## Final Group Presentation

Daniel, Jana, Nadine, Paul, Rosa, Siiri

## Plan

- Soft, nature-like colours like brown, green and blue.
- Marketing sunglasses for everyone.
  - We focus on everyone, but particularly on men to reach the target group more than in the past.
  - Main goal of the campaign is to get more men to buy Pala Eyewear products.
- Sustainability
- Nature
- Austria & Finland

## Poster

Man and woman in picture because we wanted to focus on the fact that the glasses are for everyone

Slogan for the campaign

Slogan from Pala's own Make website An Logo in the middle, Impact so it is easily noticed. Blue colour relates to glass and air. Sustainable sunglasses for one and all

Social media post

Forest and trees:

Pala focuses a lot on nature on their website and pictures.

Environmental friendly image etc.

Man in the picture to reach a male target group.





## ♥ Q ♥ Gefällt 44 Mal

Palaeyewear By discovering nature, you discover yourself. #nature #palaeyewear #glasses #forest #pala  $\square$ 

Alle 2 Kommentare ansehen Vor 19 Stunden - Übersetzung anzeigen