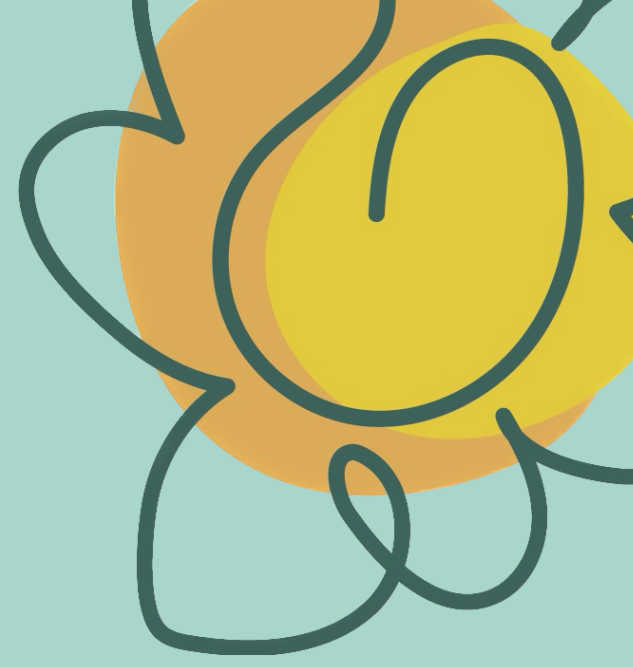


LITTLE DAISSY



01

NEED

Grow online and reach clients to the Little Daisy website



02

COMPETITION

Other toys and kids clothing stores or buying straight from the brands website



03

SOLUTION / APPROACH

Invest in social media, paid traffic, sponsored posts, use of AI, digital influencer partnerships, customer card, discounts, free shipping, live shops, active participation in events/fairs



04

BENEFITS

Convenience: clients have the possibility of shopping from home;

Quality and guarantee: confidence in product quality;

Online resources: clients and social media followers can keep up with new products and parenting tips.

Increase online sales: investing in social media strategies tends to improve the digital market

Profit: increase the digital market -> profit



Hmmm, So nice...

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