



Event No.1

PHOTOSHOOTING SESSION

Description:

- According to AlpStories' mission we will take photos that visibly connect nature and their products. In BIG BERRY campsite are planted 35 sorts of berries so photoshooting will include actual plant and actual product.

Outcome:

- Photos of the products are going to be published on all of our social platforms (FB, Instagram, Pinterest, blog, webpage)
- We will include stories about special ingredients and their beneficial effect

Event No.2

TRIP TO TRIGLAV NATURAL PARK

Description:

- BIG BERRY team together with bloggers and journalists will make a 2 day trip to Triglav where we will film a short video of plants moving on the wind, surrounding, the view... only nature. Afterwards, we'll add music and description of the location and turn to explain the values of AlpStories products.

Outcome:

- Video will be a great promotion of AlpStories products as well as BIG BERRY offer in the camp. We will aim to show the beauties of the nature to attract costumers.

Event No.3

FREEDOM OF CHOICE

Description:

- BIG BERRY connects to AlpStories' vision with the similar phrase "Freedom of choice". The goal is to promote and emphasize simplicity of having your customized product. But also the luxury of having completely natural product. BB team follows the route of the product. Video of *how it's made*.

Outcome:

- Bring to attention the possibility to order costumized product! Goal is to gain trust and build reputation.

