



# Street Marketing & Flyer Distribution for The Bling Lagosians

June, 2019

## **Target Audience:**

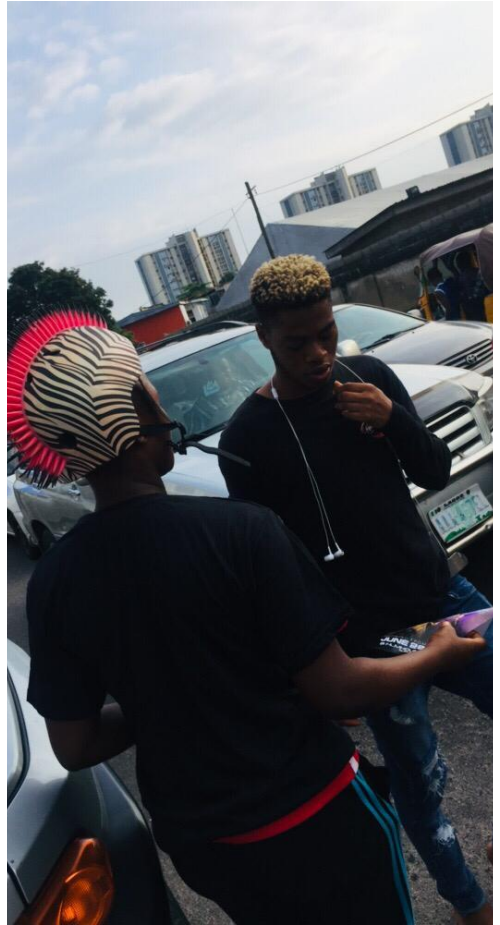
Surulere | Ibadan | Akure | Benin

This campaign was spread over 6 days targeting young & middle aged students, workers & residents who study/live/work within a 2 mile radius of the busiest schools, malls, traffic spots, supermarkets, churches, mosques, social hangouts and other selected public places in Surulere; Ibadan (Dugbe, Ventura & Samonda); Akure & Benin (or as was communicated via the Whatsapp Support Group created for this campaign).

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## Media Links Snapshots

<https://www.dropbox.com/sh/wvte9y9psevexur/AADn7eaPqyWyL7xr7lpBj6Kpa?dl=0>

# Objectives

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Firm flyer marketing of “the bling Lagosians” showing at 4 major locations where a Filmhouse Cinema center is located - (prospecting, qualifying leads, onboarding to improve movie ticket sales the public’s awareness) with the highest priority given to young and middle aged people who study, work & live within a 2 mile radius of these centers.

## Observations

1. Printed materials could be printed in landscape A5 instead of the traditional portrait A5 to help stick in car handles without falling off.
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