

HOW MUCH DOES THAT COST?

True Yoga's Raffles Place roadshow



Name: Patrick Wee

Position: CEO

Company: True Yoga

"We wanted to announce the opening of the second True Yoga centre at Ocean Towers, Raffles Place after our first at Pacific Plaza.

Our key objectives also included branding and selling pre-opening memberships.

"We thus decided to set up a white marquee branded with the True Yoga logo and name, and details of where the new centre would be opening on the grass patch in front of Ocean Towers. We also placed multiple standees of a model in various Yoga postures around the tent to reach out to anyone and everyone interested in Yoga. A roadshow we held at the area also helped to this end.

"The concept for the initiative was created in-house,

together with the flyers promoting the new centre's opening, with Immortal The Design Company conceptualising and designing the standees.

"We received positive feedback from passers-by, with many coming up to us out of curiosity wanting to find out more about what we were doing. Roadshows are a medium we will continue to consider whenever we launch new and exciting promotions."

How much did it cost? True Yoga spent around \$50,000 on logistics and production costs.

