

Rockstar Gym & Livera Collaboration

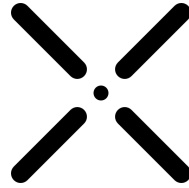




COLLABORATION DETAIL



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.

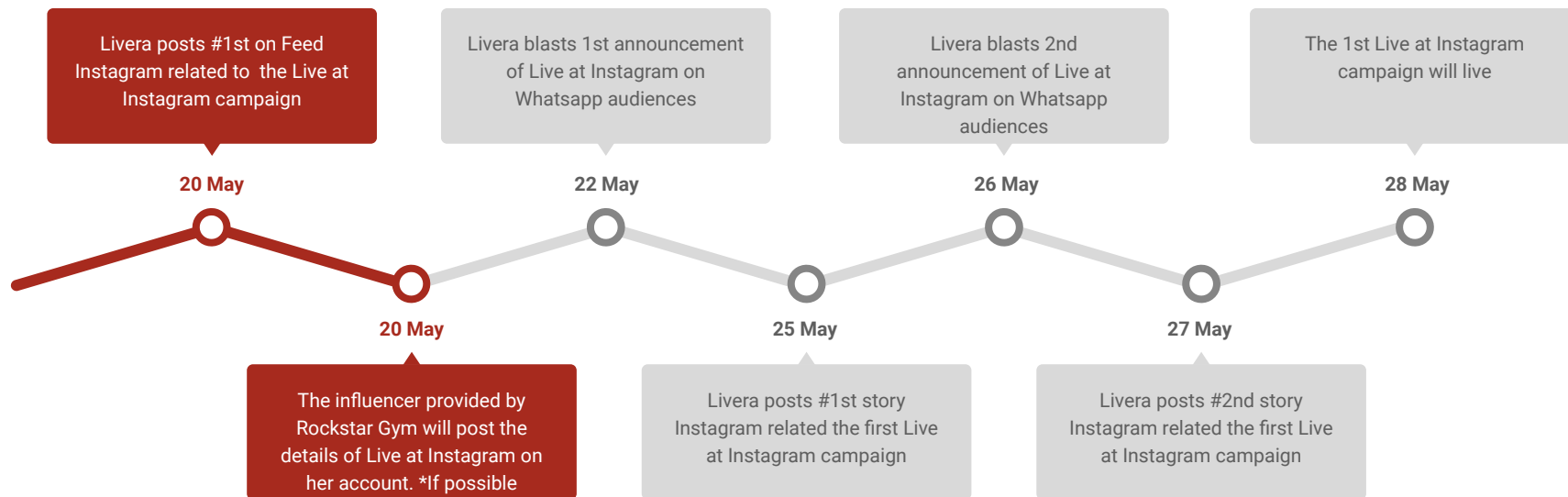
Topic: Balance Food (Healthy Food vs Junk Food) *TBD*

Target Audience: Mom, kids and Family

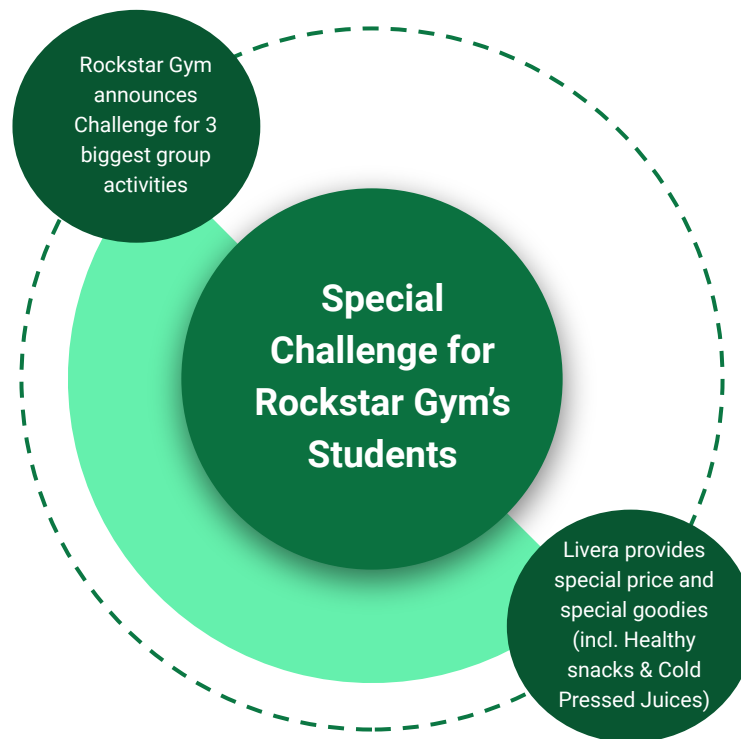
Livera and Rockstar Gym will give special giveaway (Special hampers from each host) during each Webinar/Live at Instagram



Marketing Campaign Details: Timeline



Marketing Campaign Details: Special Challenge



2. Awareness Collaboration



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

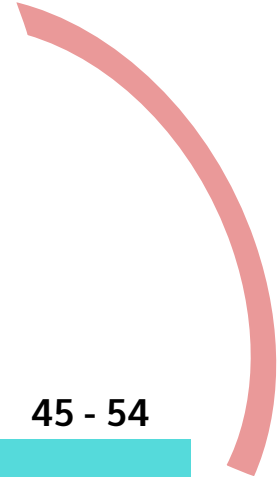
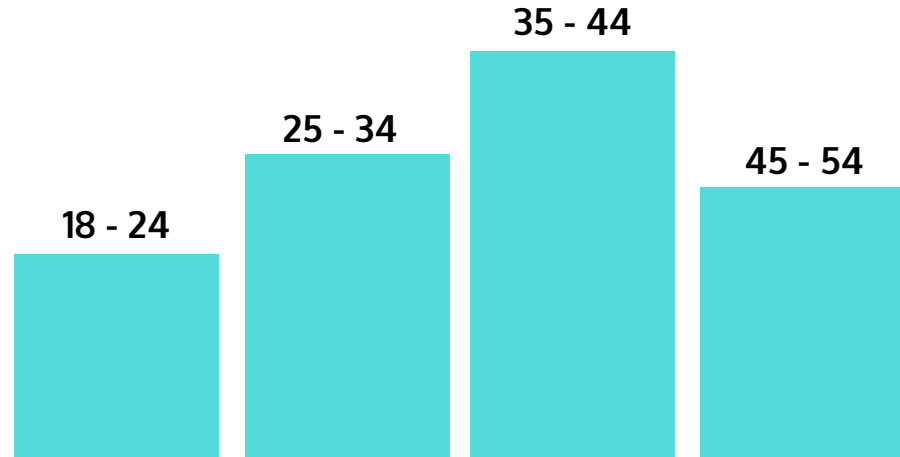
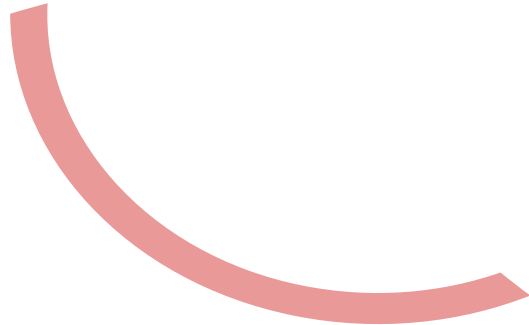
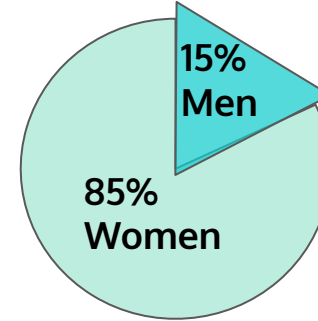
CHANNEL PROMOTION



1000+ WhatsApp
Database



13.2k Followers
Instagram





THANKS

& LET'S DISCUSS!

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LIVERA

