



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

English 920003484 اتصل بنا 920003484 جميع بضاعتنا أصلية 100% التوصيل مجاني للمشتريات بقيمة 300 ريال سعودي وأكثر هدايا مجانية مع كل طلبية


حسابي | سلاتي 0

ابحث


قولدت سنت

العطور المكياج الماركات العروض جديد مجموعات العطور تخفيضات الأكثر مبيعا عطور الشتاء 50% تخفيضات و شحن مجاني


تعرفي على عطور روز المفضلة




MARC JACOBS ديكيدنس ون ايت كيه إديشن



MICHAEL WONDER




عطور الشتاء




DIESEL اولى م صفة اليوم


اولي ذا بريف اكتروم ٧٥مل للرجال - اودو تواليت



تخفيضات



عطور بأقل من 200 ريال



متصل - دردش معنا

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



design references

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