



ADVERTISING & PUBLIC RELATIONS CAMPAIGN

1. *Database / Telemarketing Campaign*

A Database of over 10,000 beauticians, hair stylists, beauty salons, hair salons, nail salons, massage & alternative therapy salons, individual therapists, nail technicians, beauty schools, research laboratories, health & fitness clubs, spas, hotel groups, distributors, wholesalers, sole agents, department stores & multi-brand outlets, chemists, pharmacy, importers and cosmetic manufacturers was put together to target the exhibition visitors.

This database was validated through tele-validation and other means. Invitations to visit and show newsletter were couriered to entire database and this was followed by a telephone call to ensure that the invitations were received asking potential visitors to pre-register to visit the exhibition.

2. *Radio*

3. *E-mail Campaign*

A visitor registration form and promotion e-mail shots promoting the event. A final e-mail shot was sent a day prior to exhibition reminding pre-registered visitors with details of the map and directions to the exhibition center (Central Airport Plaza Chiang Mai, Thailand)

4. *Direct Mail Campaign*

30,000 tickets were sent out across Thailand using the in-house database and purchased mailing lists and trade magazines.

5. *Newspapers / Magazines Advertising*

Public Relations and post advertising in local newspaper and magazine

6. *Banner Advertising*

7. *WebSite*

8. *Poster in Central Airport Chiang Mai and other place*

