

To promote ; products

Business



26 percent of Brazilian suntan customers read fashion magazines (9). We expect that fashion magazine advertising will attract consumers to our skincare products. Claudia is included into the list of the leading print fashion editions in Brazil (1, p. 118). Claudia's Brazilian staff will help us make our advertising solutions completely compatible with the Brazilian market requirements and consumer preferences.

We will also have to promote our products through indirect advertising in the print media, especially with the beauty magazines, by providing information about the products in selected columns or forums. This kind of information sections are usually free and will help Mario Badescu increase Brand awareness with the target segment. This will be achieved with meticulous media interaction over time and by promptly fulfilling media needs like interviews with our experts, photos of the products and samples of our products for media representatives.

O Globo - the leading Brazilian newspaper It is difficult to target the whole Brazilian population through newspapers: the majority of editions cover separate Brazilian states, and not the whole country. O Globo belongs to media holding Globo, which also owns television and radio broadcasting facilities. O Globo is listed among the four leading Brazilian newspapers (8, p. 157). O Globo newspaper advertising will significantly increase the effectiveness of our promotion campaign Ranking O Globo compared to other Brazilian publications (10) Trade Shows

Mario Badescu would be participating in various cosmetics and beauty trade shows in Brazil. Trade shows are traditionally one of avenues for publicity for the products in new markets. Participation in the trade shows will draw

attention of most of the beauty and fashion magazine. This will again help us build the brand awareness amongst our target audience and the industry. Mario Badescu would be taking part in trade shows like “ FCE Cosmetique” and “ Cosmetica Cosmetica”. Both these trade shows take place in Sao Paulo and align with companies plans for initial expansion.