Rockstar Gym & Livera Collaboration







SMOOTHIES

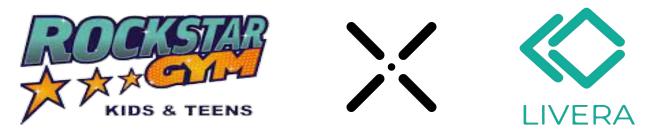
GREEN



COLLABORATION DETAIL



Background Collaboration



Rockstar Gym is a brand that focus on health especially physical activity while Livera also focuses on health in FnB products. The purpose for the collaboration is based on how Rockstar Gym and Livera shared the same value to the society.

1. Marketing Campaign



As Rockstar Gym and Livera are focused on health, Rockstar Gym

and Livera could hold collaboration in term of:

Webinar / Live at Instagram

Details: Representatives from Rockstar Gym as speaker and

Livera as moderator.







Marketing Campaign Details: Live at Instagram

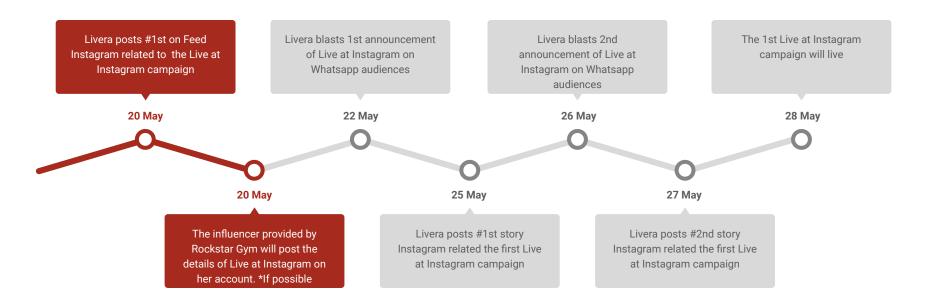
Livera proposes to have one month campaign with 1 Webinar/Live at Instagram and special challenge for Rockstar Gym's Students. Topic: Balance Food (Healthy Food vs Junk Food) *TBD* Target Audience: Mom, kids and Family



Livera and Rockstar Gym will give special giveaway (Special hampers from each host) during each Webinar/Live at Instagram

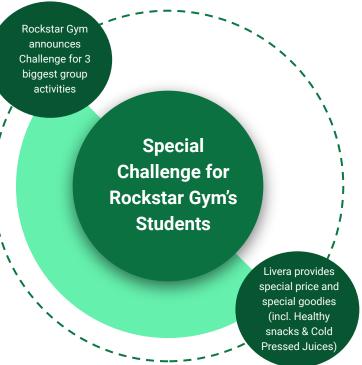
Marketing Campaign Details: Timeline







Marketing Campaign Details: Special Challenge



2. Awareness Collaboration





ata cara Detox Livera

Pastikan Anda dalam keadaan sehat. Selama Detox, Anda hanya boleh minum air Jan paket detox yang berjumlah 8-10 botol.

linumlah botol sesuai urutan nomor, dan ulai sesuai dengan waktu sarapan biasa. ngan lupa untuk minum air minimal SOOML talah bangun tidur atau sebelum mulai Doom

Waktu untuk menjalani detox adalah 12 - 13 Jam Sehingga konsumsi tiap botol dilakukan setiap 1 1.5 jam

Minum air secukupnya sekitar 6-8 gelas (15-2.0L). Jika merasa sangat pusing/femas atau maag kambuh, Anda dapat makan buah apapun yang tidak sam (kecuali pisang, mangga) sebanyak 100gram

Keesokan harinya lanjutkan dengan makan makanan dengan gizi selmbang, rendah garam dan tinggi serat

Lakukan Detox secara rutin. Gunanya untuk mendapatkan benefit jangka panjang yang maksimal

> etelah sampai, mohon untuk langsung dimasukkan ke dalam kulkas

To share awareness of the brand Rockstar Gym, Livera proposes a medium:

Livera's Awareness Card

*Livera usually gives a guideline card to the customer while send the Cold Pressed Juice Packages

Rockstar Gym can **Redesign & Print** the card and put **Rockstar Gym's Logo** to spread awareness about the brand and quotes.

*Livera monthly distributes over than 150

packages/month.

Benefit Collaboration

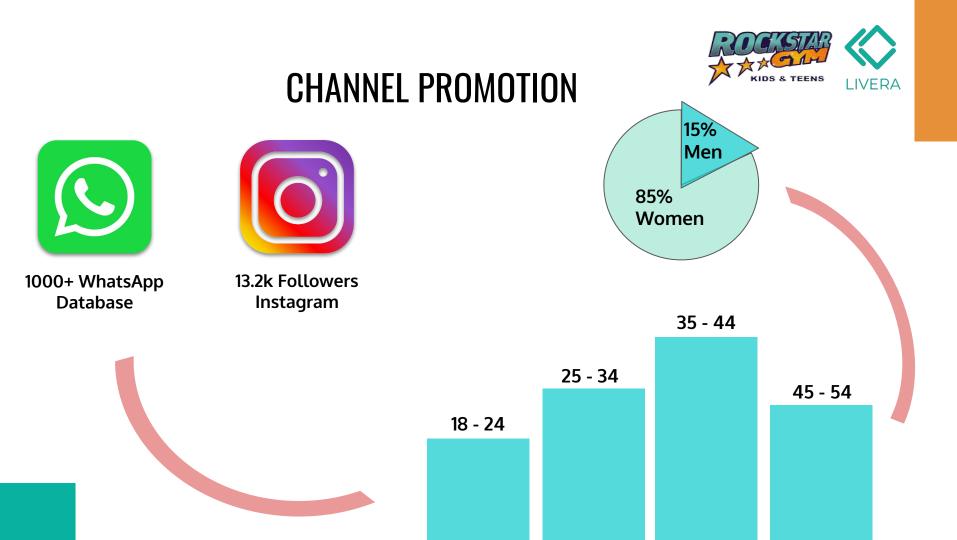


These Marketing Campaigns, could lead Rockstar Gym to have some benefit :





Increase Brand Awareness Community Engagement





THANKS

& LET'S DISCUSS!

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