



NUVRA

Image Build up, Awareness
& Sales Generating Campaign



About Me

Driven by a deep appreciation for conscious design, tactile materiality, and minimalist problem-solving. This journey began as an intensive academic pursuit to challenge urban clutter and introduce sensory calm into everyday lifestyles. Through thorough visual research, geometric standardization, and eco-friendly development, every stage of this campaign was carefully curated to establish an authentic bridge between natural simplicity and modern metropolitan living.



Creative Brief

1. Core Background & Positioning

NUVRA offers wearable tranquility to urban professionals overwhelmed by metropolitan noise.

2. Target Audience (TG)

Demographics: Urban men & women, aged 25–45, SEC A, B+, B.

Psychographics: Corporate professionals, health-conscious individuals, nature lovers, and yoga/meditation practitioners seeking slow living.

3. Key Campaign Objectives

Pre-Hype: Build intrigue around NUVRA's brand philosophy and organic collections.

Establishment: Position NUVRA as the Top of Mind (TOM) pioneer in mindfulness lifestyle attire.

Stay in TOM & Drive Conversion: Sustain engagement through tactical drops and VIP perks to convert interest into e-commerce sales.

4. Key Deliverables

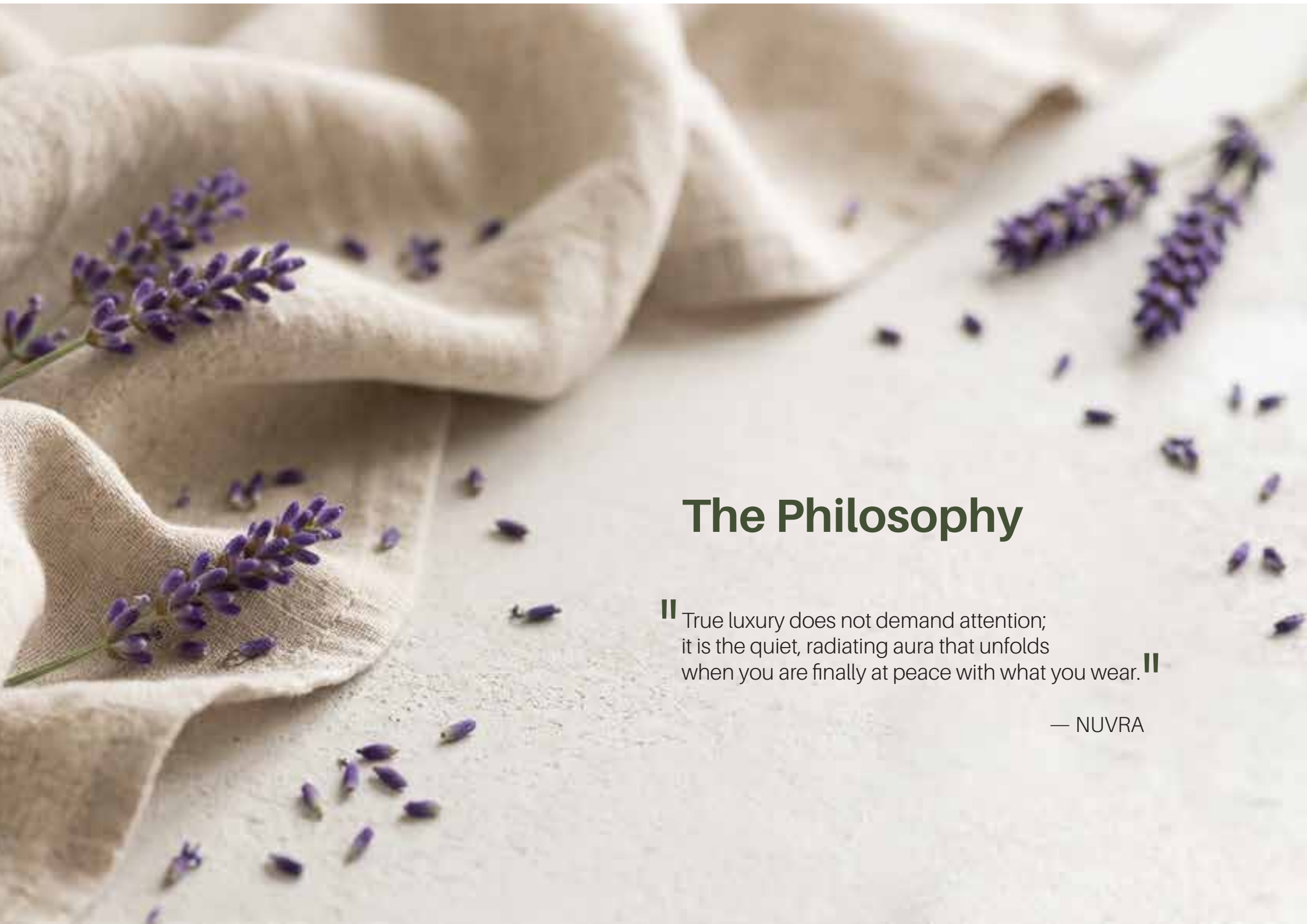
Creative & Production
BTL & Experiential
Media & PR

5. Campaign Roadmap

Month 1: Pre-Hype

Month 2: Launch

Month 3: Stay in TOM

The background of the entire page is a soft-focus photograph. It features several sprigs of dried lavender flowers in shades of purple and blue. These are scattered across a light beige, textured fabric that is draped and folded in a way that creates gentle shadows and highlights. The overall aesthetic is calm, natural, and minimalist.

The Philosophy

" True luxury does not demand attention;
it is the quiet, radiating aura that unfolds
when you are finally at peace with what you wear. "

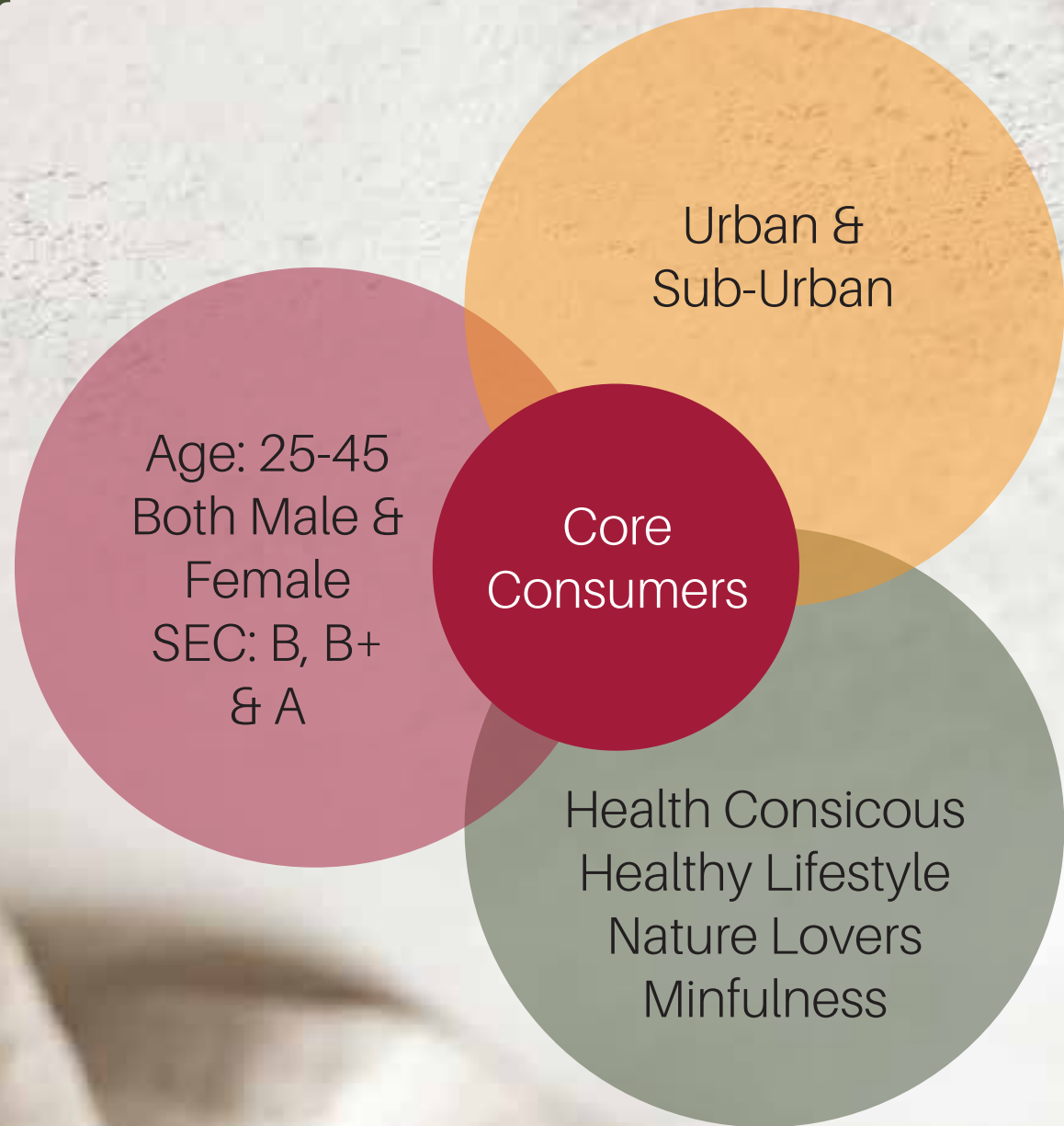
— NUVRA

A roll of light beige fabric is partially unrolled on the left side of the image. Below the fabric, there are several cotton bolls and dried, feathery flower heads. The background is a plain, light-colored surface.

About NUVRA

NUVRA is a mindful lifestyle brand created to offer a quiet sanctuary from modern urban chaos. We bridge fast-paced city living with nature by crafting garments from organic flax linen and raw hemp. Our loose, unstructured silhouettes prioritize ultimate tactile comfort and unhindered movement. By turning daily dressing into a calming ritual, NUVRA empowers you to experience pure, mindful elegance.

Target Consumer





Industry Scenario

While commercial fashion floods the market with fast trends and synthetic noise, it overlooks the urban consumer's need for sensory calm. NUVRA fills this void as a pioneer, offering a wearable sanctuary defined by organic tranquility over mass production.

Competitive Scenario

(Market Analysis)

KLUBH  US



BlucheezSM



Competitor-1

Brand name: KLUBHOUS

Followers: 221.9K+

Website: <https://klubhaus.com.bd>

Brand Tonality:

- Commercial & Product-Centric
- Accessible & Mainstream
- Reliable & Conventional
- Structured & Organized



KLUBHOUS



Competitor-2

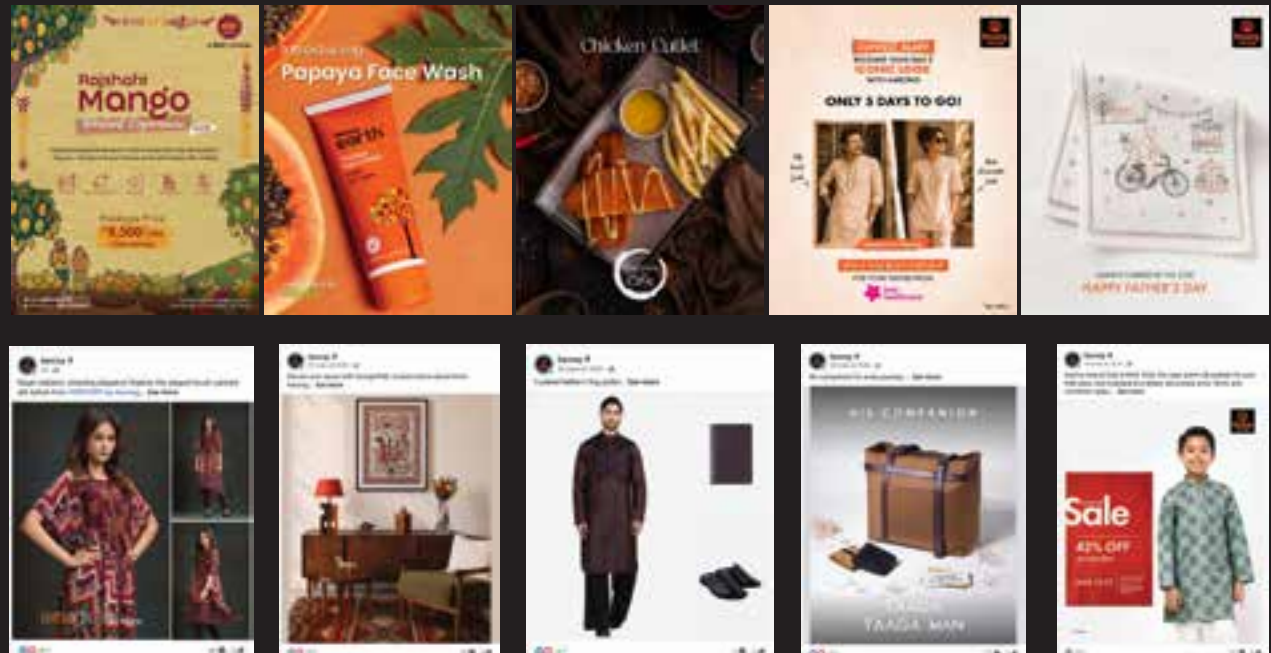
Brand name: Aarong

Followers: 5.1M+

Website: <https://www.aarong.com>

Brand Tonality:

- Heritage-Driven & Nostalgic
- Empathetic & Social Conscious
- Sophisticated & Premium
- Authoritative & Iconic



Competitor-3

Brand name: Blucheez

Followers: 5.25M+

Website: <https://blucheez.fashion>

Brand Tonality:

- Chic, Youthful & Trend-Forward
- Empathetic & Customer-Centric
- Polished & Detail-Oriented
- Sleek & Uncomplicated



Blucheez™



Competitor-4

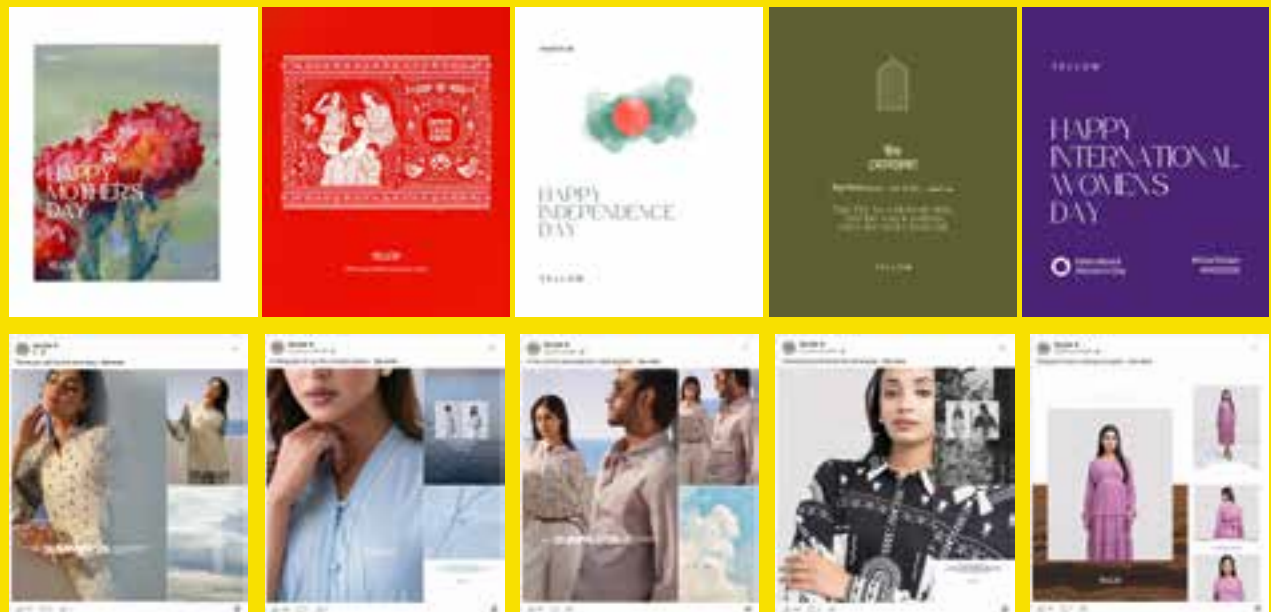
Brand name: YELLOW

Followers: 4.2M+

Website: www.yellowclothing.net

Brand Tonality:

- Optimistic & High-Energy
- Youthful & Trend-Driven
- Confident & Adventurous
- Premium Yet Accessible



Competitor Analysis

Brand	Primary Positioning	Target Demographic	Material & Fabric Focus	Design Language & Aesthetic	Key Limitations vs. NUVRA
	High-Street Fashion & Vibrant Youthwear	Gen Z & Young Millennials; SEC B, B+	Blended fabrics, rayon, polyester, viscose	Commercial street trends, bold graphic palettes, dense styling	High visual noise and fast-paced commercial aesthetics; zero focus on sensory tactile comfort.
	Traditional Heritage & Ethnic Craft	Mass to Affluent Bangladeshi families; SEC A, B+	Handloom cotton, silk, Taant, Muslin with heavy embroidery	Traditional Bengali ethnic wear, celebratory, highly ornate	Heavily focused on traditional/festive occasions; lacks minimalist, modern everyday slow-living attire.
	Modern Smart Casuals & Western Formals	Urban corporate men & women; SEC A, B+	Cotton, twill, structured knitwear, spandex mixes	Sharp western cuts, office formals, semi-formal casuals	Focuses on rigid tailoring and corporate silhouettes; lacks fluid, unstructured relaxation.
	Trend-Driven Contemporary Casuals	Young urban professionals & students; SEC A, B	Cotton-poly blends, denim, synthetic mixes	Fast-fashion, western-fusion, bright prints, structured tailoring	Over-reliance on synthetic blends and seasonal trends; lacks a mindfulness or organic wellness philosophy.
	Sustainable Mindfulness in Everyday Luxury	Conscious urban professionals, creatives & wellness seekers (25–45); SEC A, B+	100% Pure Organic Flax Linen, Raw Hemp & Hand-Spun Cotton	Loose, breathable geometric cuts, fluid drapes, off-white earthy minimalism	<i>First-mover advantage in establishing mindful, wearable sanctuaries within the market.</i>

SWOT Analysis

Strengths (Internal)

- Pioneering Brand Concept
- High-End Material Integrity
- Distinct Design Philosophy
- Cohesive Visual Identity

Weaknesses (Internal)

- New Market Entrant
- Higher Production Costs
- Niche Aesthetic

Opportunities (External)

- Surging Wellness & Slow Living Trends
- Rise of Conscious Consumerism
- Experiential BTL & Direct-to-Consumer (D2C)
- First-Mover Advantage

Threats (External)

- Established Fashion Giants
- Consumer Price Sensitivity
- Copycat & Fast-Fashion Imitations

Objectives



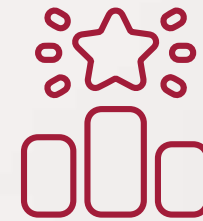
Build Awareness

regarding NUVRA brand and its premium, natural-fiber collections among the urban demographic.



Establish NUVRA

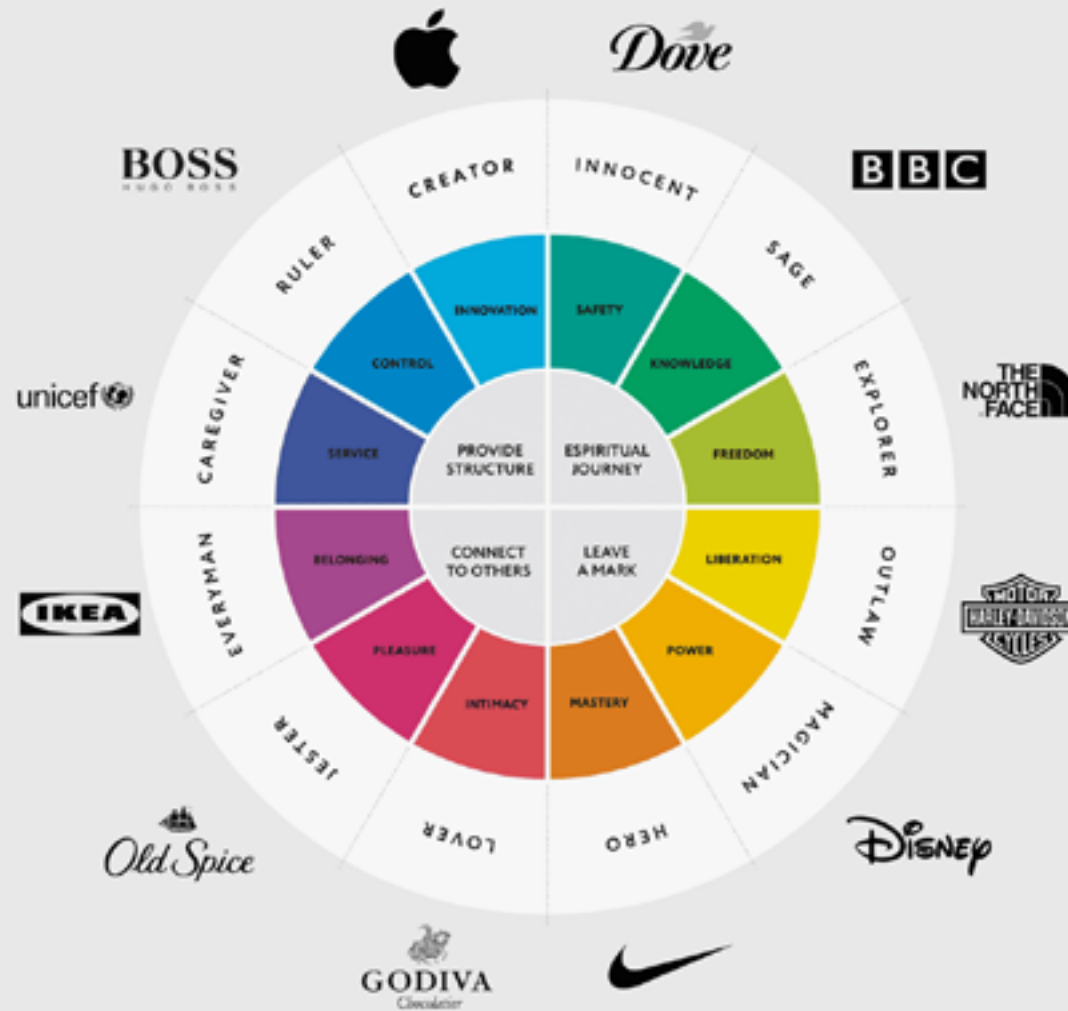
as the pioneer of natural, mindfulness-focused lifestyle attire in the target audience's TOM (Top of Mind) through consistent imagery and conscious brand building.



Stay in the TOM

of the target group (TG) and influence them to purchase by transforming everyday dressing into a restorative, comforting ritual.

Archetype



Archetype

INNOCENT & SAGE

Elizabeth Bennet from *Pride & Prejudice* represents a spirited, strong-willed, and conscious individual who rejects restrictive norms, leading with quiet conviction, self-reflection, and authentic grace.





Brand Positioning

The unique space a brand owns in the consumer's mind—the singular benefit they instantly associate with the product.

Examples

Colgate is Protection

Lux is Glamour

Pond's is Confidence

Axe is Sexual Attraction

Gillette is Quality



Key Insight

What is Key Insight?

An "Accepted Consumer Belief"

Example

Banglalink - Start Something New

Key Insight:

I wish mobile telephony is affordable for me (common people) to fulfill my needs.



NUVRA

Positioning:

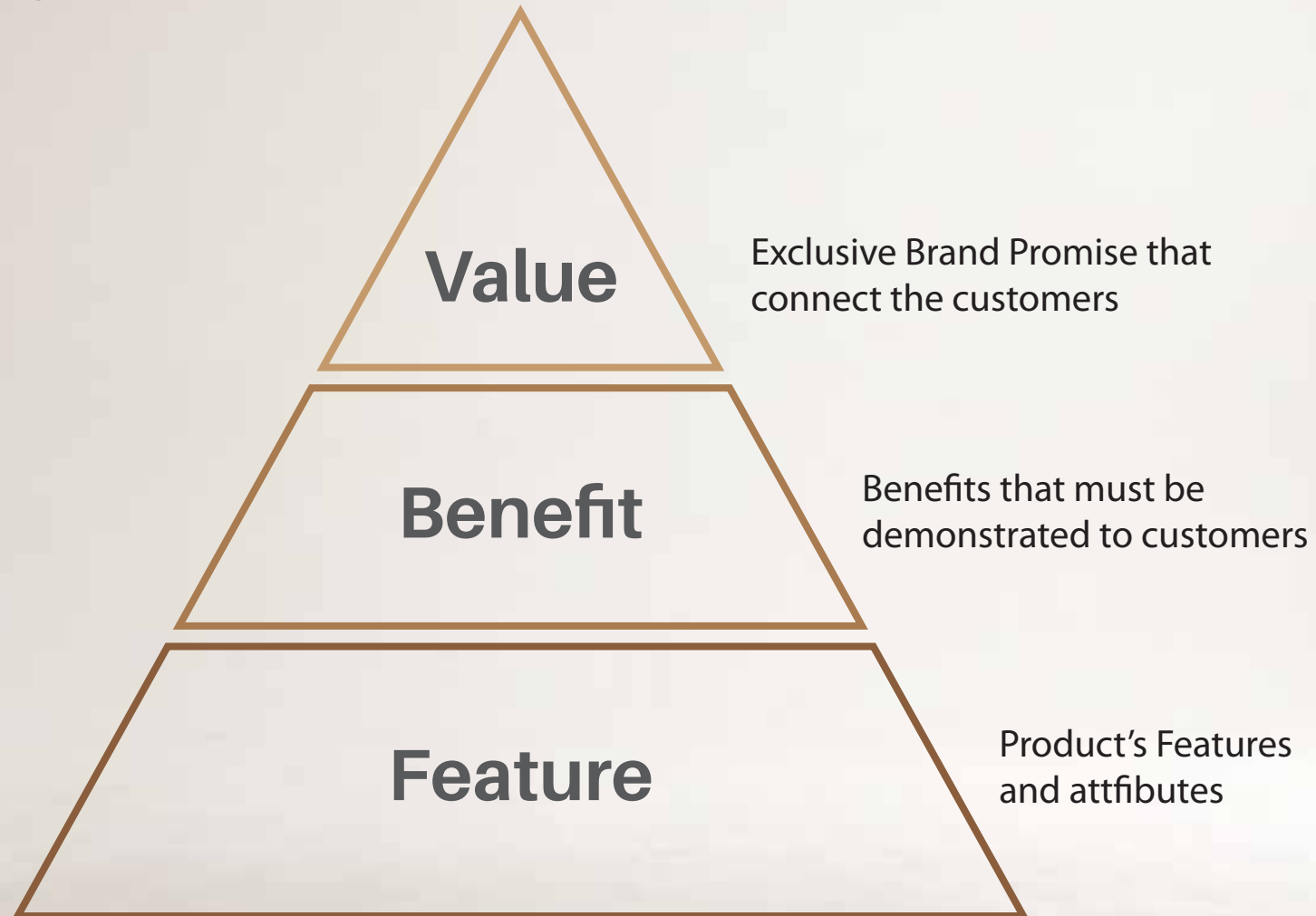
"Sustainable Mindfulness in
Everyday Luxury"

Key Insight

"If urban chaos could be paused"

Idea Path

Value Pyramid



Idea Path

Example Value Pyramid (Nike)



CAMERON MCKINNON.

BORN: TORONTO, SEPTEMBER, 1969.

LEARNED TO WALK: OCTOBER, 1965.

ACCIDENT: 9:21 P.M. NOVEMBER, 1992.

LEARNED TO WALK: MARCH, 1995.

JUST DO IT.

Idea Path

Brand Value Pyramid



BIG IDEA

"embrace the
nature"



Campaign Roadmap





PRE HYPE AWARENESS

Wall Sticker Art

Instead of standard street graffiti, we will place realistic wall stickers on select premium wall surfaces (e.g., quiet alleyway walls near upscale Dhanmondi or Gulshan design spots).



Sticker at Corporate House/University Elevator



Facebook Thematic Post



Premium Gym Integration



Digital Teasers

Cinematic Reels and Shorts built with sharp audio design. The video frames standard, frantic, noisy footage of Dhaka gridlocks. Suddenly, the frame cracks open like a door in the center of the screen, muting all audio instantly. Inside the open frame, wind passes slowly over clean, unspun organic cotton fabric.



Thematic Teaser

(10-Seconds Reels)

Time	Visual	Audio/VO
00:00 - 00:04	Medium Shot: A minimalist, rustic wooden door slowly swings open in an open studio space, revealing a lush, mist-softened natural landscape bathed in morning light.	SFX: Soft wooden creak fading into a rich, gentle breeze and distant leaves rustling. VO (Warm, Whispered): <i>Step through... nature is calling.</i>
00:04 - 00:08	Slow-Motion Pan: A woman in fluid, off-white natural fabric steps gently toward the open doorway, her tunic catching the light breeze as she reaches out to feel the open air.	SFX: Breath of wind, soft swell of a peaceful ambient chord. VO: <i>Embrace the air. Experience mindful elegance.</i>
00:08 - 00:10	Wide Shot: She stands framed by the open door, looking out into the expansive greenery. The scene fades gracefully to a soft off-white screen. <i>(No brand name or logo).</i>	SFX: A deep, peaceful exhale that softly lingers and fades to silence.



Thematic Press Ads



Mockup



Billboard



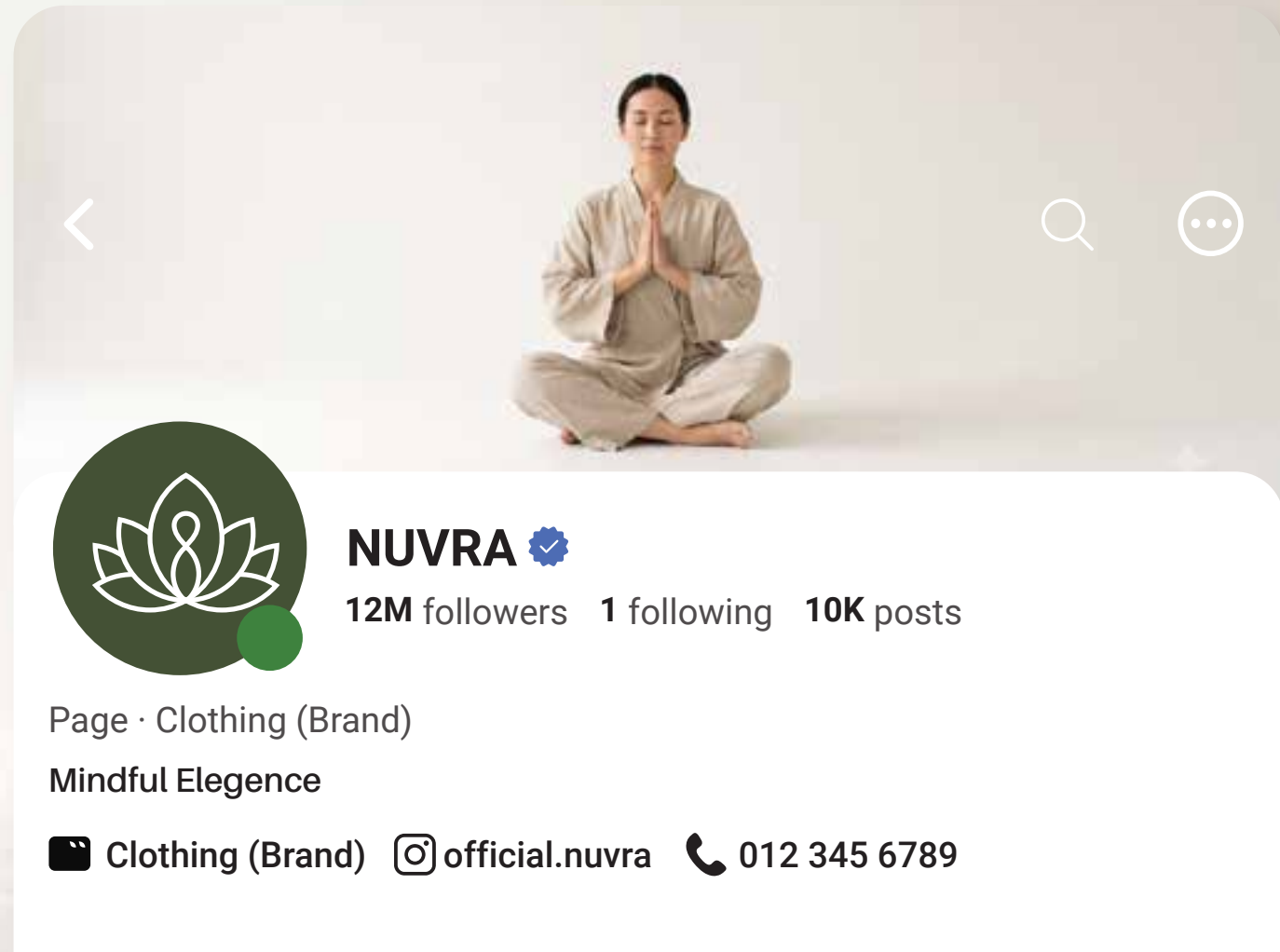


AWARENESS & ESTABLISHMENT

Social Media Content Pillars



Facebook Thematic



Brand Philosophy

Visual lookbooks exploring modern minimalism, architectural breathing room, and the cognitive relief of slow living in a high-volume world.



Material Integrity

Educational, macro-lens content explicitly detailing the premium tactile touch, softness, and breathing capacity of pure organic cotton fabrics.



Design Anatomy

Breaking down the loose geometry of the apparel, highlighting how loose cuts let the human body move fluidly and unhindered.



NUVRA

Jan 23 · 🌐

We replace rigid tailoring with loose, breathable geometry. By allowing fabric to float freely around the body, NUVRA turns everyday dressing into a light, restorative experience.

#NUVRA #DesignAnatomy #MinimalistStyle #TactileLuxury



NUVRA



1.2K



345



67



Tactical Drop

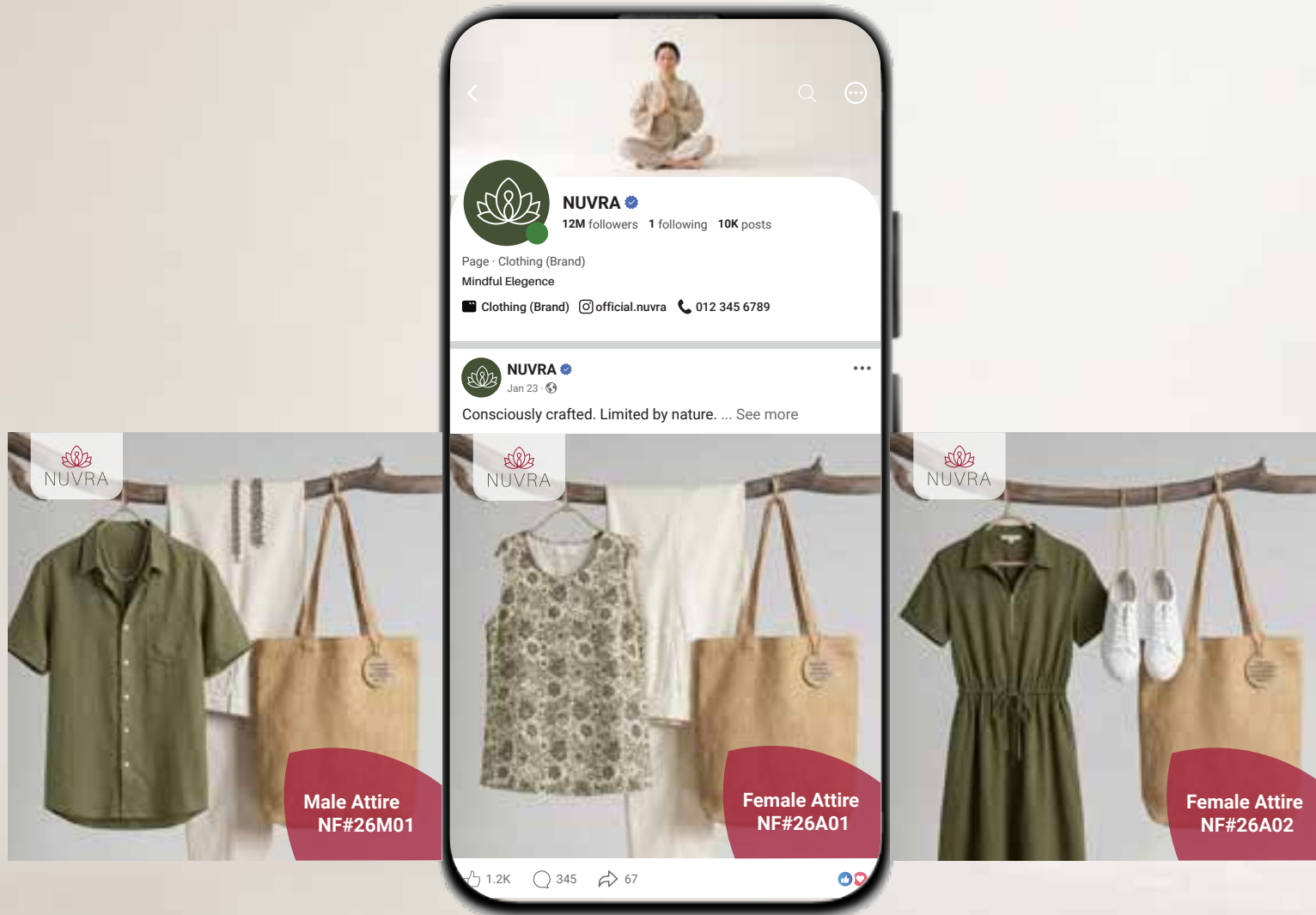
Distraction-free,
minimal canvas
product displays
outlining sizing,
small-batch stock
counts, and launch
pricing metrics.



Special Day Post



Carousel Post



BTL ACTIVATION

(Morning Yoga at Prominent Parks)



NUVRA
Daily Morning Yoga
Gulshan-1 Park, 6:00 am

BTL ACTIVATION

(Kiosk Integration)

To establish NUVRA as a pioneer in mindfulness-focused lifestyle attire, we will launch experiential pop-up kiosks alongside morning yoga sessions at prominent city parks. This touchpoint allows our core demographic to physically experience the tactile comfort of our organic natural fibers. To drive conversion, visitors receive an exclusive early-access discount coupon, incentivizing immediate trial and building a loyal customer base for our limited-batch drops.



BTL ACTIVATION

(Leaflet ED : Outer Panels)



4 Back Cover

5 Inner Back

6 Front Cover

BTL ACTIVATION

(Leaflet ED : Inner Panels)



PURE FIBER, ZERO COMPROMISE

True physical relief begins at the thread level. Every NUVRA garment is woven without harsh synthetic fillers to ensure maximum breathing capacity and tactile softness.

Organic Flax Linen:
Lightweight, naturally temperature-regulating, and exceptionally durable.

Raw Hemp Fibers:
Earth-friendly, hypoallergenic, and softer with every wear.



DESIGN ANATOMY (THE FORM)

Unstructured Fluidity:

We replace rigid tailoring with loose geometric drapes that respect the human body in motion. Designed without restrictive seams or tight silhouetted lines, our garments allow you to move freely, breathe deeply, and navigate your daily routine with unhindered ease.



THE ESSENTIAL CAPSULE

Distraction-free, small-batch releases designed to seamlessly layer into your existing wardrobe.

Small-Batch Releases:
Produced in limited quantities to prevent environmental waste and preserve material integrity.

Sensory Unboxing:
Each piece is wrapped in unbleached canvas packaging with dried botanical elements.

1 Inner Left

2 Inner Center

3 Inner Right

BTL ACTIVATION

(Leaflet Mockup)



Outdoor Branding

(Billboard)



Outdoor Branding

(Rollup Banner)



Hotel & Restaurant Integration



Premium Gym Integration



Weekly PR Campaign & Articles



Thematic OVC

30-Seconds Thematic

Time	Visual	Audio/VO
00:00 - 00:06	Extreme Close-up: Sunbeams hitting raw, unbleached off-white fibers on a wooden loom. A single thread gently floats in the air.	SFX: Soft ambient breeze fading in. VO (Warm, Reflective): <i>Before form... there is space. Before motion... there is breath.</i>
00:06 - 00:12	Cut to: A woman sitting front-facing in a peaceful, meditation pose in an open, airy studio. She slowly opens her eyes.	SFX: A deep, calm inhale. VO: <i>We design for the space between you and the fabric.</i>
00:12 - 00:18	Slow Pan: She rises seamlessly. The loose-cut linen tunic ripples gently, highlighting fluid, unhindered body movement.	SFX: Gentle rustle of linen as she moves. VO: <i>No constraints. No heavy silhouetted lines. Just pure, unhindered rhythm.</i>
00:18 - 00:24	Macro Cuts: Fine hand-stitched detailing on off-white cotton fabric, fading to the natural weave pattern.	SFX: Minimalistic musical tone rising subtly. VO: <i>Rooted in natural textures. Crafted for lightweight living.</i>
00:24 - 00:30	Wide Shot: She stands in quiet confidence, framed by soft ambient daylight. The minimal canvas environment highlights the pure aesthetic. Text Overlay: NUVRA	SFX: Soft, grounding ambient exhale. VO / Outro: <i>NUVRA. Breathe into your rhythm.</i>



Influencer Campaign



Sarah Alam



Joya Ahsan

Influencer Thematic Post

(Joya Ahsan)





**Live with Joya
@NUVRA**



ASS
YOUTH

Female Attire
NF426M01

EVENT

(Mnemonic)

Logo Placement



Usage of Symbol



EVENT

(Mnemonic Cutout)



Venue: Alok, 211 Tejgaon, Dhaka 1208
March 14, 2025 | 6:00 PM

MEDIA PARTNER



THE DAILY NEWS



LET'S TV



RADIO

INVITATION CARD

(ED)



ENVELOP

(ED)



MOCKUP



KEY VISUAL

2:1



BACKDROP



BILLBOARD



NUVRA
**GRAND
LAUNCHING**

Venue: Alok, 211 Tejgaon, Dhaka 1208
Date: August 14, 2026 | Time: 6:00 PM

MEDIA PARTNER

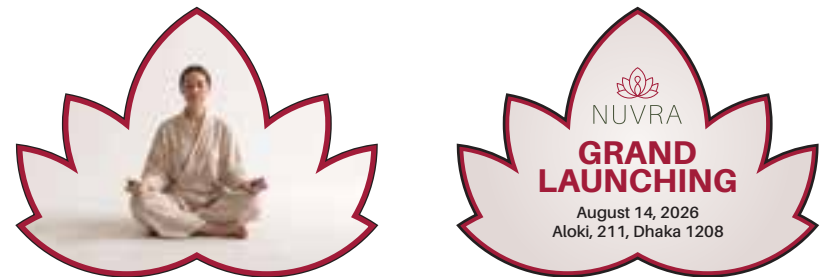
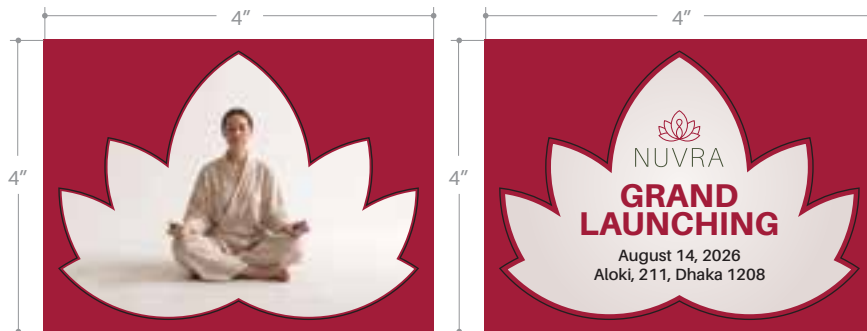
THE DAILY AZDUS ACU'S TV RAGU

BUNTING & DANGLER

ED



PREVIEW



X & ROMAN BANNER

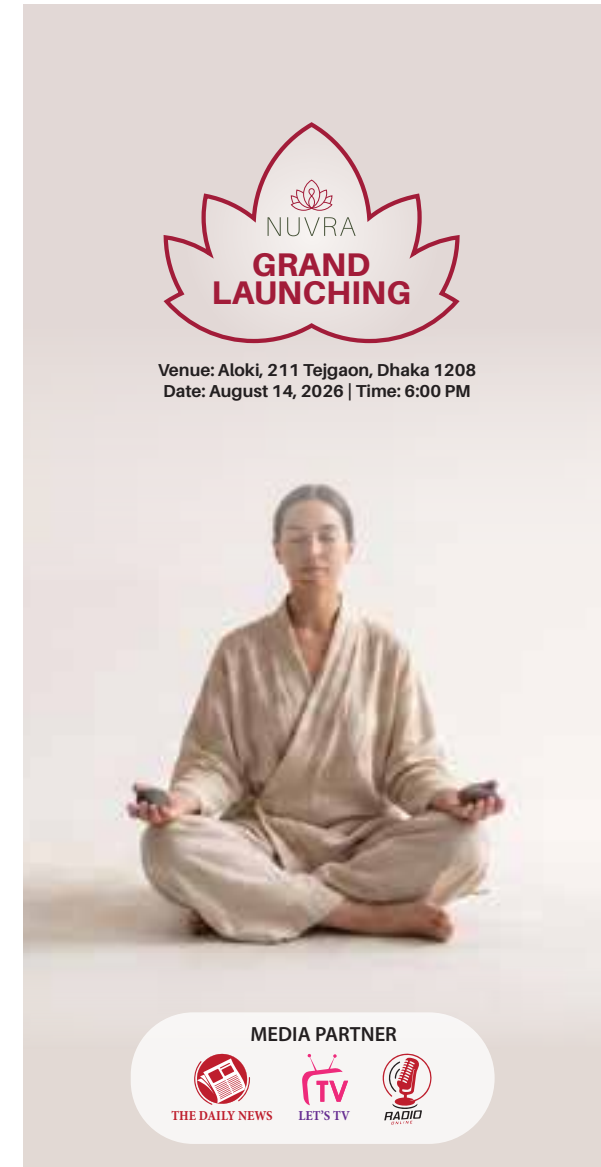


NUVRA
GRAND LAUNCHING

Venue: Alok, 211 Tejgaon, Dhaka 1208
Date: August 14, 2026 | Time: 6:00 PM

MEDIA PARTNER

THE DAILY NEWS LET'S TV RADIO



NUVRA
GRAND LAUNCHING

Venue: Alok, 211 Tejgaon, Dhaka 1208
Date: August 14, 2026 | Time: 6:00 PM

MEDIA PARTNER

THE DAILY NEWS LET'S TV RADIO

ENTRANCE





REGISTRATION BOOTH

ID CARD



A vertical rectangular ID card template with a light beige background and a thin dark border. At the top center is a red lotus flower logo. Inside the lotus, the word "NUVRA" is written in a small, grey, sans-serif font. Below "NUVRA", the words "GRAND" and "LAUNCHING" are written in a bold, red, sans-serif font, stacked vertically. Below the logo, the word "VOLUNTEER" is written in a large, bold, red, sans-serif font. Underneath "VOLUNTEER", the word "NAME" is written in a bold, black, sans-serif font. Below "NAME" is a large, white, rounded rectangular box with a thin black border, intended for the volunteer's name.

NUVRA
GRAND
LAUNCHING

VOLUNTEER

NAME

MOCKUP



VOLUNTEER ATTIRE



FASHION SHOW



OUTLET



OUTLET



GATE DESIGN





**STAY IN THE
TOM**

Strategic Pillars

Pillar 1:
Retention & Owned
Media Marketing

Pillar 2:
Experiential & Community
Activations

Pillar 3:
User-Generated
Content (UGC)
& Social Proof

Pillar 4:
Content & Product
Flighting

Pillar 1: Retention & Owned Media Marketing



Mindful Email/SMS Journeys:

Instead of typical promotional blasts, send weekly "Mindful Sunday Reminders," wellness tips, or fabric-care guides for organic flax linen and hemp.

VIP/Early Access Club:

Offer loyal buyers early access to limited-batch drops, making them feel part of an exclusive movement.

Pillar 2: Experiential & Community Activations



Routine BTL Activations:

Continue the Morning Yoga at Prominent Parks or wellness pop-ups on a recurring monthly schedule (e.g., "First Saturday Mindful Morning with NUVRA").

Corporate & Gym Wellness Partnerships:

Host offline mindfulness desk kits or fabric sensory booths in corporate hubs and premium gym lounges.

Pillar 3: User-Generated Content (UGC) & Social Proof



#MyNuvraRitual Campaign:

Encourage customers to share videos/-photos of how wearing NUVRA brings calm to their workday or weekend routine.

Customer Reviews & Unboxing Experiences:

Highlight real customer stories on social feeds and website landing pages. Unboxing should feel like opening a sensory gift (e.g., unbleached canvas packaging, dried flora, scented linen spray).

Pillar 4: Content & Product Flighting



Content Pillars Rotation:

To Maintain the 4 Social Content Pillars (1. Brand Philosophy, 2. Material Integrity, 3. Design Anatomy, 4. Tactical Drop) continuously on owned channels, even on non-paid ad days.

Seasonal Capsule Drops:

To release small, curated collections tied to natural seasons (e.g., Summer Linen, Festive Earth Tones) to give existing audiences a fresh reason to return.

Media Strategy

To maintain NUVRA's core identity—slow living, mindful elegance, breathable organic aesthetics, and off-white/earthy textures—the strategy prioritizes high-affinity, clutter-free channels. Rather than mass-blasting low-tier apps, NUVRA should curate placements to protect brand equity.

Phase 1:

High-Priority Channels

(Primary Focus)

1. Facebook & Instagram (Meta)

Objective: Visual storytelling, awareness, and direct e-commerce conversion.

Execution: Deploy aesthetic, minimal carousel posts (sizing, batch counts, launch pricing) and high-definition Reels highlighting organic cotton weaves and fluid silhouette movements.

Targeting: Urban professionals (Dhaka/Chittagong), conscious consumers, sustainable fashion enthusiasts.

Media Strategy

2. YouTube & Premium OTT Platforms (Chorki, Hoichoi, Bioscope)

Objective: Building emotional resonance through cinematic storytelling.

Execution: Run the 10-second "Door to Nature" Teaser and the 30-second Main Thematic OVC as non-skippable or high-visibility pre-rolls.

Placement Strategy: Target lifestyle, wellness, indie cinema, and drama content on Chorki and Hoichoi where the audience appreciates artistic, slower-paced visuals.

3. Select Online News Portals

(The Daily Star, Prothom Alo)

Objective: Brand credibility, thought leadership, and corporate wellness messaging.

Execution: Place clean, non-intrusive banner ads (GDN/Programmatic DSP) on lifestyle/culture sections. Pair these with corporate mindfulness opinion pieces and newspaper quotes.

Media Strategy

Phase - 2

Strategic Partnerships & Selective Channels

1. Collaboration Marketing (Pathao, Uber, bKash, Nagad)

Objective: High-intent touchpoints for urban lifestyle consumers.

Execution: Pathao / Uber: In-app pop-ups or ride confirmation banners promoting "Breathable travel wear for daily commutes."

bKash / Nagad: Exclusive launch discounts or cashback incentives during checkout for early-batch buyers.

2. Google Display Network (GDN) & Programmatic DSP

Objective: Re-targeting and contextual placements.

Execution: Highly targeted retargeting ads featuring clean off-white stitch art visuals, guiding previous website visitors back to limited-batch product drops.

Media Strategy

Phase - 3

Brand Safety & Tone Alignment:

Channels like Imo, Likee, Shareit, or Viber cater to high-volume mass audiences, which may cause visual ad clutter and dilute NUVRA's premium, mindful aesthetic. It is recommended to skip utility app ads and reinvest that budget into high-production Instagram Reels, OTT sponsorships, and curate pop-up experiences.

Channel Allocation Summary

Channel Category	Recommended Platforms	Format / Content	Strategic Purpose
Social Media	Instagram, Facebook	Carousels, Short-form Reels, Minimal Statics	Engagement & E-commerce Conversions
Video & OTT	YouTube, Chorki, Hoichoi	10s Teaser, 30s Thematic OVC	Brand Affinity & Narrative Awareness
Digital News	The Daily Star, Prothom Alo	Native Banners, Lifestyle Features	Corporate/Executive Reach & Prestige
Partnerships	Uber, Pathao, bKash	In-app banners, Payment Perks	Seamless Urban Conversion

Strategic Media Buying

Month 1: Launch Phase (High Frequency & Brand Awareness)

Media Channel	Target Platform / Network	Week 1	Week 2	Week 3	Week 4	Total Monthly Days/Units
Meta Ads	Facebook & Instagram	7 days	7 days	7 days	7 days	28 days
Video Ads	YouTube (10s / 30s OVC)	7 days	7 days	7 days	7 days	28 days
Display Ads	Google Display Network (GDN)	7 days	7 days	7 days	7 days	28 days
News Portals	Prothom Alo, Daily Star, etc.	7 days	7 days	7 days	7 days	28 days
OTT Video	Chorki, Holchol, Bioscope	7 days	7 days	7 days	7 days	28 days
Influencers	Lifestyle & Fashion Creators	3 days	3 days	3 days	3 days	12 days
Sponsorship	Curated Lifestyle/Culture Shows	2 placements	Continued	Continued	Continued	Month-long

Media Buying

Month 2: Sustenance Phase (Consideration & Engagement)

Media Channel	Target Platform / Network	Week 1	Week 2	Week 3	Week 4	Total Monthly Days/Units
Meta Ads	Facebook & Instagram	4 days	4 days	4 days	4 days	16 days
Video Ads	YouTube	4 days	4 days	4 days	4 days	16 days
Display Ads	Google Display Network (GDN)	4 days	4 days	4 days	4 days	16 days
News Portals	Prothom Alo, Daily Star, etc.	3 days	3 days	3 days	3 days	12 days
OTT Video	Chorki, Hoichoi, Bioscope	4 days	4 days	3 days	3 days	14 days
Influencers	Lifestyle & Fashion Creators	2 days	2 days	2 days	2 days	8 days
Sponsorship	Curated Lifestyle/Culture Shows	1 placement	Continued	Continued	Continued	Month-long

Media Buying

Month 3: Performance & Retention Phase

Media Channel	Target Platform / Network	Week 1	Week 2	Week 3	Week 4	Total Monthly Days/Units
Meta Ads	Facebook & Instagram	3 days	3 days	3 days	3 days	12 days
Video Ads	YouTube	3 days	3 days	3 days	3 days	12 days
Display Ads	Google Display Network (GDN)	2 days	2 days	2 days	2 days	8 days
News Portals	Prothom Alo, Daily Star, etc.	3 days	3 days	3 days	3 days	12 days
OTT Video	Chorki, Hoichoi, Bioscope	3 days	3 days	3 days	3 days	12 days
Influencers	Lifestyle & Fashion Creators	2 days	—	—	2 days	4 days
Sponsorship	Curated Lifestyle/Culture Shows	1 placement	Continued	Continued	Continued	Month-long

Budget

Media Channel / Activity	Target Platforms	Total Allocation (BDT)
News Portal & Print Display	Front Page / Half-Page Ads & Direct Digital Takeovers (<i>The Daily Star, Prothom Alo</i>)	₳ 10,00,000
Meta Ads	Facebook & Instagram (Feed, Reels, Stories, Lead Gen)	₳ 7,50,000
Video Campaigns	YouTube (10s Teaser & 30s Thematic OVC Non-Skippable/In-Stream)	₳ 5,00,000
Influencer Collaborations	Micro/Macro Sustainable & Lifestyle Creators	₳ 4,50,000
OTT Advertising	Chorki, Hoichoi, Bioscope (Pre-Roll & Mid-Roll Placements)	₳ 3,00,000
Program Sponsorships	Curated Lifestyle, Culture & Wellness Content	₳ 3,00,000
Display & Retargeting	Google Display Network (GDN)	₳ 2,00,000
TOTAL ESTIMATED BUDGET	3-Month Combined Campaign	₳ 35,00,000

THANK YOU

