



# ChisChort Marketing Campaign Proposal + Strategy

# Table of Content

01

Branding

03

Promotional  
Posters

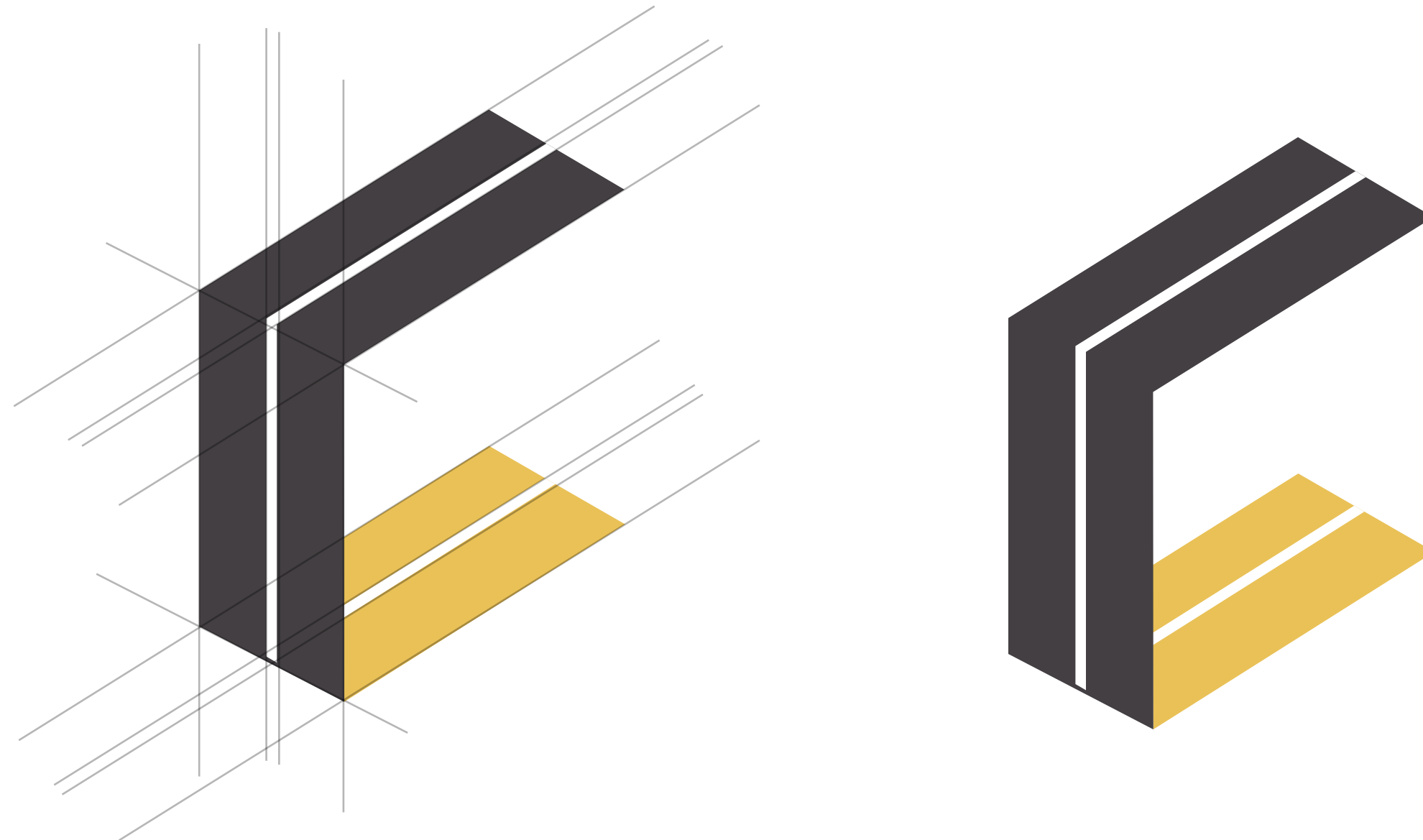
02

Promotional  
Offers

04

Marketing  
Campaign

# Branding (Logo + Concept)



- Logo is made possible by the inspiration of national road of Cambodia.
- Letter C represents ChisChort with Cambodia.
- 2 roads above and below are able to be connected because of ChisChort.

# Promotional Offers

- **Parking with ChisChort get 20% off on a certain drink in restaurants in range of lunch time**

We can do this with ChisChort system. After we park we get ticket, where we can redeems the 20% off at restaurant cashier table, which can be used only by the cashier's phone.

- **Free trail parking for a week**

Parking with ChisChort for free for 1 week to test the ChisChort system + let the user experience our service, so we make them use ChisChort consistantly in our eco-system

- **Social media contest for brand recognition**

Making some sort of game to play and share to get a free parking with ChisChort

- **In-kind sponsoship to event raise brand awareness**

Sponsor parking service at events, we target TEDxRUPP, BarCamp.

# Promotional Poster

Previously, we gather all the promotional offer, we can send it to our CCO (Chief of Creative Officer) to make the poster like down below.

# Marketing Campaign

ChisChort targets 15-35 years old people. Therefore, we decided to make Instagram filter about car parking on their forehead. This will reach out many people because of the humour and cool ig filter trend.  
Example:

This is just the idea, not yet the final prototype yet.  
What is behind this is that most of big forehead people said it is like a plan lane, but instead of plane why dont we make it as a car or motobike to try to park on their forehead,.

