



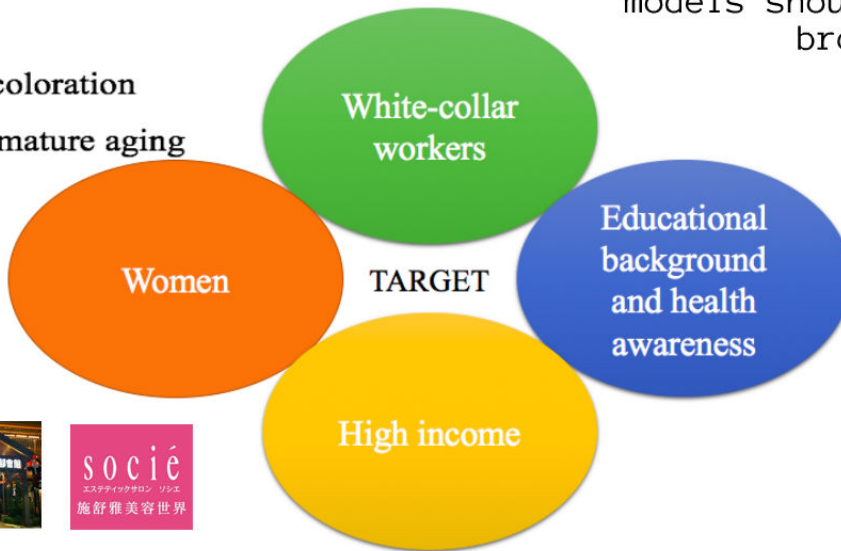
Daouda TOE
Pin-ying Tsai
Xueyu LIAO



- Moisturize the skin
- Sunburn relief
- Fight acne
- Reduce discoloration
- Prevent premature aging

announce event on social media
link the media to one another

Invite models for a cat-walk show
models should carry matthew's yogurt
broadcast the event



- ◇ Cooperate with companies on points
Internal: Mentor, Socié, etc.
External: 7-eleven, Watsons, etc.
- ◇ Scooter delivery
- ◇ Spaces in the shops

- Cooperation: ELLE/Vogue Magazine, Taipei 101, Sogo Department store
- Mass Media: Magazine, FB, Website, Instagram, line
- Participants: Target & Potential customers
- Announcement: Send messages to members, Post news
- Requirement: Go to a physical store to consume \$65, Scan Line QR code to become members
- Registration: Link to FB to register



- Upload one picture with yogurt to FB: Show Matthew's value
- Vote: Each voter has one chance
- Reward winners & voters
- Hold Ms. Yogurt Show: Broadcast on FB
- Advertisement: Post pictures on mass media