

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 website

Logo in the middle, so it is easily noticed.

Blue colour relates to glass and air.

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.

