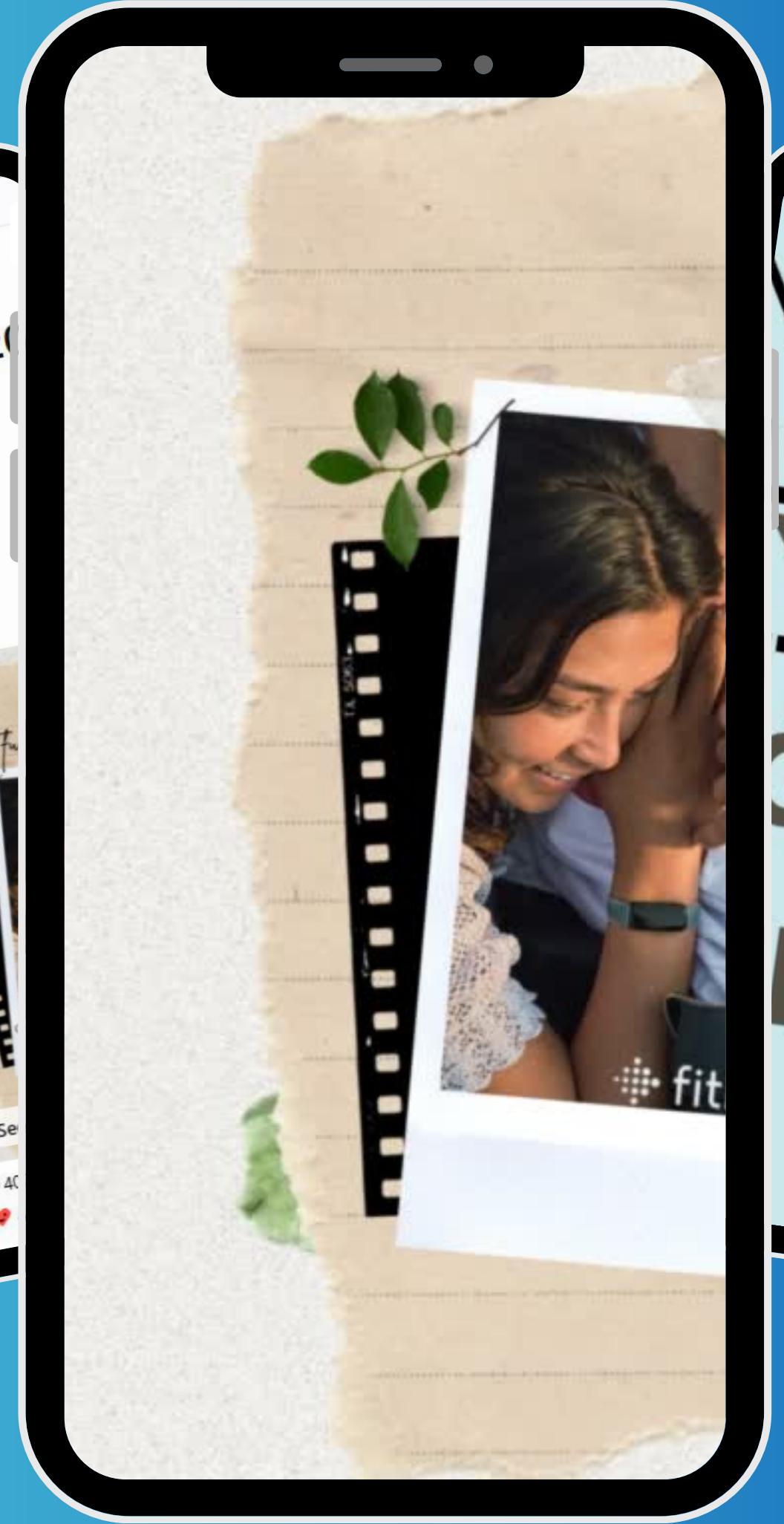
- Be Fit. Be Strong. Be happy .
- Count every step toward Fitness
- Happiness lies inside
- Step into Happiness with Fitbit
- One step at a time with Fitbit

SOCIAL MEDIA



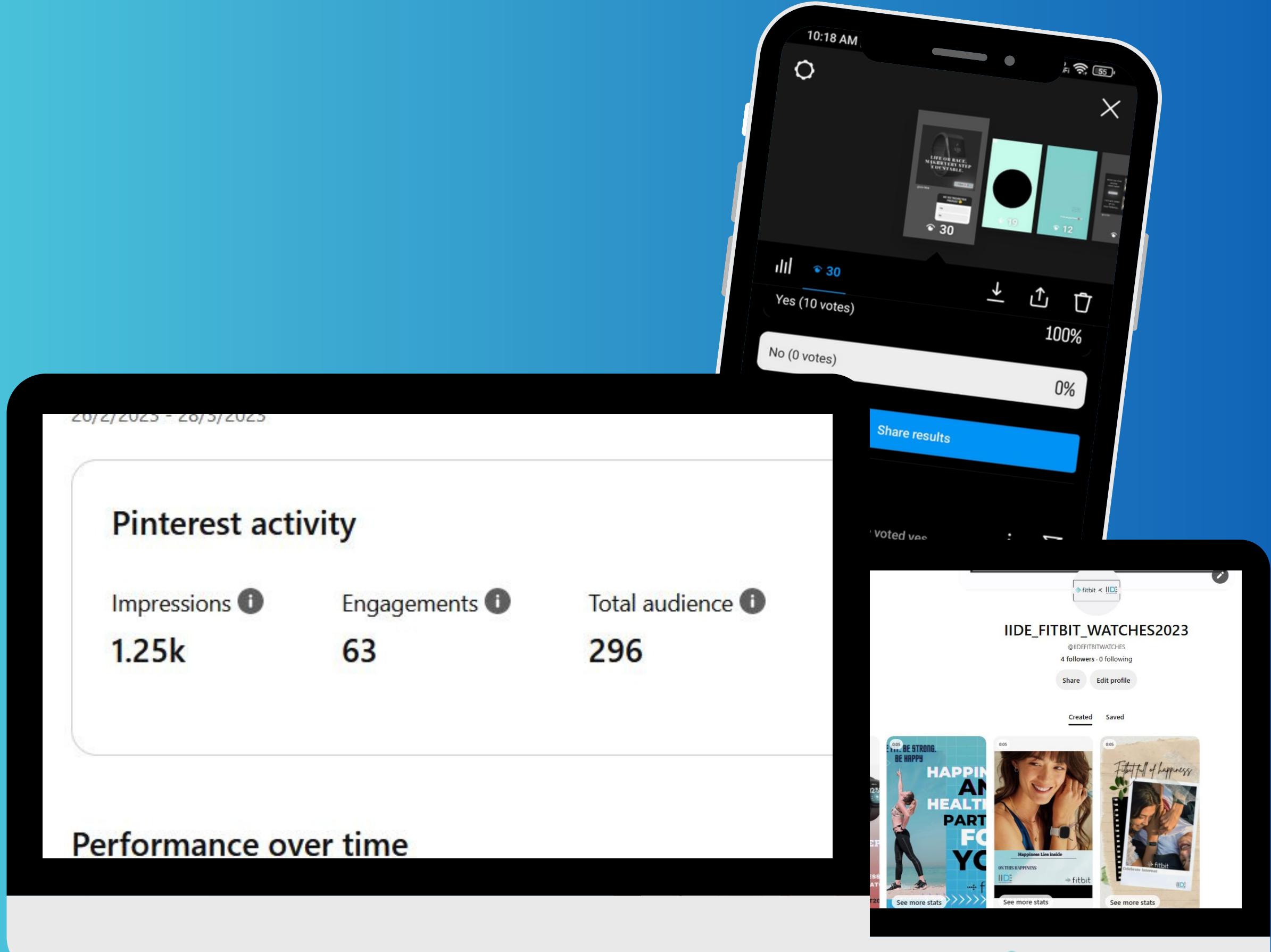
INSTAGRAM

SOCIAL MEDIA



PINTEREST

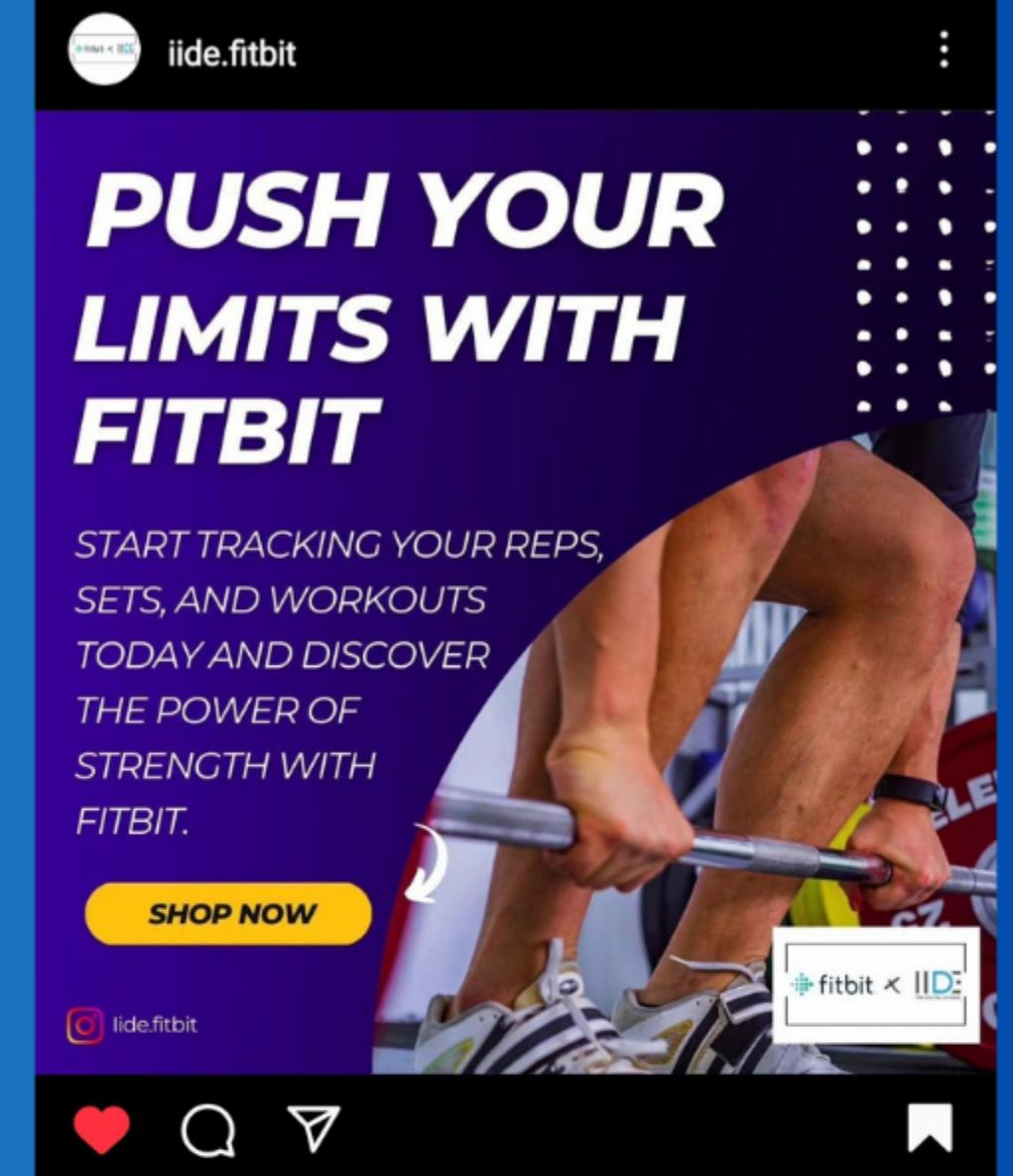
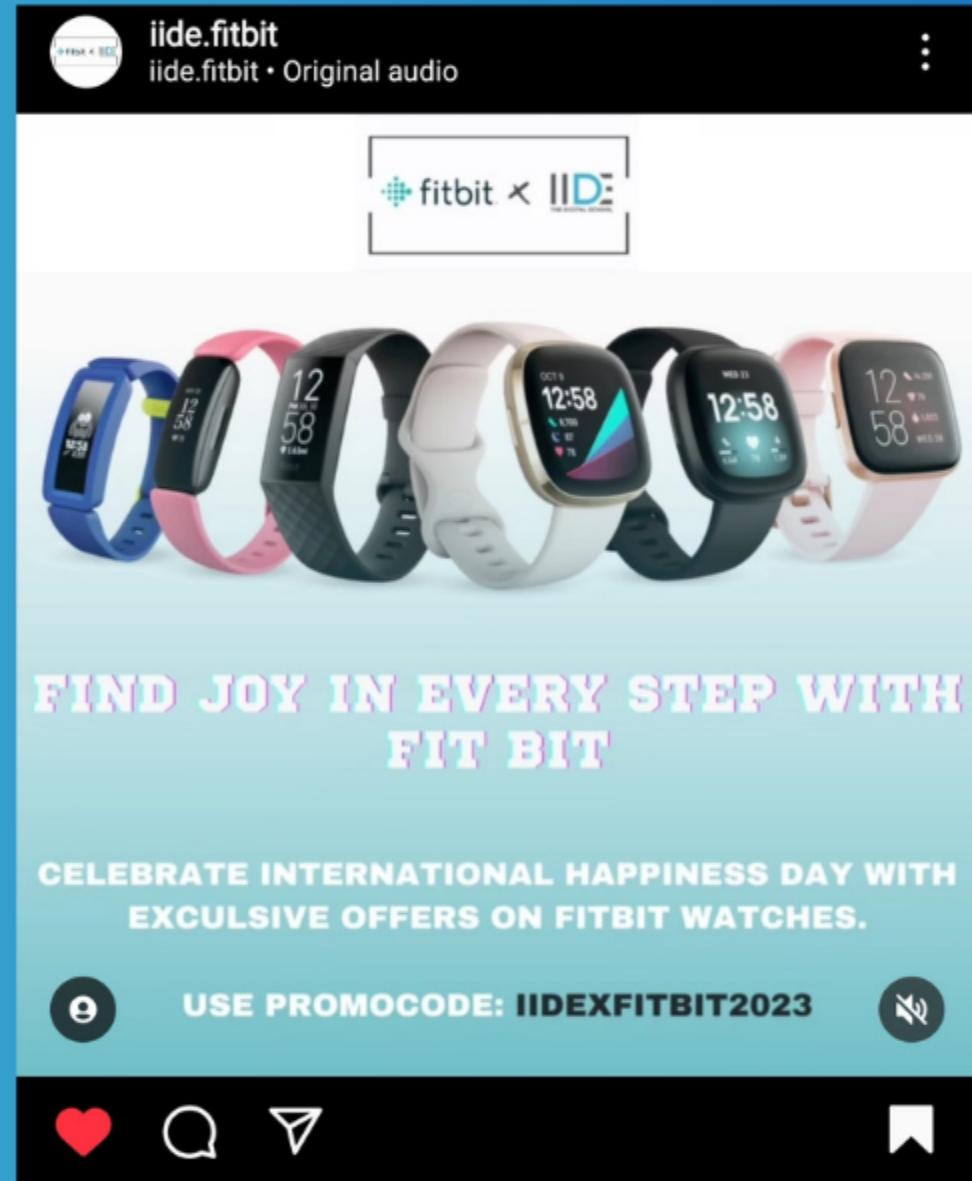
SOCIAL MEDIA INTERACTIVE

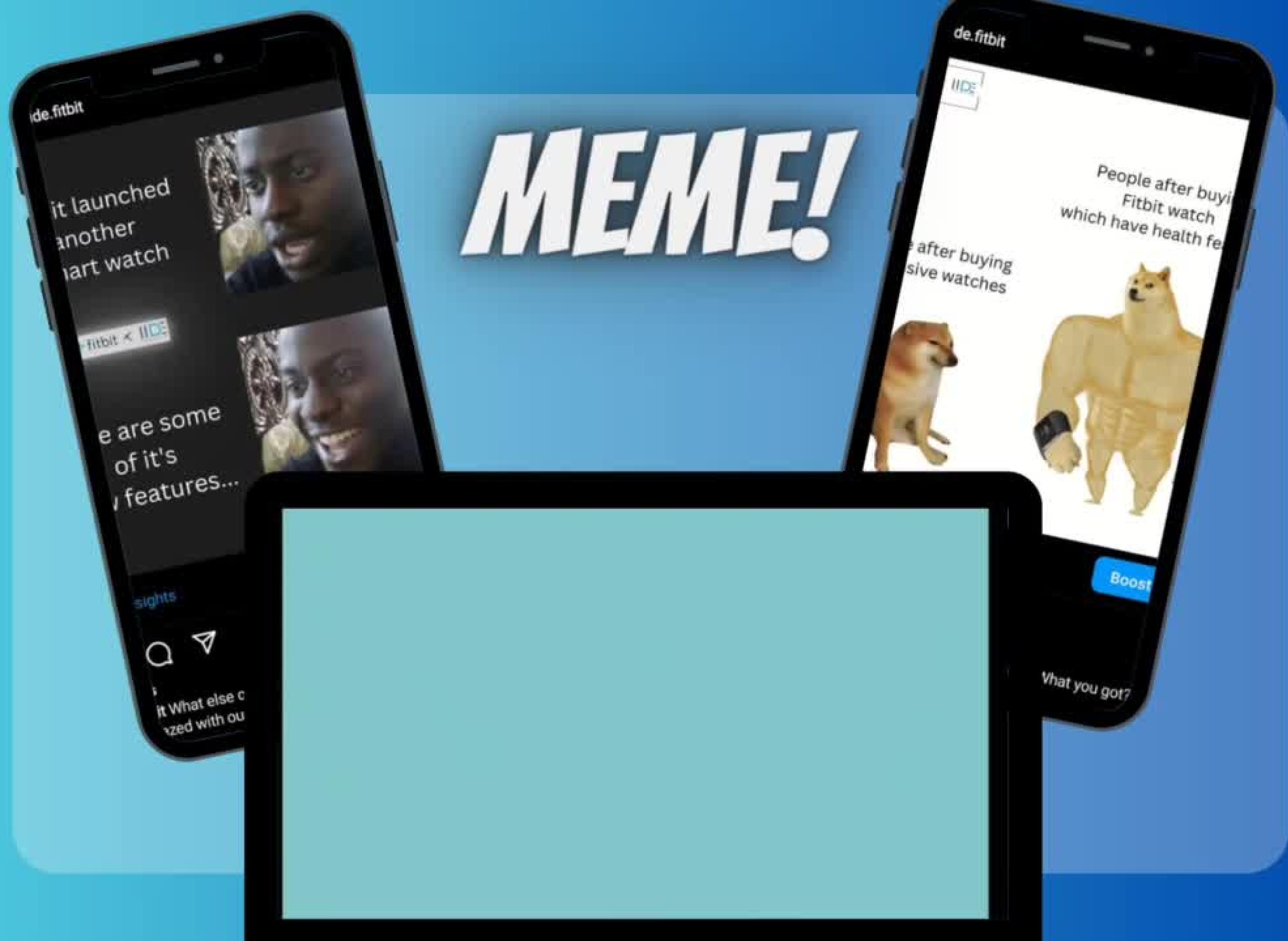


fitbit. x

IIDE
THE DIGITAL SCHOOL

SOCIAL MEDIA CREATIVES





#fitbit IDE



THANK YOU!