

# Meeting Summary of Meeting1

Title: Meeting1

Date: 2025-08-31 13:19:00

Location: Room 1

Department(s): Marketing

Participants: lau yong pin, Yvonne, John

Mic 1: lau yong pin, Mic 2: Yvonne, Mic 3: John

## Summary:

- Newtown sales have dropped since June 2025.
- The meeting aimed to identify reasons for the sales decline and develop new marketing strategies.
- The focus will be on social media advertising.

## Tasks:

John:

- 1) Title: Social Media Advertising  
Content: Advertise Newtown on YouTube and Facebook  
Urgency: high  
Deadline: 2025-09-10

lau yong pin:

- 1) Title: KOL Collaboration  
Content: Find and invite Key Opinion Leaders (KOLs) for advertising  
Urgency: high  
Deadline: 2025-09-10

Yvonne:

- 1) Title: Social Media Advertising  
Content: Advertise Newtown on YouTube and Facebook  
Urgency: high  
Deadline: 2025-09-10