



# Free Camp

*On the month of magsir*

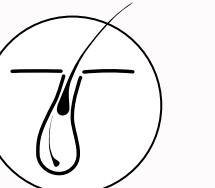
[www.yachunepal.com](http://www.yachunepal.com)



**Removes Dandruff**



**Stops Hair Fall**



**New Hair Growth**



# Targeted Cities



**Biratnagar**

Magsir - 1st Week



**Lahan**

Magsir - 2nd Week



**Ithari**

Magsir - 3rd Week



**Dharan**

Magsir - 4th Week



**Jhapa**

Magsir - 5th Week



# OBJECTIVE

**Access to  
Treatment**

**Brand Awareness &  
Trust Building**

**Complaint Handling  
Directly**

**Sales and  
Marketing**

**How to Apply**





# TARGET AUDIENCE



- User with problems Hairfall, Baldness, Dandruff and Alopecia
- Aged 25 to 50 years
- Beauty Parlor and Salon Owner - For Further Sales
- New Customer - With no prior knowledge about Yachu Hair Oil
- Past Costumer - Customer who used our product before and got result [Targeting for testimonials ]
- Past Customer who have used Yachu Hair Oil but unable to get the result



# FREE CAMP LOCATIONS



Prime location for easy  
transportation for  
customers.



# REQUIREMENTS



## Free Marketing Materials

Free Oil Sachet - **500 Pcs**

Free Shampoo Sachet - **500 Pcs**

Aprons - **300 Pcs**

## Stocks

Hairfall Case - **200 Pcs**

Baldness Case - **50 Pcs**

Dandruff Case - **300 Pcs**

## Setup

Brochure - **1500 Pcs**

Visiting Card - **500 Pcs**

Invitation Cards - **250 Pcs**

Standes - **2 Pcs**

Posters - **150 Pcs**

*treatment card: 2500 pcs*

*Flex: 1 pcs( 3ft\* 6ft)*

**FREE**

# SPECIAL OFFER



**Free Shampoo**

**Free Aprons for beauty  
parlor and salon.**

**Free Hair Oil Saschet**



# Promotion [ Pre Event ]



Free camp promotion video with location details boosting in that area from 2 days

01 Free camp promotion video with location details boosting in that area from 2 days before (10 \$ each day for 5 days) and also 1 info video explaining free camp ( 5 \$ each)

02 Invitation to Influencers on that area to visit the free camp location

03 Banners and Posters in various areas of the city and also saloons and beauty parlours nearbys.



# Promotion [ In Event ]

01

Announcement of free camp all around the city using a Yachu Branded Auto Rickshaw



02

Asking user to post photos tagging yachu and showing yachu to get free offers like free oil and shampoo sachet.

03

Banners and Posters in various areas of the city and also saloons and beauty parlours nearbys.





## Promotion [ In Event ]

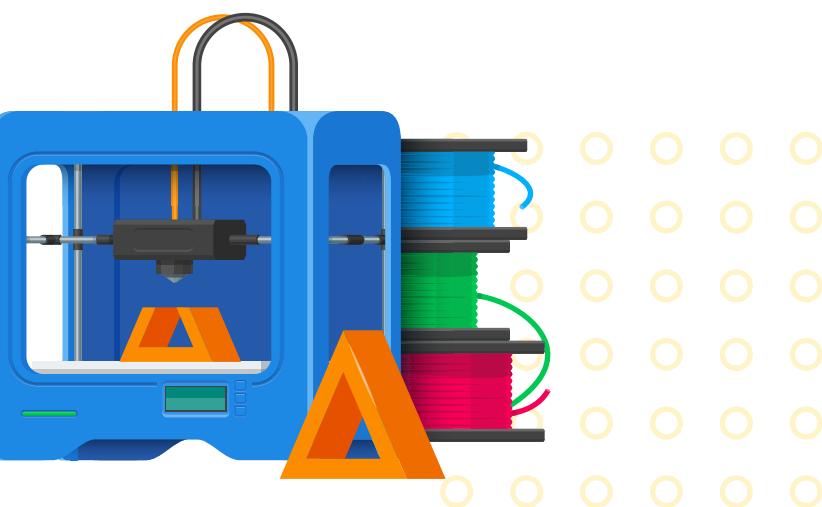
04

Collect user details using online forms or printed offile forms of all the people visiting free camp loction.



05

Mini factory Setup to showcase Made in Nepal [ 3D printed ] - *If possible to be printed by that date*



06

Collect testimonials from users who have got results in that areas and also collect video experience of first time users too.



# Promotion [ Post Event ]



01 Complain Handling Department : follow up with all the customers

02 Offline Marketing Department : follow up with all the beauty parlour and saloon owners

03 Video Department : Edit reviews properly and upload videos





Thank  
you!