

GLOZO
LIGHTING

Light & beauty

Glozo offers value, glory, beauty, success, trust, harmony and authenticity.

Social media campaign

The plan ahead is a summary of the campaign for the supply, production, and dissemination of content on social networks with the aim of introducing, reminding, situating and creating spiritual value for the Glozo brand among its people, especially its target market.

Glozo offers its customers more than just a garment by offering their products. Glozo value their customers and their lives a lot. Accordingly, keywords can be searched for in Glozo products.

Glozo sells to its customers the value of life, glory, beauty, success, trust, harmony and authenticity.

Accordingly, our suggestion is to focus on the concepts mentioned (and offer Glozo) in the proposed campaign.

To be more specific, this campaign will provide audiences with content that highlights, designs and highlights their importance in their development and life. Significance is created between that content and its supplier, which makes the Glozo brand encoded and remembered in the customer's mind with the same values..



Suggestion

Creating a virtual and internet network called "Life", this network consists of an interconnected set of all different social media such as telegram, instagram, facebook, website, facebook, etc which focus on defining the values of life .

This network is independent, does not belong to the Glozo and has no political or religious activity.

The main pillar of this network is attractiveness and usefulness.

The network's target audience is the upper middle class, with access to relatively prosperous facilities. More intriguingly, high-class people or those who like to be class-savvy.

The content published on this network brings with it the growth of people's intellectual, qualitative and intellectual development.

The audience should feel better than ever before seeing any content or product on the network, and forwarding that content, item, or theme to their friends should make them feel good and useful; white emotion means helping others grow. And of course a golden emotion means trust and success.

Meanwhile, with such an approach, people's perceptions of this brand are different from those of other brands that only promote and find that Glozo are not just thinking about filling their pockets and striving to enhance the true value of their customers' lives. .



Content Providing

Providing a Selection of videos from worldwide with dubbing, subtitles, description, reviews

Content Producing

Produce real, animated, fictional, short, medium or long videos with related subjects to the overall approach of the campaign.

Content Publishing

- Distributing supply-side items across different social networks and trying to maximize the target audience in relevant channels
- Publish content through other established and popular networks
- Publishing content as an independent, useful and engaging content network is not defensive to your audience and will be widely circulated to the public with the guidance and acceleration of different sites and pages.
- Using appropriate topics such as cherished days, social topics, etc. will be effective in disseminating capillaries.
- There will obviously be experts in the field and experts in the field of publishing.



Direct and indirect advertising

•Obviously, in introducing this network, material and intellectual support will be provided by Glozo and the Glozo logo will be mentioned in the content. After sometime the followers of this network have grown sufficiently, among the content will be the direct or indirect advertising of the Glozo.

•Direct advertising involves displaying Lighting and presenting positive and distinctive features to the audience. And indirect advertising is the offering of lighting-related considerations (for example, luxury and expensive lights).

Developing the Campaign

- This campaign extends to other virtual and non-virtual domains. For example sellers of brand of house accessories, decorations, lusters, etc...
- Collaborating with non-profit organizations that share similar values, conferences of successful executives... ,
- Working with charities or environmental organizations and ... and holding common events
- Provide access to sales pitches through content distribution channels, one-stop access to all required services, audience surveys of products offered, contests, ease of purchase or discounts, new product launches, side events
- Game design, entertainment, tourism tours, donating card to clients club and...

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The following provides a variety of ways to produce content appropriate for the introduction and positioning of “GLOZO” Brand.

Content Producing

- Commercial (Promotional) videos
- Training videos & Motion Graphics
- Web series (Animation)
- Game (Pc-Mobile)

Commercial (Promotional) videos

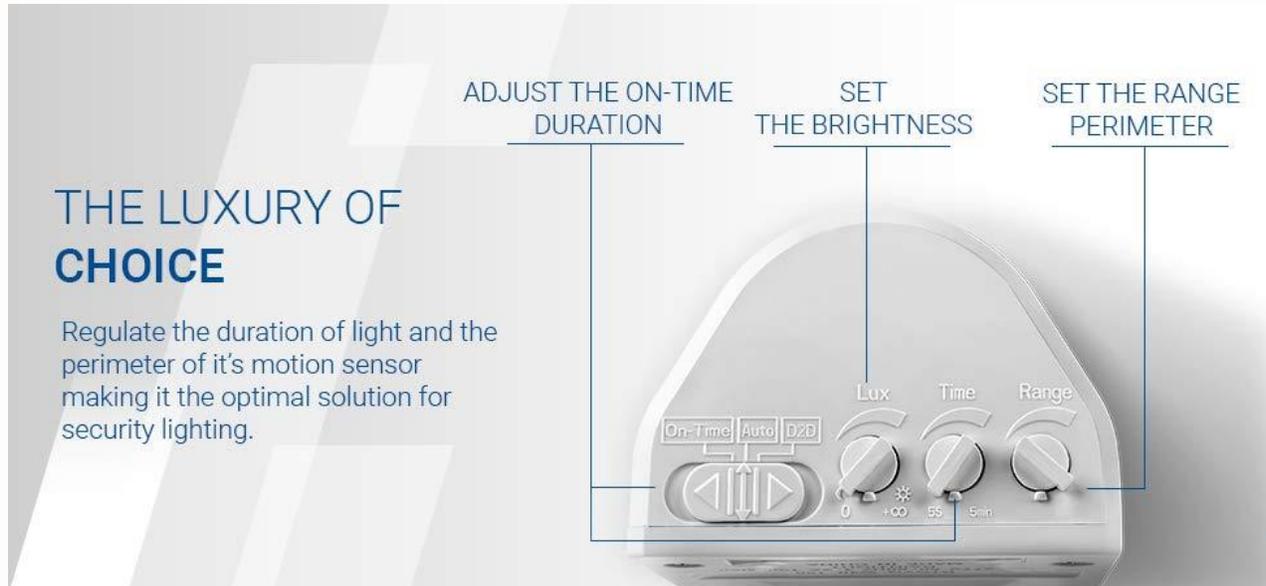
Producing videos that demonstrate the benefits of GLOZO products and add value to customers. Of course, as mentioned in this advertisement, the luxury of space and tone of advertising and focus on the spiritual benefits of GLOZO products over its surface and hand-tail advantages. For example, it is important to feel Beauty and trust others who use GLOZO products.

Sample : <https://vimeo.com/86936045>

Sample : <https://vimeo.com/122097325>



Training videos & Motion Graphics



Producing educational content about the important things to know when buying and maintaining lights. Things like fabrics, designs, and ... or different models and applications, lights keeping styles, etc. This content can make from motion graphics and animation techniques.



Sample: <https://youtu.be/vrMWHmPg0h8>

Animation Web series

- **S**ocial duty:

Content Producing (animation or motion graphics) series, with topics related to customer values that are initially presented. Films that are nowadays known as the social responsibility of a brand are being produced and published by reputable brands all over the world.

Sample : <https://vimeo.com/29979309>

Sample : <https://youtu.be/OHDssbQPIY>

Sample: <https://youtu.be/HEnohs6yYw>



- **S**ocial and historical occasions web series Animations:



Sample: <https://youtu.be/z1ibeZOz6YA>

With recurring social themes, based on the set of values that GLOZO offers to his clients, it is appealing to people, appreciating parents or others, respecting the environment, presenting love and affection and giving the secrets to success are good prizes for these animations.

- **F**unny or comedy web series Animations:

A fictional series with fixed characters these days has its own audience. However, when building such a collection, the story, structure and technique must be in line with the brand image and be in line with the luxury of the brand. Reaching the characters and story requires such time and teamwork, but for example it can be done.

Think lamp and lights behalf of this samples characters!



Sample : <https://youtu.be/dfTPlslq7d0>



Sample : <https://youtu.be/ZsUbvqcyLKE>

Sample: <https://youtu.be/yWHDKeyuu7U>

Sample : https://youtu.be/szWa_cuPWDA

Sample : <https://youtu.be/Lwi8zksPVLAA>

Sample : <https://youtu.be/qUY3pLkzsuU>

Sample: <https://youtu.be/9Hq9rf0XgrI>

- A sample Story :

A well-dressed, nimble, and confident self-confident detective named "Glozo" confronts and solves strange (or seemingly criminal) criminal cases. In these cases, there are sometimes interesting and sometimes humorous puzzles. The stories will use interesting story elements and knots related to lighting. The clues to the adventures sometimes come from observations about house lighting. Sometimes there is no crime at all, and humor and comedy have become a mystery.

GLOZO does not tolerate dirty and darkness, he sometimes talks about the history of lighting and is fully familiar with the story of lighting production and the invention of lamp, electricity and all. As he unearths the puzzle, a picture of the electricity and its motions toward a lamp, and the designs of lightings steps in his mind, emerge, and he suddenly discovers the mystery. This miniature motif is repeated in all parts when the puzzle is discovered.

- Short film :

Producing short animations with product and brand themes and with the desired audience structure and attendance at various art festivals can be a direct advertising affair....



Sample: <https://youtu.be/T457UDaleBU>

Sample: <https://youtu.be/HpoVwhSVI38>

Sample : <https://youtu.be/rHBQQjVAXAs>