
THE WALKING COUCH

WE CAN COUCH TOGETHER



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CONTENT

- Target group + needs
- Our product
- Location + map + dates
- Marketing

TARGET GROUP & NEEDS

- Youngsters
 - Cheap
 - Internet
 - Showing off
 - Music
 - Same age
 - Location
 - Food & drinks



OUR PRODUCT THE WALKING COUCH

- 'We can couch together'
- Rotating hang-out place
- Summer pop-up
- Bring your own food



OUR PRODUCT

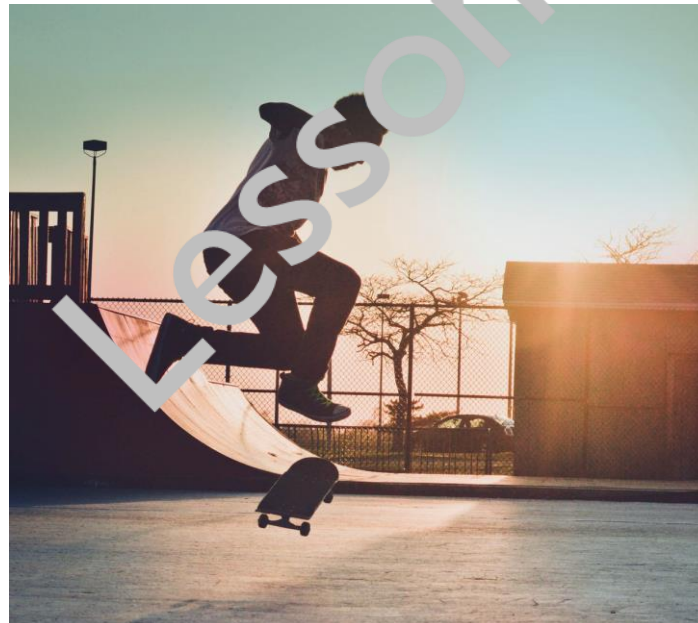
THE WALKING COUCH

■ Activities

- Open stage
- Cinema
- Cafe
- Karaoke
- Skating ramps
- Picture wall

■ Tickets

- €3,00
- At the entrance



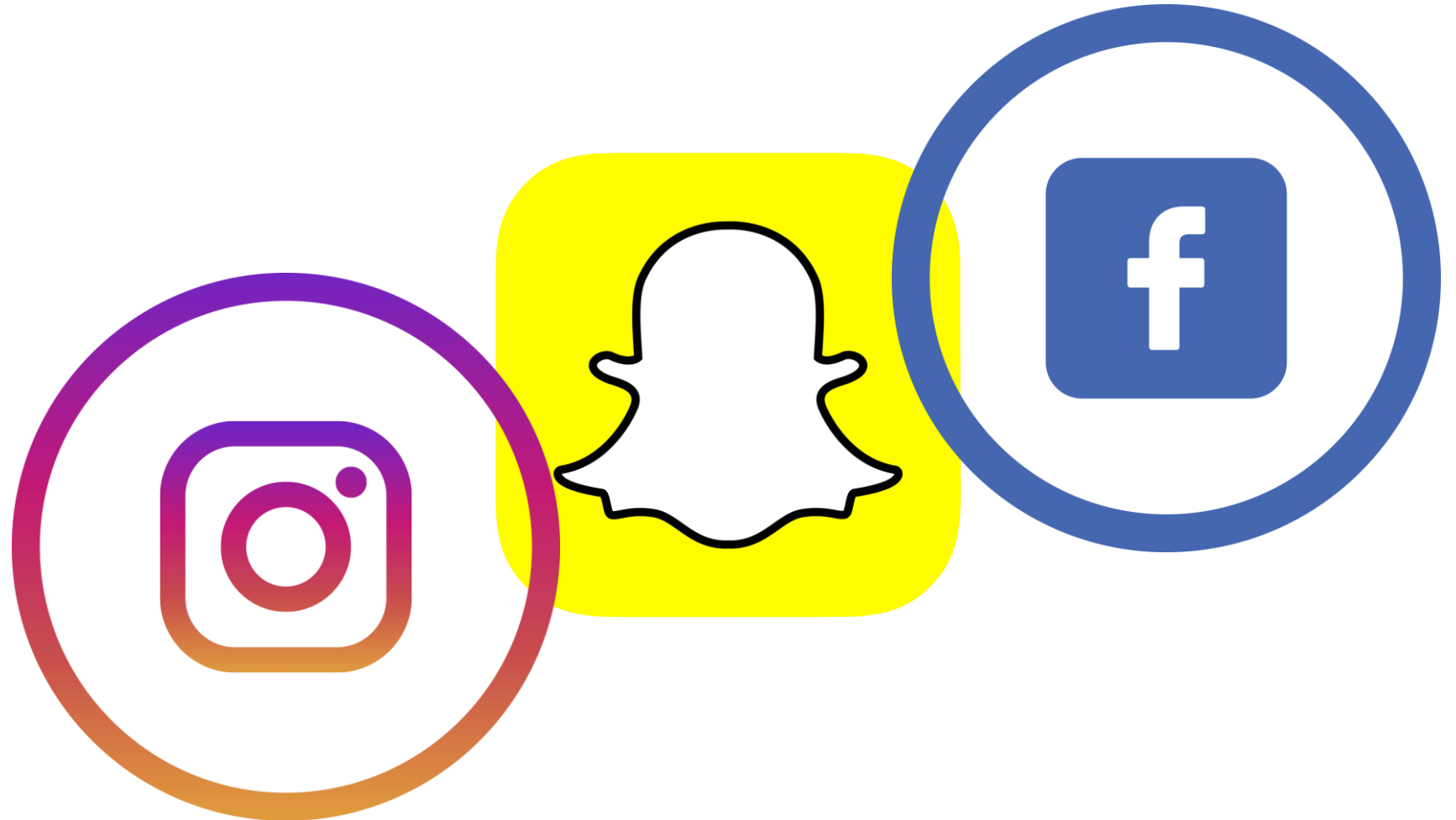
LOCATION

- Mežaparks
 - June 15th – July 1st
- Lucavsala
 - July 5th – July 19th
- Mangaļsala
 - July 22nd – August 6th



MARKETING

- Instagram
 - Page
 - Influencers
 - #WalkingCouch
- Facebook
 - Page
 - Commercials
- Snapchat
 - Filter
- Commercials



The Walking Couch

We can couch together



List of dates:

1. Mežaparks: June 15th - July 1st

2. Lucavsala: July 5th - July 19th

3. Mangaļsala: July 22nd - August 8th

You are allowed to bring your own food and drinks.

Ticket price - 3 euro

Thing to do:

- Open stage
- Cinema
- Cafe
- Karaoke
- Ramps
- Picture wall

Find us at social media!

Thewalkingcouch



MARKETING

- Poster
- Flyers
- Physical
 - Billboards
 - Hostels
 - Tourist information
- Digital
 - Instagram
 - Facebook

THANK YOU

THE WALKING COUCH



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