

GREETINGS FROM SNOWGLOBE

Arrived last weekend. Snowglobe is freezing! The winter here lasts for 11 months and the land is covered in snow and ice. Lots of trading opportunities for us though. Here are a few things you should know to help with the Marketing plan:

Snowglobe is a place for rich people and has a party culture. The people who live here are only interested in having fun. The population is small, and everyone lives in ice-palaces on the tops of mountains. It's grown-ups only - there is a law that says no children are allowed, which is a shame because they would love it!

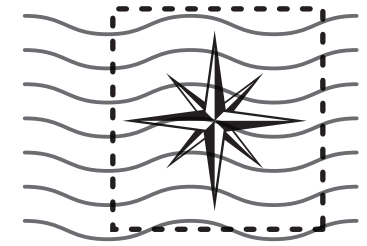
The economy is strong and everyone is very rich. Things are really expensive here, but no-one minds - they can all afford it. The currency is the "Snowie" and 3 Snowies = £10 in UK currency.

The level of technology is high. Everyone has lots of gadgets and they all have TVs, CD players, DVDs and mobile phones. They do watch a lot of TV, which could be a good way of reaching them with advertising. They also all have the Internet, and they all do their shopping on-line, so there are no shops.

Shopping is delivered by helicopter, and all transport is by helicopter. The thing is: I think the people here are bored of using helicopters and might like a new way to travel. Whatever it is would have to fly though, and be brightly coloured so it can be seen against the snow.

Competition is tough. Lots of companies are selling high-quality products to these people so our promotion will have to be good.

I hope this helps! Good luck and see you soon.



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