

LET'S PROMOTE LE MINERALE IN SINGAPORE

An International Approach



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The background is a solid teal color. In the center, there is a large, light blue, abstract, organic shape that resembles a cloud or a splash. Overlaid on this shape is the text '01', 'AFRICA', and 'NIGERIA' in white.

01

AFRICA

NIGERIA

BARBIE MOVIE PINK CARPET PREMIERE

- The Filmhouse Cinema at Lekki, Lagos, hosted a premiere event for the highly-anticipated Barbie movie
- It included a pink carpet party, attracting many celebrities, embodying the movie's theme, by dressing up as its characters, or in its staple color – pink
- Various fashion designers were able to showcase their stunning creations on their brand ambassadors who attended the event





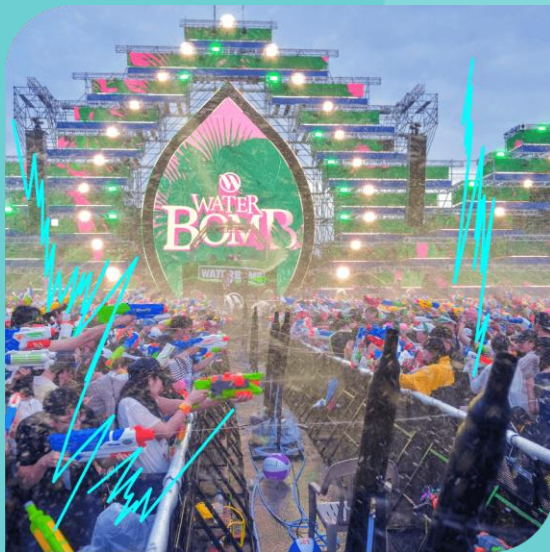
02

ASIA

SOUTH KOREA &
INDONESIA

WATERBOMB FESTIVAL

- A lively event featuring **performances** from Korean pop idols, hip hop artists, and DJs
- There is also dynamic **water fighting** between teams, in battle for the ultimate victory of the summer
- There are also **water bombs and powerful cannons** operated by artists and backup dancers to enhance the thrill of the audience
- A **tropical lounge** is available for attendees to recharge and reminisce, and with facilities such as relaxation zones and photo zones
- A **VVIP lounge** is equipped with tables and chairs for the comfort of attendees, for them to enjoy finger food and champagne



BLACKPINK X SPRITE 2018



NEWJEANS X COCA COLA 2023

BURUAN IKUTAN  **K-POP EPIC PROMO**
DAN DAPETIN KESEMPATAN NONTON **NEWJEANS LIVE DI SEOUL!**



MENANGKAN HADIAHNYA!

-  K-Pop Tour Experience
-  Music Gadgets
-  E-Voucher

Tanya informasi mengenai cara pengisian label botol dan cara menangkannya kepada The Coca-Cola Company atau hubungi call center The Coca-Cola Company di 1500-12345678. Untuk informasi lebih lanjut kunjungi situs The Coca-Cola Company. Lihat syarat dan ketentuan di: <https://www.coca-colaindonesia.com/NEWJEANS-2023-EPIC-PROMO>

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1) BELI
botol varian tutup emas apa aja



[Shop Now](#)

2) SCAN
QR code di label botolnya



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3) MASUKKAN
Kode di balik tutup botolnya



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4) MENANGIN
hadiah setiap minggunya

RIBUAN E-VOUCHER



K-POP TOUR 5 HARI KE SEOUL



RATUSAN MUSIC GADGET



[Shop Now](#)

The background is a solid teal color with several large, overlapping, organic shapes in lighter shades of teal, creating a layered, abstract effect.

03

NORTH AMERICA

UNITED STATES

CARNIVALS (SANTA MONICA PIER)

- Santa Monica Pier consists of a small amusement park (Pacific Park), concession stands, games (Midway Games) and areas for views and fishing
- We can model an event for Le Minerale from it (mainly the amusement park, but as a carnival, for its fun concept)
- The difference between an amusement park and a carnival is that the former is fixated in one location, while the latter travels and is fixed in one spot for days at a time
- For Le Minerale, its carnival can last for a day or two



04

NEXT STEPS

WHAT SHOULD WE DO?

BLUE CARPET EVENT

- Le Minerale can partner with a fashion apparel brand
- Ideally a trendy, local Singaporean brand like Love Bonito
- Host a blue carpet event with a fashion show, vendors, and a best-dressed competition for attendees
- The venue can be covered in blue sets and decorations
- Additional local Singaporean brands: <https://thehoneycombers.com/singapore/singapore-fashion-brands/>

LOVE BONITO

- Founded in Singapore in 2005
- An omnichannel womenswear brand in Southeast Asia
- Also operates in Indonesia
- Focuses on creating accessible and thoughtful styles, ensuring quality and value
- Its concept is simple, versatile, and age-inclusive



FUN RUN/FUN DAY OUT

- Like the classic **running event** hosted worldwide
 - The perfect event to introduce Le Minerale to Singaporeans
 - Make it **open to all ages**
- Create a **kids play area** with water balloons, fishing for magnetic ducks, and waterslides, carnival style – offer prizes
 - More **fun events for adults** too? **Food and games**
- Fun Day Out would be a better name, some people might feel discouraged by the name Fun Run

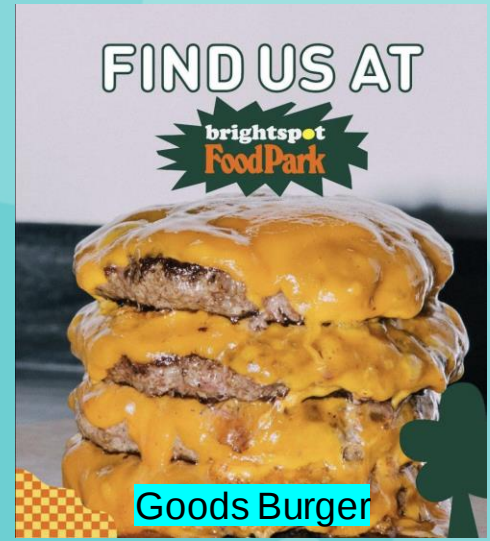


LE CARNAVAL AVEC LE MINERALE

- I am sure we all miss carnivals, and it is a shame we do not find them often in Asia
- Le Carnaval will be different from Universal Studios, the former focuses on games and other events, while the latter focuses on rides
- This an alternative idea to the Fun Day Out – it shall just include games like water balloons, fishing for magnetic ducks, waterslides, prizes, and food vendors
- Make it enticing to adults through delicious food and challenging games



FOOD INSPIRATION – BRIGHTSPOT FOOD PARK



MUSIC FESTIVAL

- This can be modeled from Korea's Waterbomb festival
 - Le Minerale can be a main sponsor or partner for the event
 - Make the concept blue and refreshing
- A specific celebrity/girl group or multiple can be styled to suit the colors of Le Minerale
- Myself, and many other teenagers at the time were heavily inspired by Blackpink's Sprite outfits
 - It became an "aesthetic"
- Le Minerale can associate itself with a celebrity/girl group, and achieve this as well



Aespa



Newjeans



Babymonster



Itzy

THANK YOU!