

# **Monster Vape Labs**

**The Monster Royale Tour**

**France**



**Description:** Over a series of 6 consecutive Saturdays, Franceretail shops will host in store activations where Monster Vape Labs will be at the forefront, creating a unique in-shop experience with games, aroma stations, and raffles in order for customers to learn more about the brand and products.

**Objective:** As MVL re-enters the European market, in-store activations will act as a driving force too, increase brand awareness, drive customer conversion, and increase sales.

**Key Messaging:**A premier vaping experience with quality and authentic American made E-liquids.



## **CAMPAIGN APPROACH**

**Product Showcasing:** Create different stations within the store to test product or have an aroma station where customers can experience MVL liquids through smell & taste

**Gamification & Prizes:** Every customer who purchases over X amount will be given a small gift bag. Customers who purchase X or more will have an opportunity to "Spin the Wheel" to win bigger prizes.

### **Social Media:**

- Each week for 6 weeks partner with 4 influencers within the regions to generate buzz surrounding the brand & event with custom mailers.
- Invite influencers to the store activation to post on social media live.
- Customers who follow @monstervapelabs.mena & Let's Vape social accounts can enter a raffle for a unique prize.





## MARKETING COLLATERAL



Pop-Up Banner



Customizable Spin The Wheel



Counter Diecuts





# MAFRKETING COLLATERAL



Double-Sided Flyer



Social Posts