

A black Razor scooter with red wheels and handlebar grips, lying on a dark surface. The background is a blurred, warm-toned outdoor setting, possibly a field or park, during sunset or sunrise.

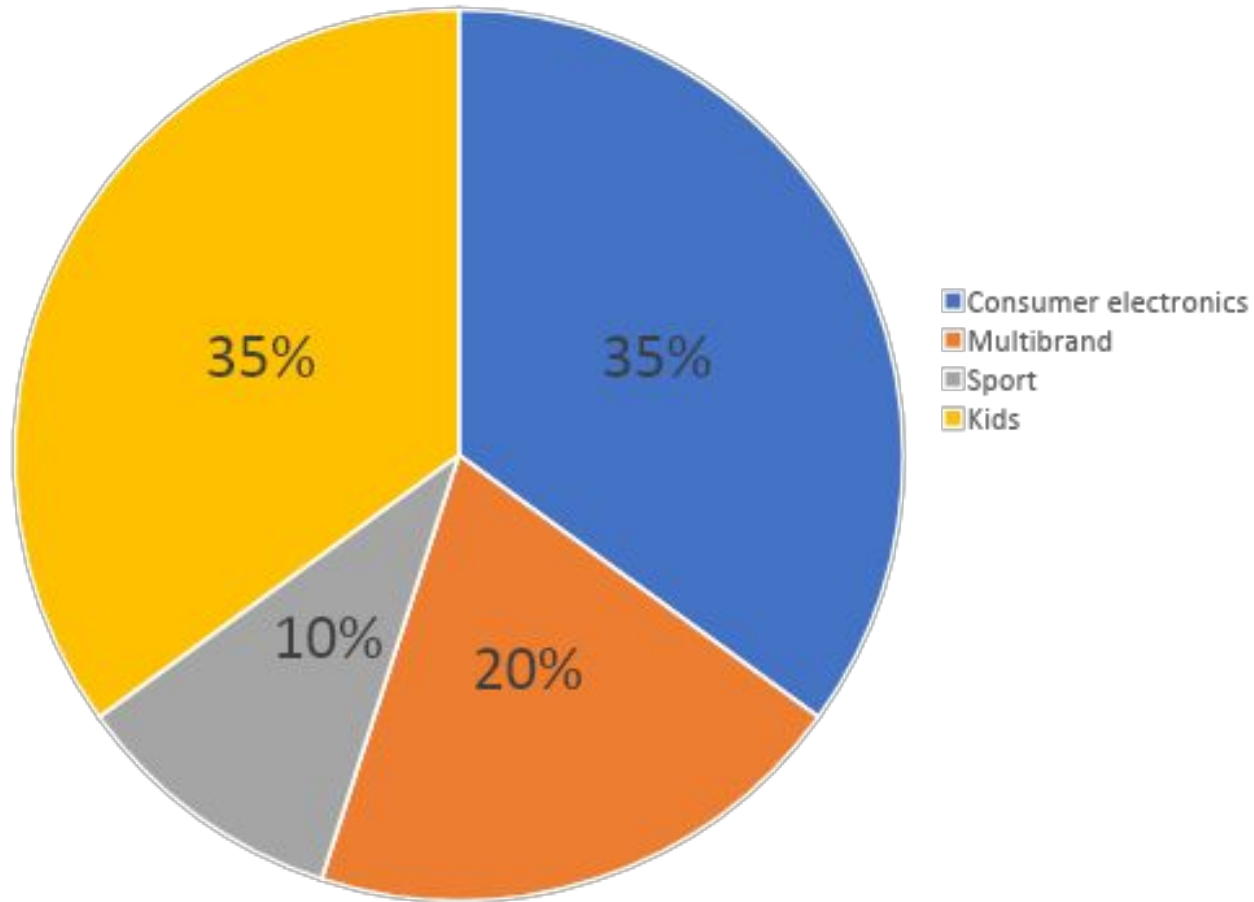
SALES AND MARKETING FORECAST

UKRAINE
2018

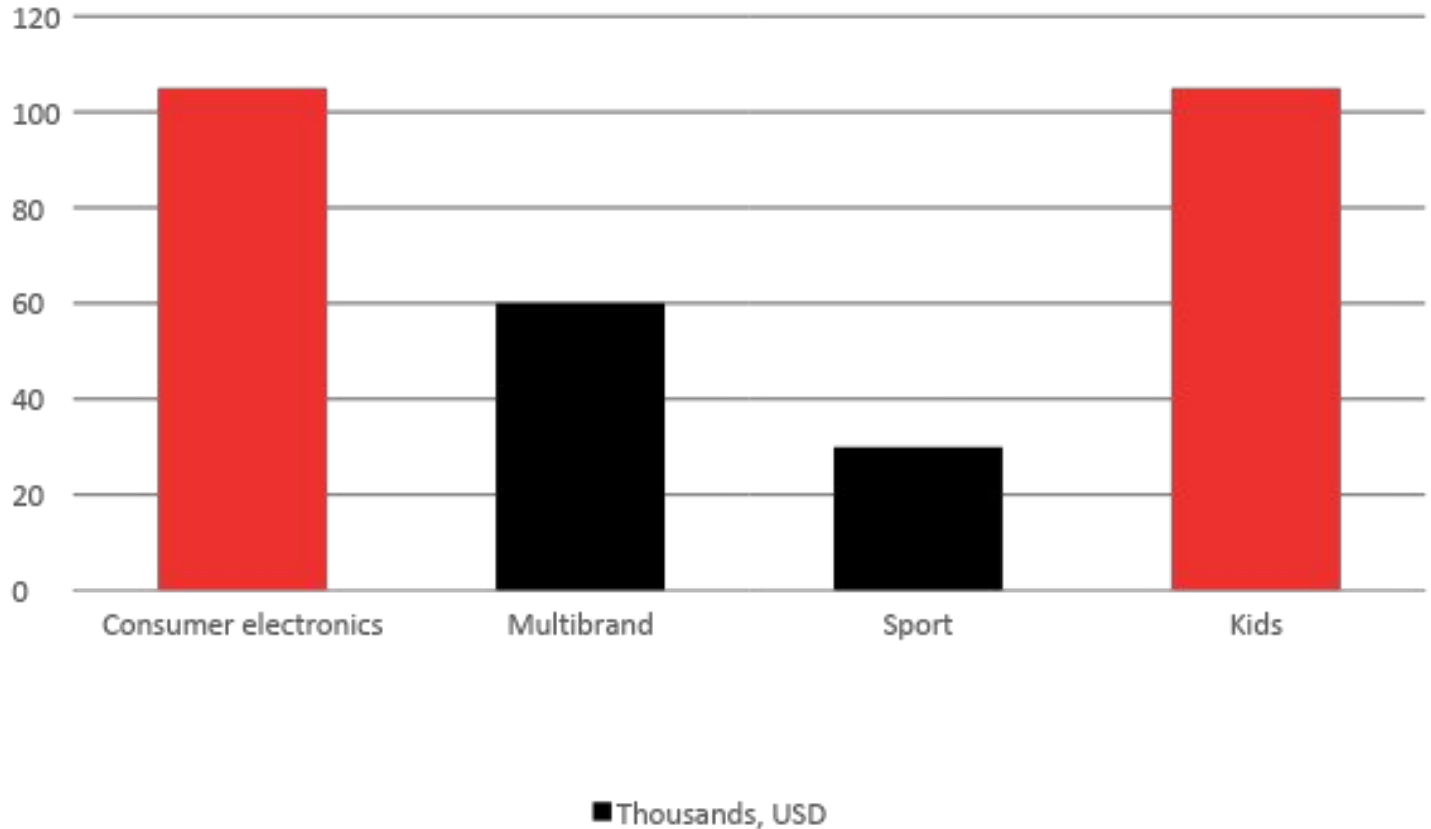
2018
SALESFORECAST



MARKETING SHARING, 2018



EXPECTED TURNOVER, 2018



CURRENT PARTNERS



Consumer electronics

Multibrand



SPORT

Kids

TOTAL: over 40



FUTURE PARTNERS



DESHEVLENETUA

Consumer electronics

Multibrand



PLANETTOYS



Kids

SPORT

TOTAL: + more than 25



2018
COMMUNICATIONSTRATEGY



OUR OBJECTIVES IN 2018*

- Achieve our sales goals
- Increase authority of Razor brand
- Build communication platform with TA based on trust (quality) and emotions

➔ **to be *creative!***

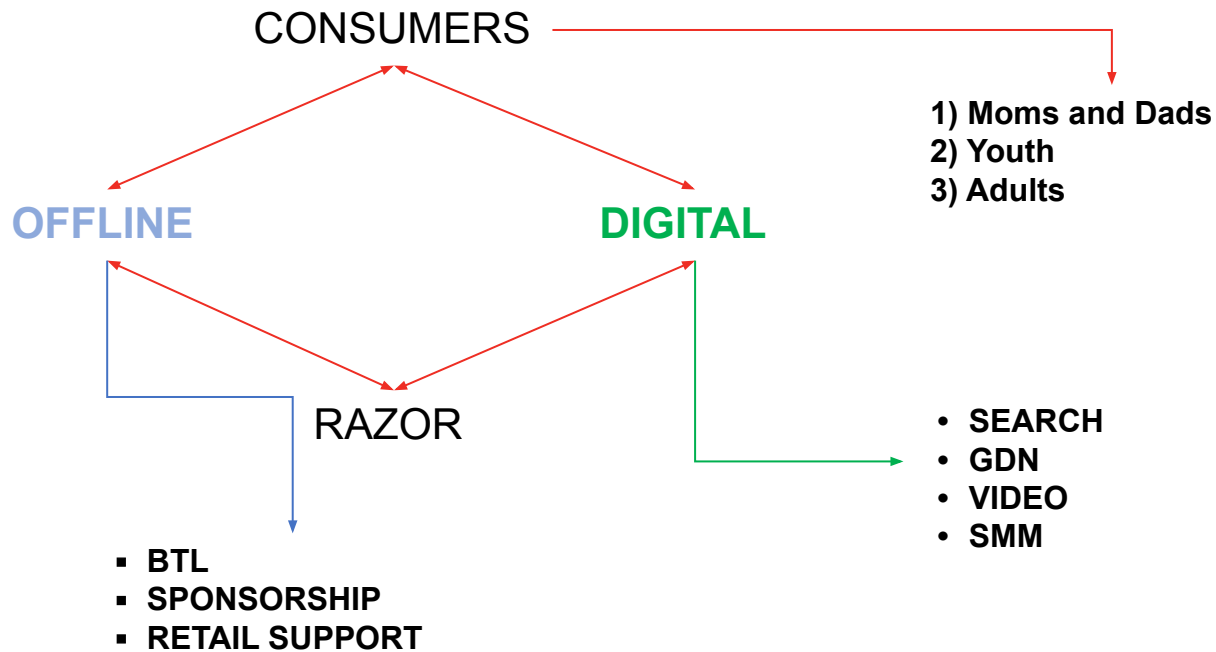
*Considering communication experience in the course of the past year



WIDE TA?

Let's catch 'em all!

Using complex of communication channels



OFFLINE

“We need your attention”

BTL-activities and creative brand zones in partners' stores will help us to get closer to TA and focus consumers' attention on the product through tactile contact.

BTL



POS



BTLACTIVITIES

Open-air

Put our brand stands to the most visited parks in Kyiv.

Invite pro-riders to attract consumers' attention.

Place there variety of our products and offer TA to make a trial of them.

Create an unique content.



TA: adults and parents

Date: May 2018



BTLACTIVITIES

Thematic exhibitions

Participation in **International forum of kids' products**, Kyiv.

Over 8k of visitors – our potential consumers and partners.

We have already prepared attractive brand zone to involve consumers in communication with the brand.



<http://babyexpo.ua/>

TA: adults and parents

Date: April 3-6, 2018



SPONSORSHIP

Sponsorship of popular event among the youth – United Drift Challenge 2018.

It gives us an opportunity to cooperate with organizers and make promotion of Razor in the most acceptable way for us.

Razor's logo as official sponsor will be placed at all print materials

TA: youth



Date: July 2-4, 2018



MAKEITDIGITAL

Digital communication will reach the TA directly during selection of the product.
Therefor we recommend to use next tools:

Banners

Context

SMM

Viral
video

Video
promotio
n on the
Internet

SMMOBJECTIVES

- Increase number of brand fans in Facebook.
- Get an actual feedback about the product.
- Promote the most sellable positions and present Razor to new stuff.
- Build higher level of product knowledge.
- Give our consumers emotional connection with the brand by posting creative materials

OPINION LEADERS

Influence marketing it's an effective trend in brand communications which we can't just pass by.

Who are they – opinion leaders for Razor? Bloggers, vloggers, gurus in their selected field, or just a normal everyday social media user whose voice and expertise are being shared and recognized on the Internet. And the main criterion – they have our potential consumers as followers.

Our experience in Influence marketing



Andrey Trushkovskiy

Video-blogger;
Over 120k. subs YouTube;
Over 100k. subs in Instagram



YouTube

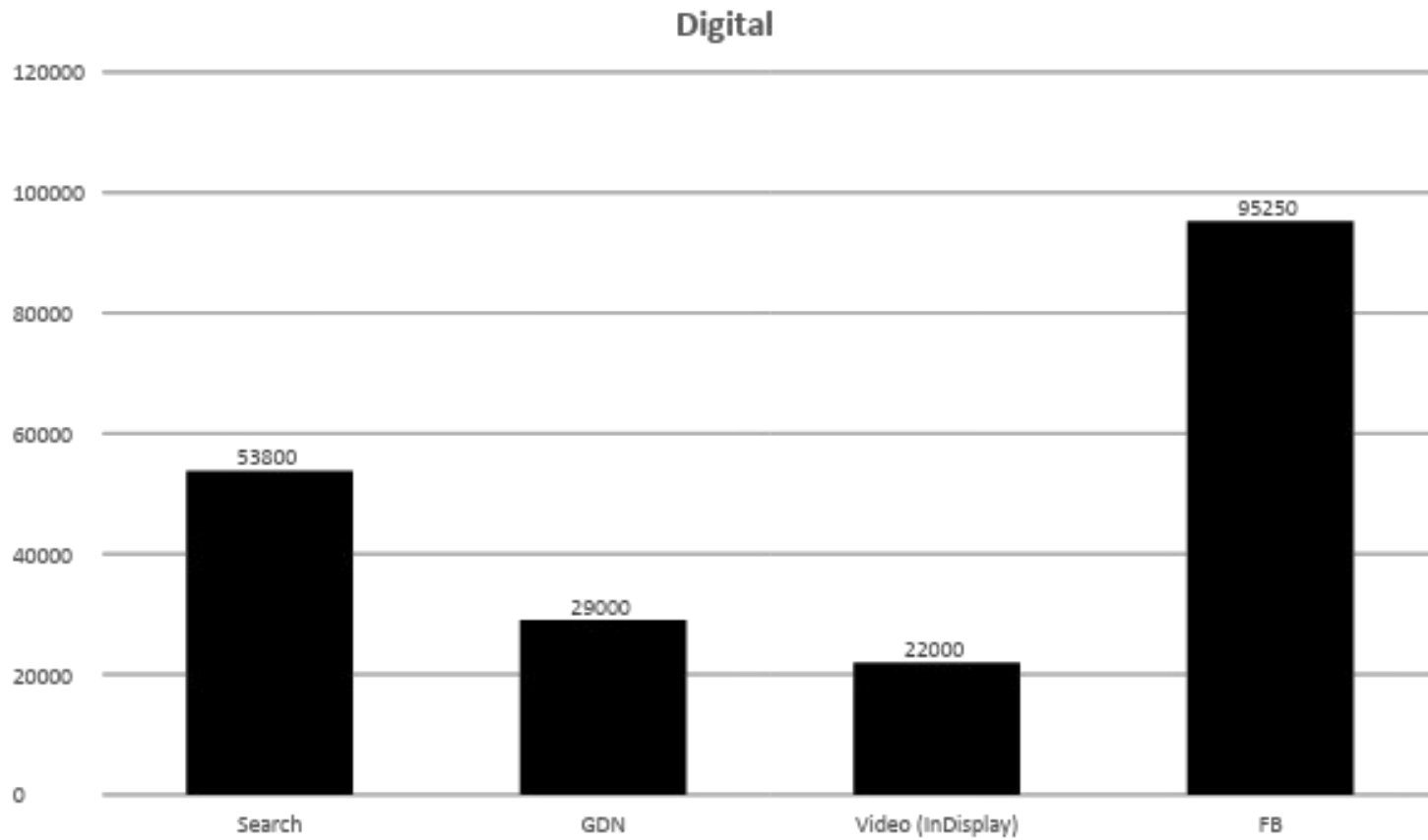
- Video is projected to claim more than 80% of all web traffic by 2019
- 90% of customers said that product videos help them to make purchasing decisions.
- 64% of customers are more likely to buy a product online after watching a video about it.

Viral videos creation and promotion

- Products overview
- Native integration of Razor products in creative videos.



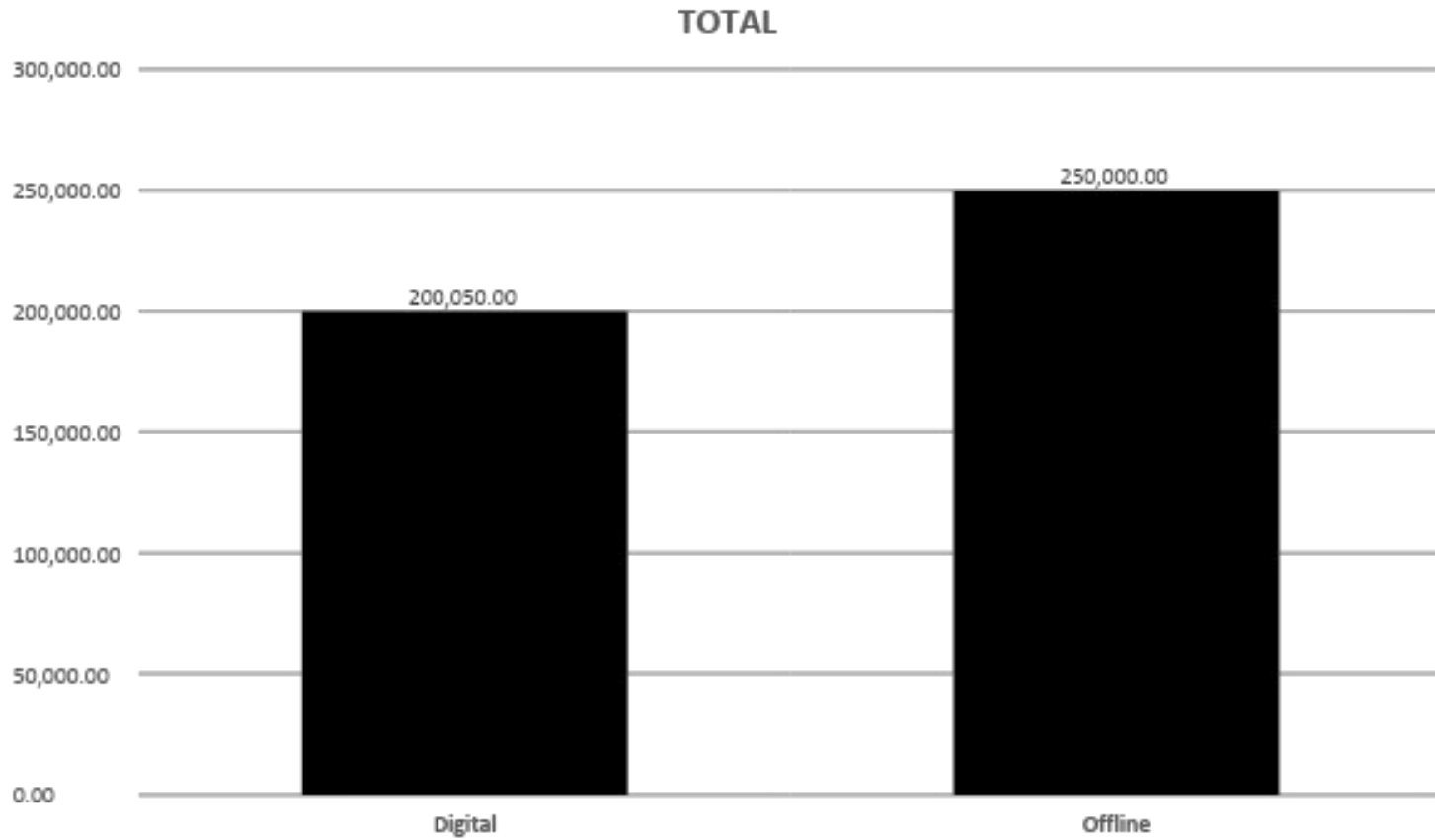
BUDGETSHARE



MEDIA PLAN

MEDIA	Clicks/Views	Impressions	CTR, %	AVG CPC**
Search	24454	222314	11,00%	2,20 €
GDN	20000	6666667	0,30%	1,45 €
Video (InDisplay)	110000	2200000	5,00%	0,20 €
FB	8700	870000	1,00%	11,00 €
TOTAL	256700	10809394	2,37%	0,78 €

BUDGETSHARE



TOTAL BUDGET

DIGITAL

SMM	95 250₺
MEDIA	29 000₺
VIDEO	22 000₺
SEARCH	53 800₺

OFFLINE

BTL	150 000₺
SPONSORSHIP	20 000₺
RETAIL	80 000₺

TOTAL: 450 050 ₺





**THANK
YOU**

**UKRAINE
2018**