

## Golden Scent Activation Stand Brief

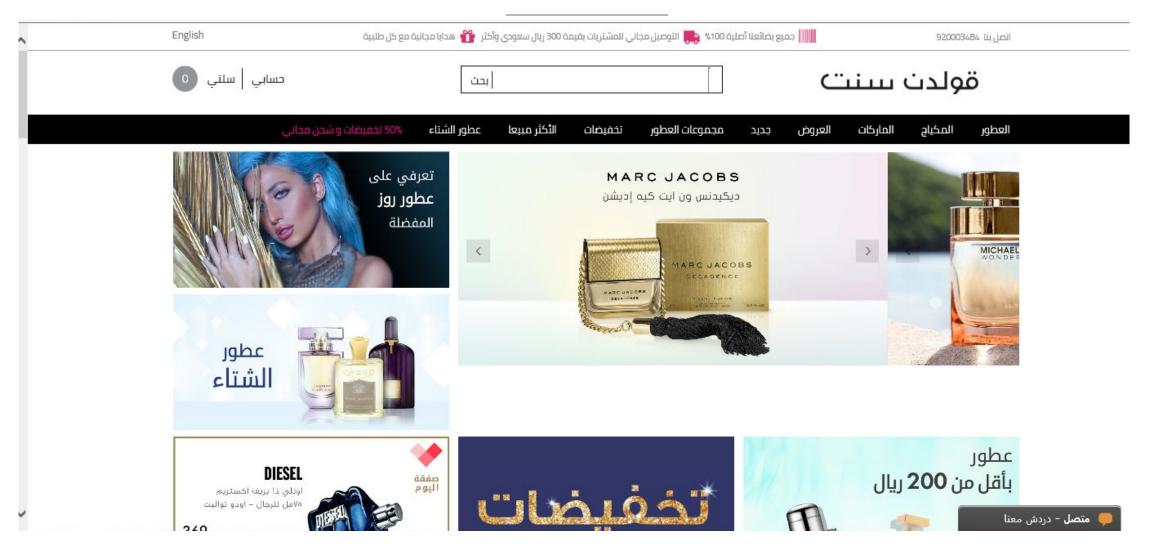
#### **Product overview**

Goldenscent.com is an E-commerce website targeting Primary the KSA market and secondly the Gulf region. With increasing demand on online shopping, golden scent propose to buy perfume online. Since it launch, the company has made great growth and it is basically because of:

- The General growth of Online shopping vrs the traditional shopping
- The pricing, which is lower than the normal shops
- The packaging; golden scent sends their product in original boxes with many free testers and freebies
- the accessibility: many regions in Saudi Arabia don't have premium malls, hence don't have good perfume shops,
   the website covers all KSA and delivers orders in 48 hours to any point
- The use of Social media influencers as their primary campaign



### Website





### The boxes





## The boxes





# The Brief

#### **Brief**

Since its Launch, all Marketing activities has happened online. The website has no real physical presence anywhere in Saudi Arabia other than online. For the first time, the product is targeting to engage with consumers by doing the first, Face to face, engaging promotion plan. We are looking to bring the product live in crowded areas and events in order to introduce the website, educate people as well as try and sell. Our main venues will be malls, universities and exhibitions.

We are looking to design a 3mx3m stand that can have the following:

- Visualize the brand properly with its values
- Have digital access to the websites (screens, or several tablets where people can do direct purchases)
- Showcase perfumes
- Have a strong identity
- Though the product sells to both genders, the stand should be directed towards women

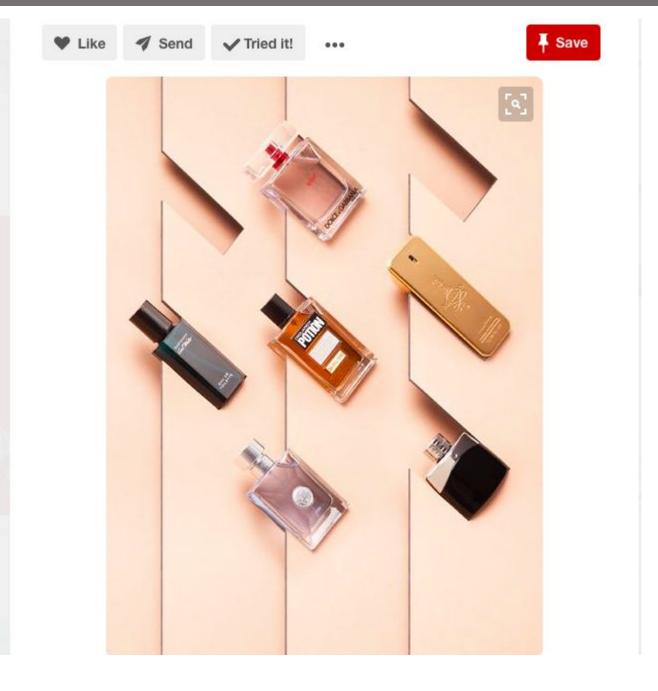


#### **Deliverables**

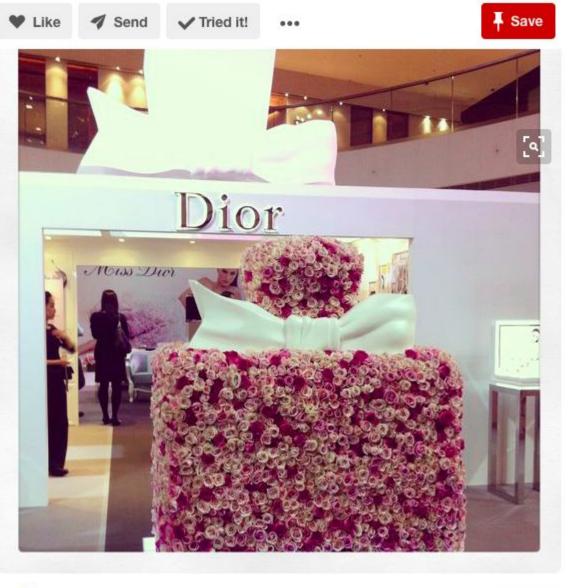
- 3mx3m 3D design renders
- 10cm platform
- digital tablets connected to the internet in order to push for sales
- take into consideration a very limited production budget, so the design must be smart, efficient and low cost to execute































#### Dandara









Covent Garden London UK

#### The Chanel Mystery bottle



Article from coventgardenlondonuk.com

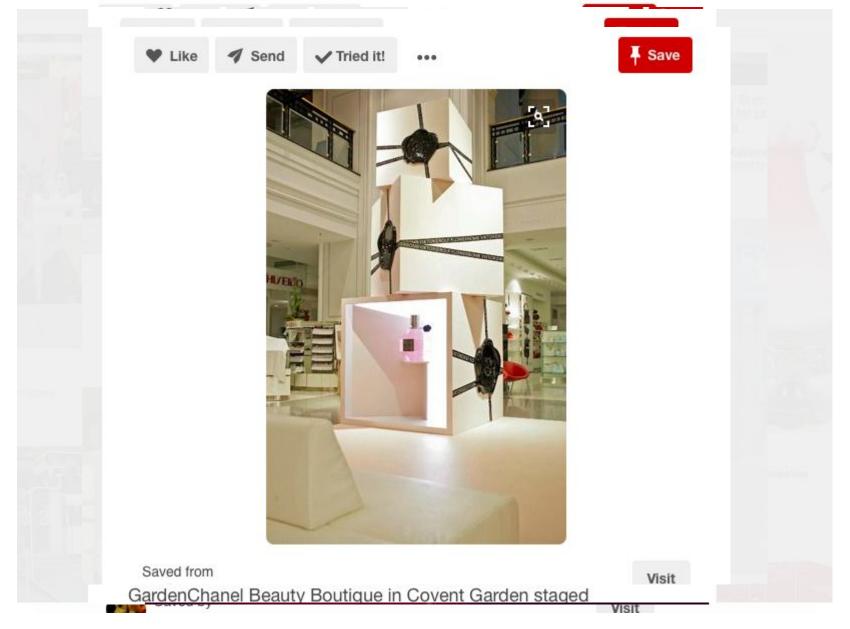
Read it

This event has now finished. See What's On in Covent GardenChanel Beauty Boutique in Covent Garden staged





#### Dandara







## **Thank You**