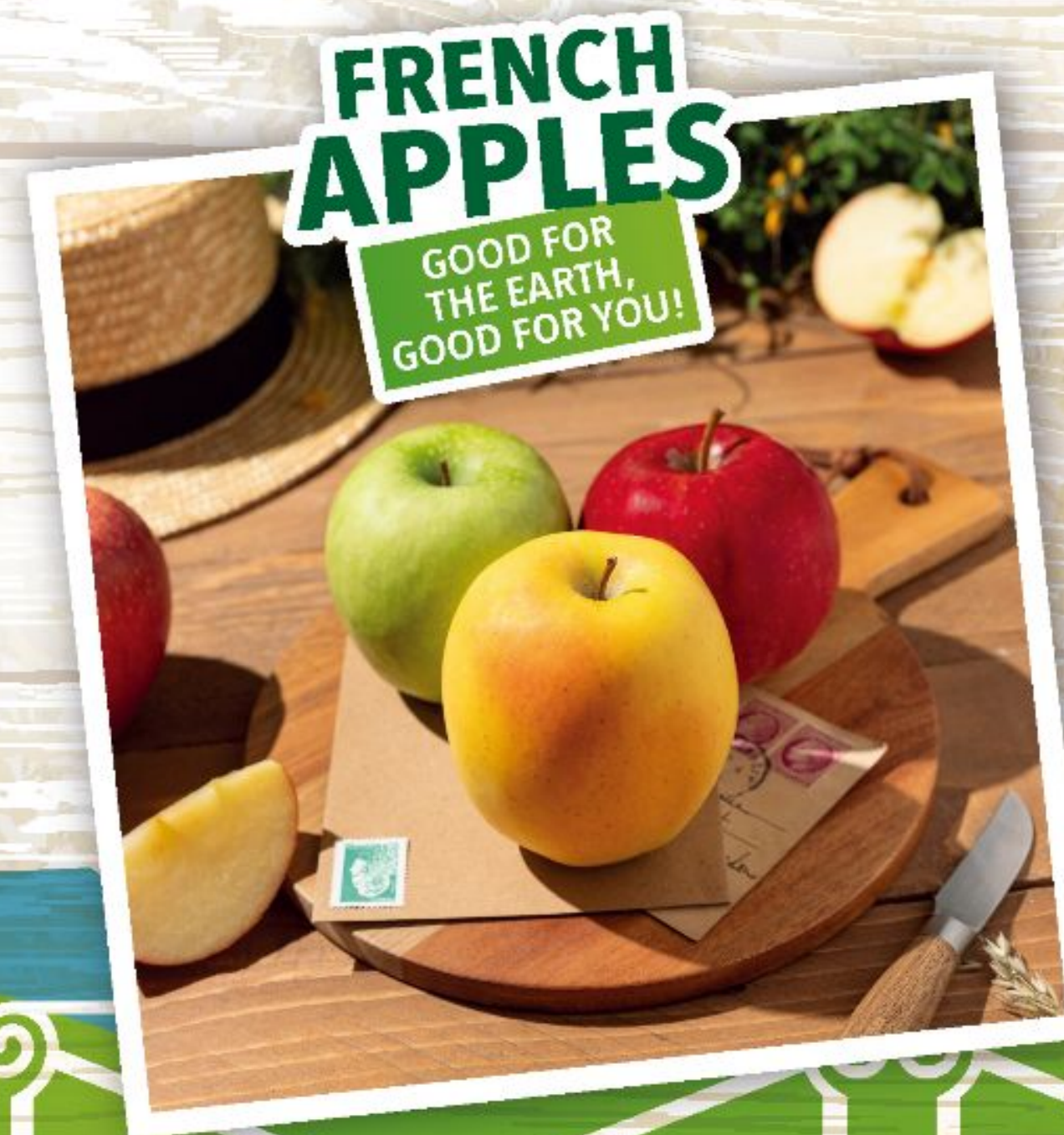


INTERFEL AISE 2023/24

VALIDATION FILE SINGAPORE



6.6

ROADSHOW

CONCEPT

- Reach consumers outside of supermarkets, and expand promotion and communication
 - An opportunity for consumers to sample French produce
 - Strengthen products relationship with consumers and even attract more patrons intent
-

ACTIVITIES

- 3 roadshows/pop up store at i12 Katong
- Sampling events by promoters using French apples that are available in the market as key ingredients.
- Consumers participating in various activities: product consultation, sampling and minigames.

TIMELINE

- 24, 25, 26 November (Fri, Sat, Sun)

GOODIES

- 360 goodies distributed
-

KPI

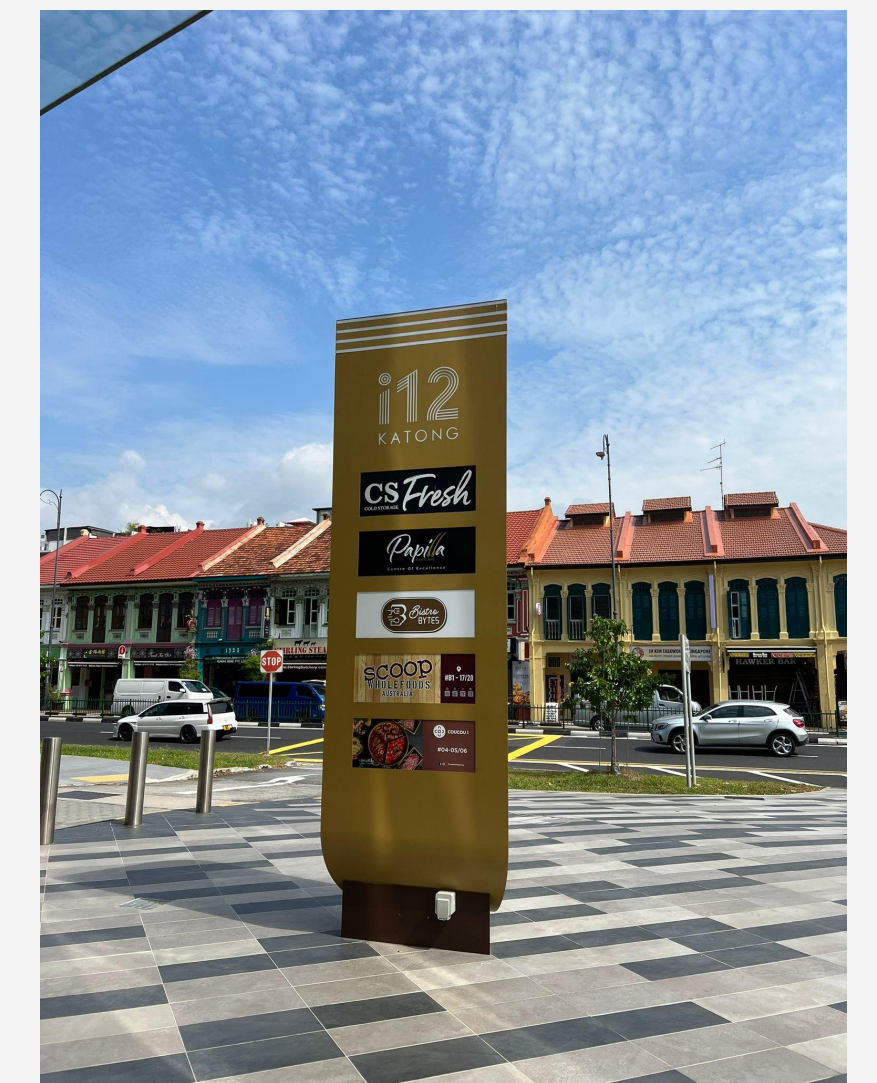
- 3 sessions
- 360 goodies distributed
- +12,000 reach

6.6 / ROADSHOW LOCATION (validated)



DETAILS

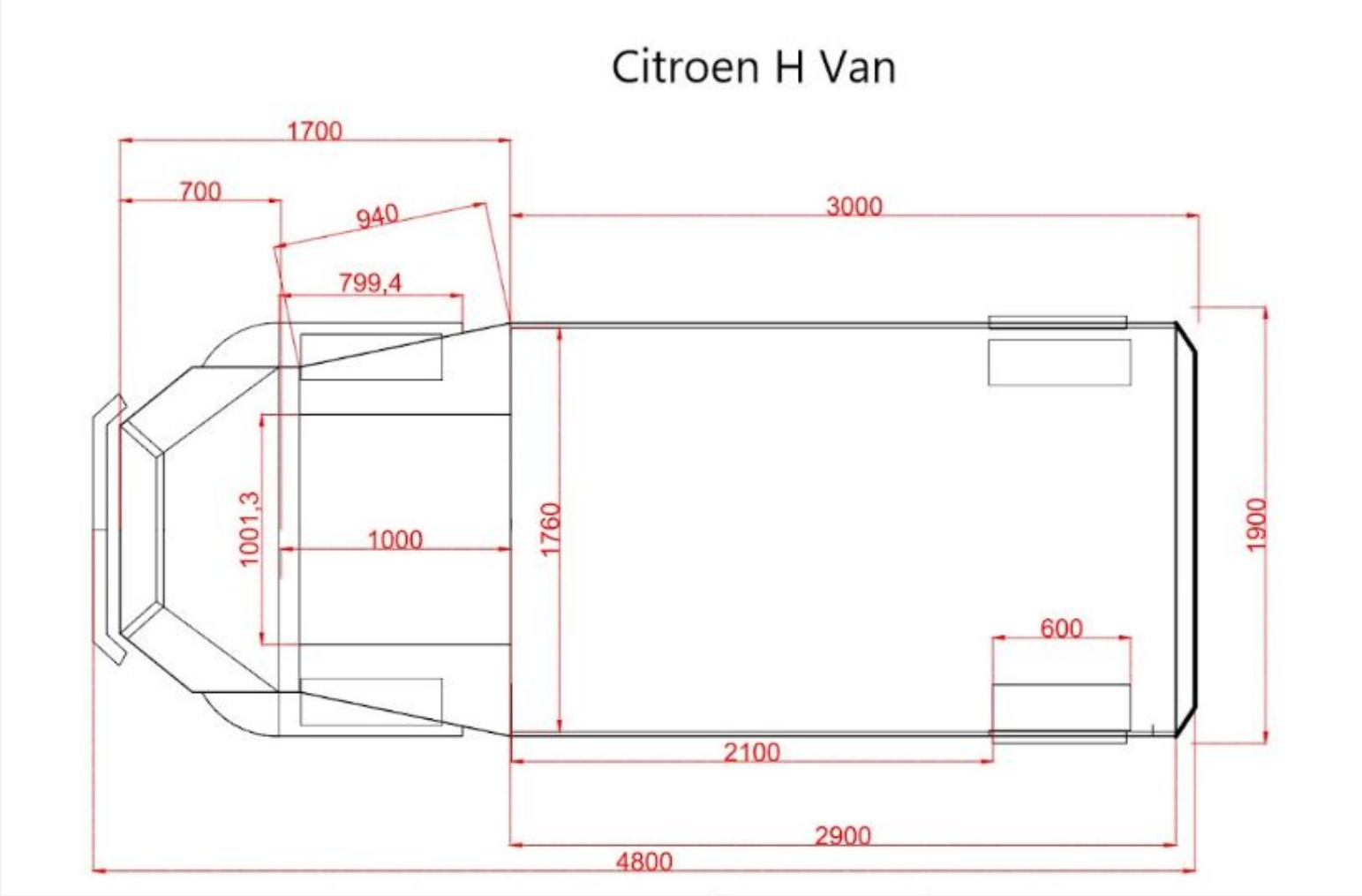
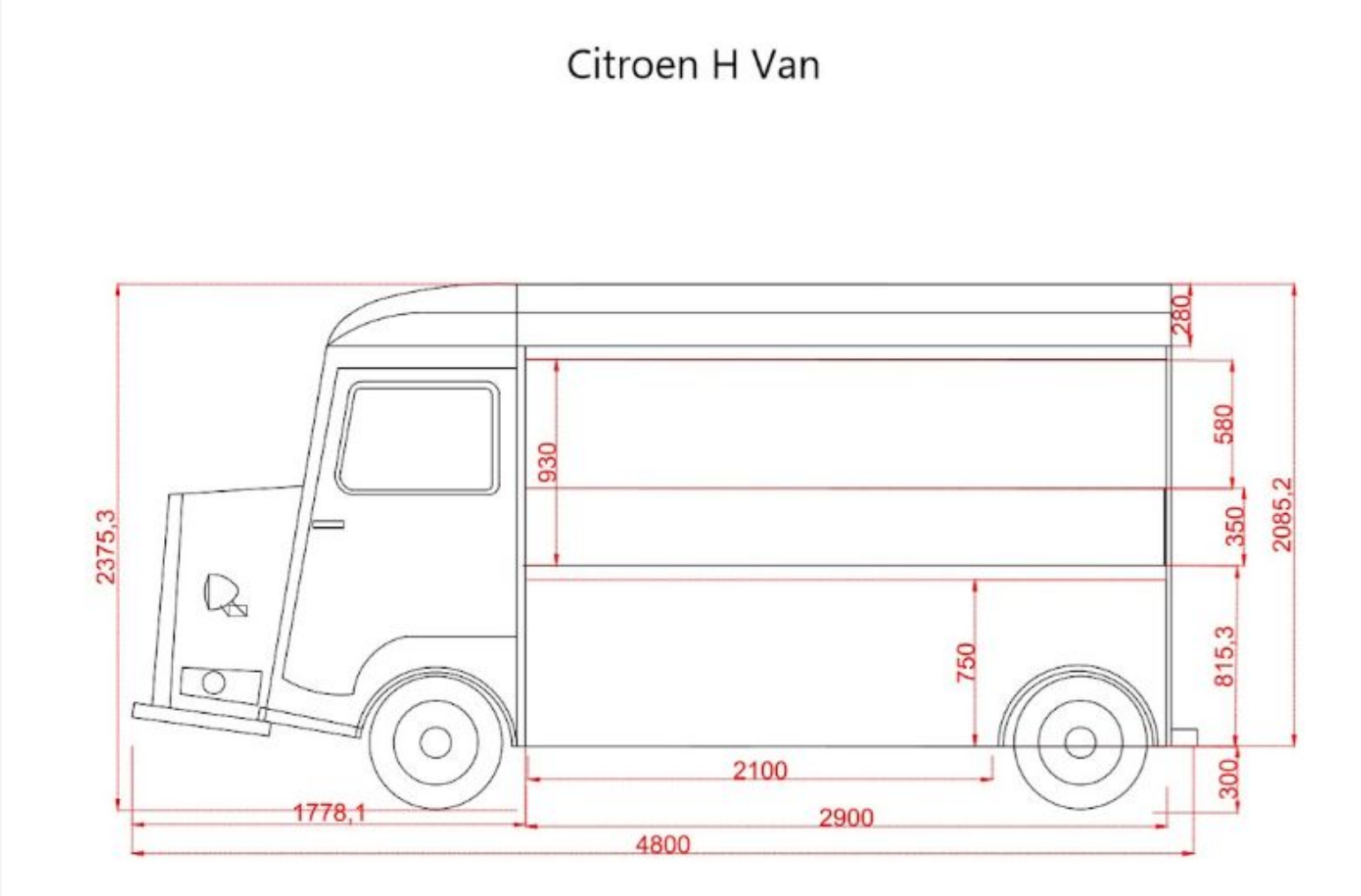
- Location: i12 Katong
- Date: November 24, 25, 26
- Targeted guests: Locals, Expat, Families
- Human resource per session: 3 T&S staff, 3 promoters, 1 photographer 3 hr/day



6.6 / ROADSHOW LOCATION (validated)



6.6 / ROADSHOW TRUCK



CITROEN H VAN

6.6 / ROADSHOW SAMPLERS

APPLES SLICES



FRENCH APPLE KOMBUCHA



We will be partnering with a local Kombucha company, Moon Juice. They will be using French apples for the kombucha and with customised labels for giveaway.

Naturally fermented Kombucha is packed with probiotics, enzymes, Vitamin Bs, and gives both energy and good digestion.

6.6 / ROADSHOW DECORATION

DECORATION:

- Citroen H Van
- 1 Signage
- 15 T shirts
- 2 Sampling Tray
- 2 Flag liner
- 1 lucky wheel
- Information wooden panel
- Portable sound system
- 2 Crowd control stand



6.6 / ROADSHOW DECORATION

APRON (Validated)



LUCKY WHEEL



FLAG LINER (Validated)



**Images for illustration purpose only, actual result may vary*

6.6 / ROADSHOW DECORATION

CUP STICKERS
(Sustainable material)



T-SHIRTS (Validated)



Signage



*All utensils are made from Biopak packaging. Packaging are plant-based products designed to minimise the impact on our environment at each stage of their life cycle, by using materials that are both sustainable sourced and rapidly renewable.

6.6 / ROADSHOW GOODIES

STICKER SHEETS



TOTE BAG (Validated)



WATER BOTTLE (Validated)



FOODWARE (Validated)



*Images for illustration purpose only, actual result may vary

6.6 / ROADSHOW DETAILS

KEY ACTIVITIES

- Pre-event:
 - Finalize event venues.
 - Design decoration and POSM.
 - Preparation for all materials, POSM and human resources.
 - Finalize design and sampler that will be showcase in the roadshow.
- During event: :
 - Product showcase area for PGs to consult and encourage consumers for trial.
 - Lucky wheel corner for consumers to redeem gifts with completing survey and spinning of lucky wheel
 - Photographing through the event to capture key moments.
 - French Apple Kombucha giveaway: Friday, 60 cups, Saturday & Sunday, 100 cups
 - Goodies: 130 goodies/day
- Post-event:
 - Collecting feedback from all parties.
 - Report



THANK YOU!

T&S
Terroir & Spice

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