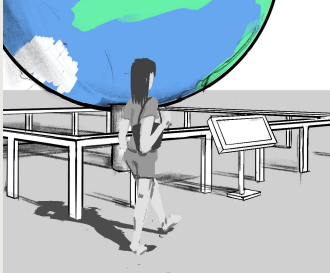
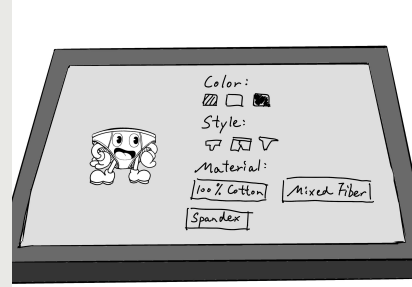


# Storyboard

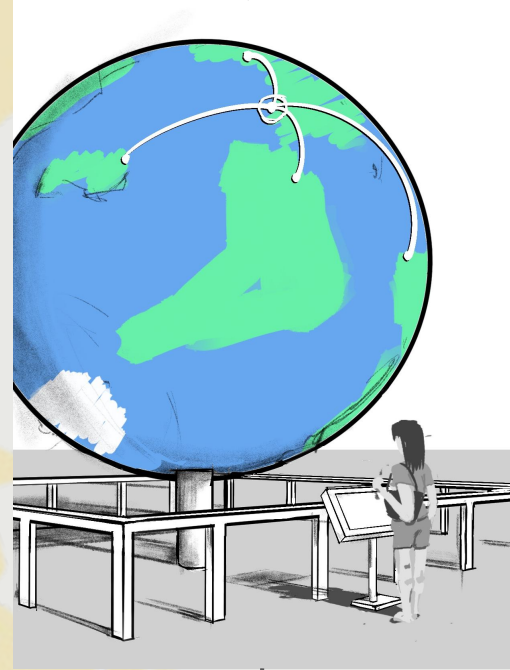
Encounter



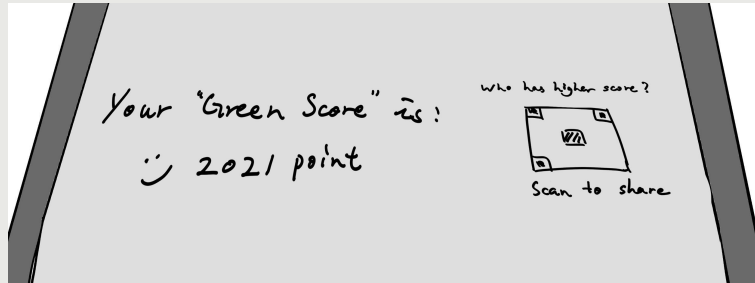
Interact



Visualize



Share



# Case Outline

- I. Executive Summary
- II. Competitors
- III. Curating Virtual Experience
- IV. Target Customers
- V. The Big Favorite Globe
  - A. Product Features
  - B. Storyboard
  - C. Visualization
  - D. Game Ending
- VI. Media PR
- VII. Campaign



# II. Competitors

## Parade

**Products:** Female Undergarments

**Pricing:** \$8-\$14

**Strength:** Style, color, carbon neutral

**Weakness:** material is not fully recyclable

**Retail:** Ecommerce website



# Boody

**Products:** Bamboo made product

**Pricing:** \$12-40

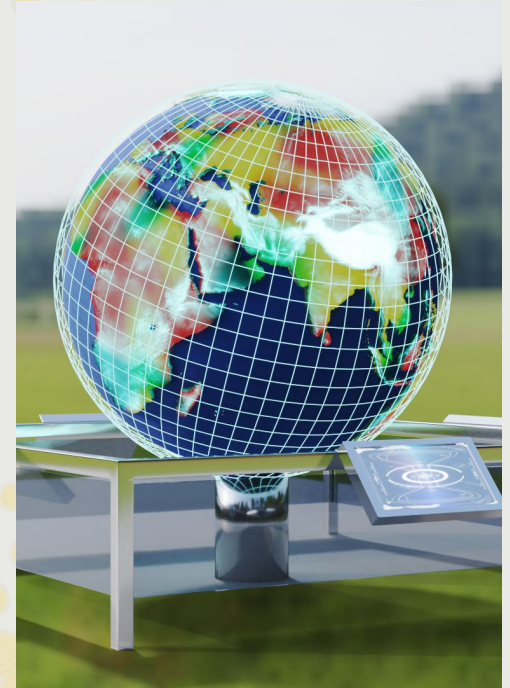
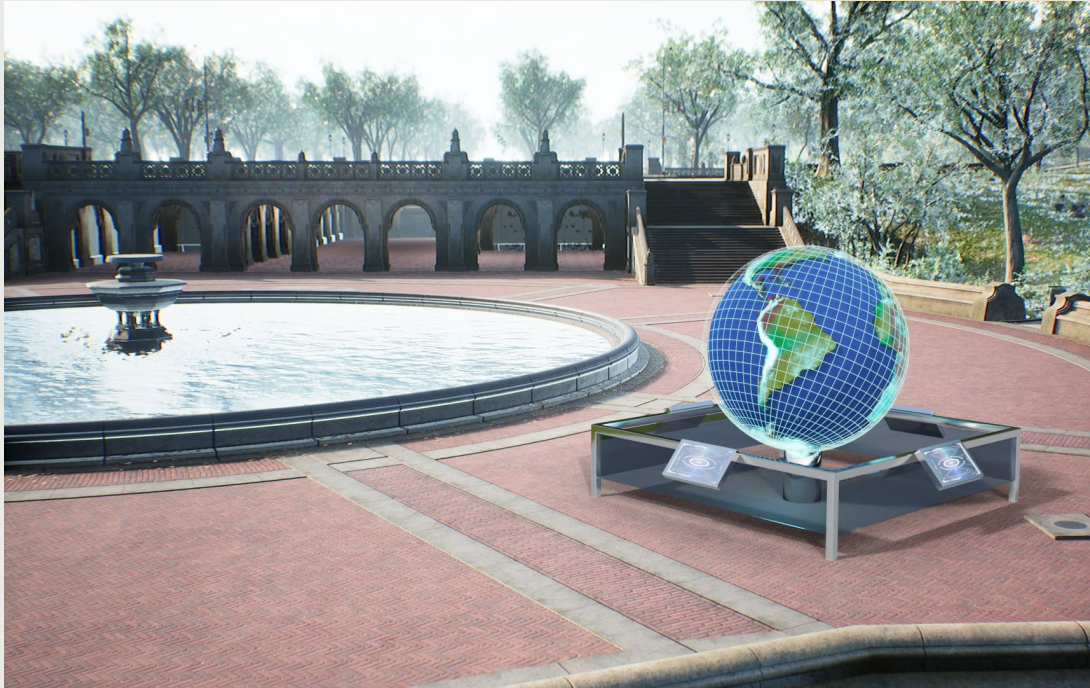
**Strength:** Bamboo made product, sustainability, ethical, quality

**Weakness:** Fitting, Size, price

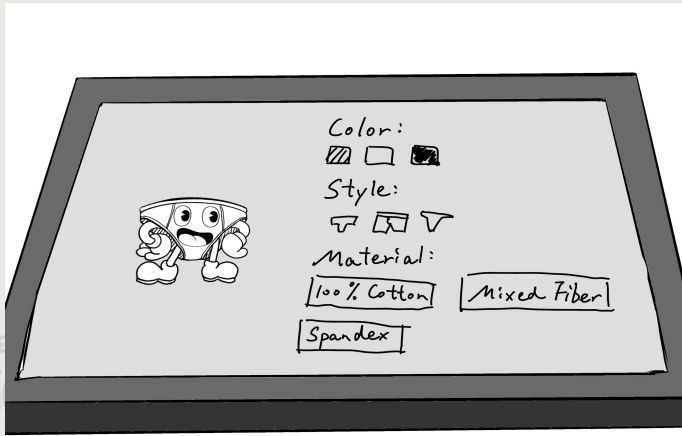
**Retail:** Website, Amazon, REI



# Visualization

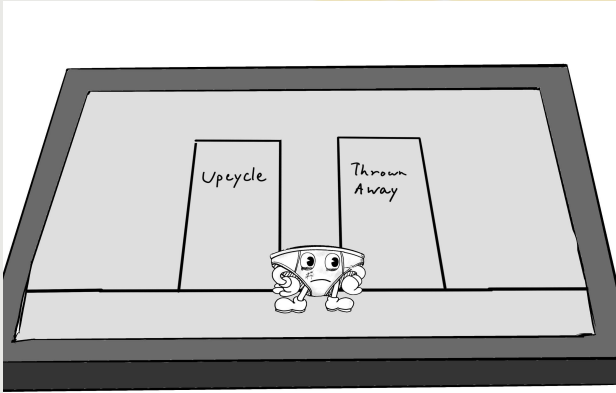
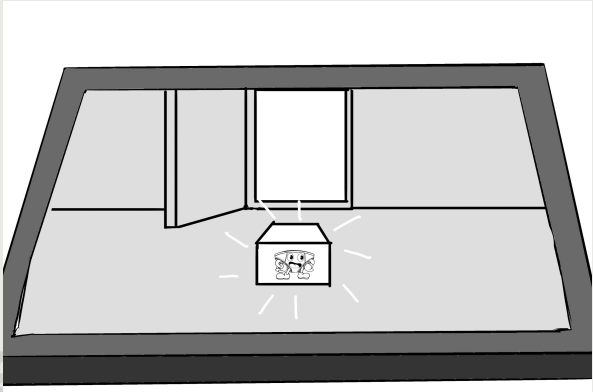
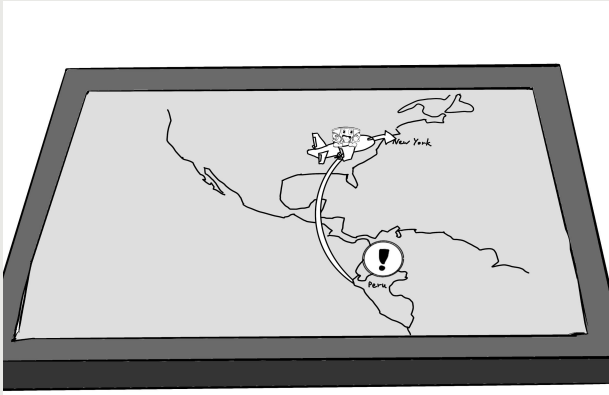
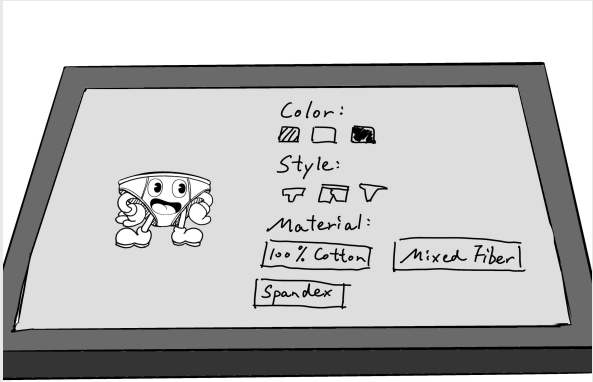


# Quick Overview

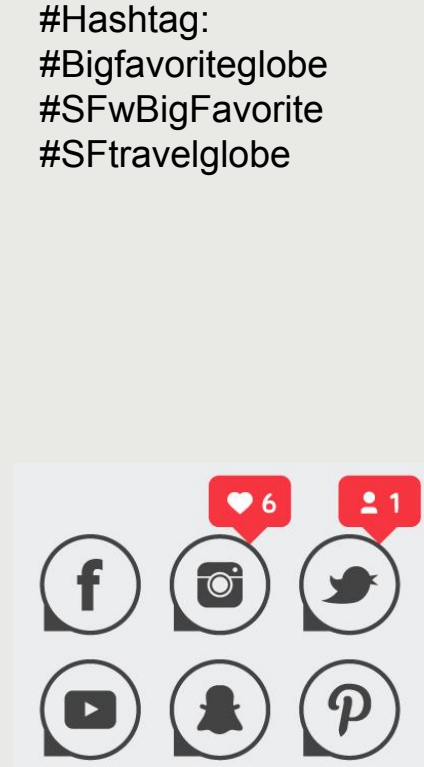
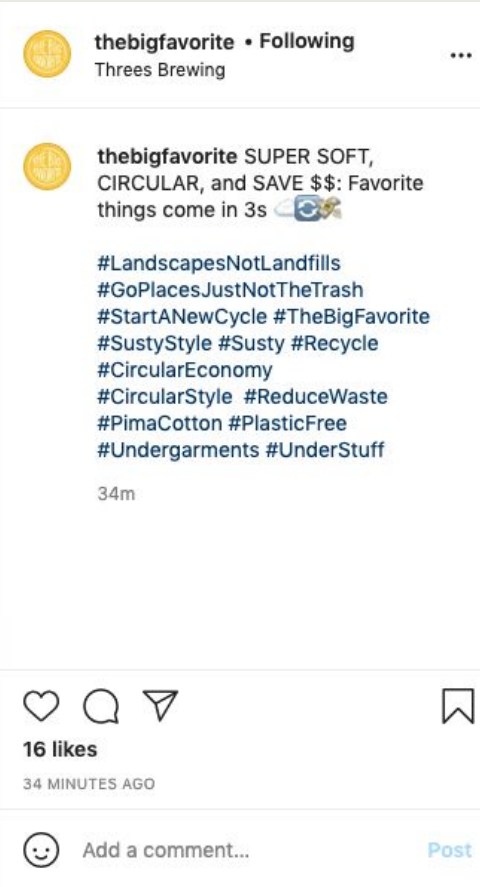
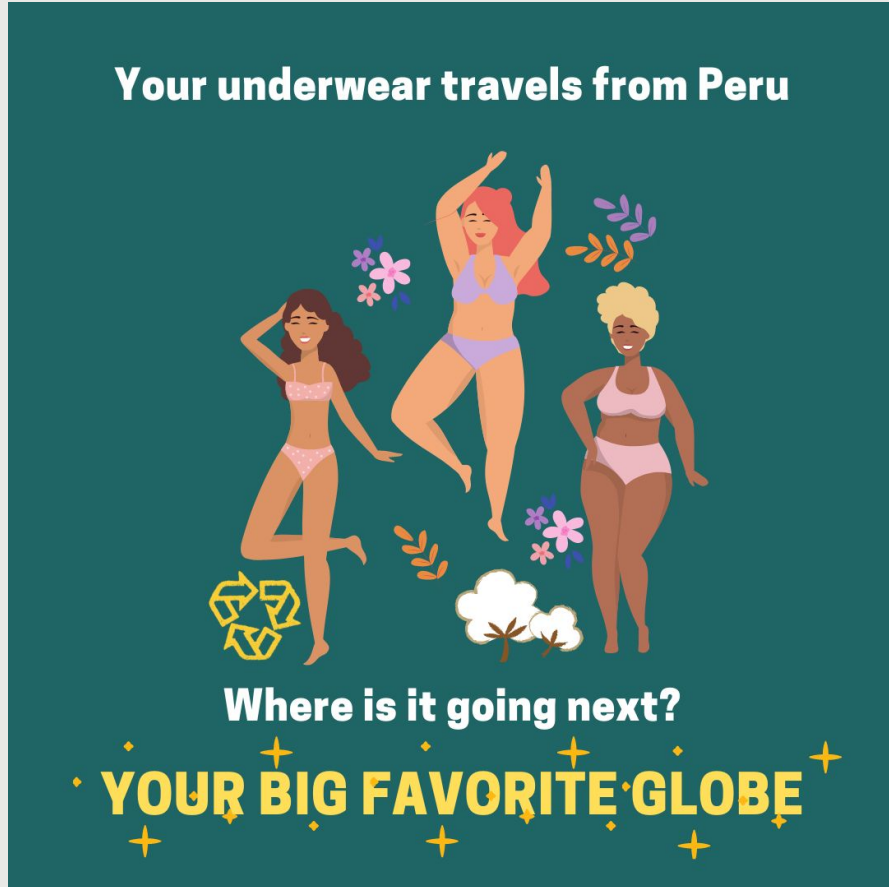


- Location
- Customize
- Travel
- Arrival
- After 3 months of happy life
- Make a decision- (landfill or upcycle)
- Learn the better choice through the Big Favorite

# Quick Overview



# VII. Campaign



#Hashtag:  
#Bigfavoriteglobe  
#SFwBigFavorite  
#SFtravelglobe