

CHERY X CONVERSE



COLORVERSE

be hue wherever you go

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X



# YOUR TIGGO 2 PRO



MEET THE WANDERLUSTS



VIBRANT.





YOUTHFUL.



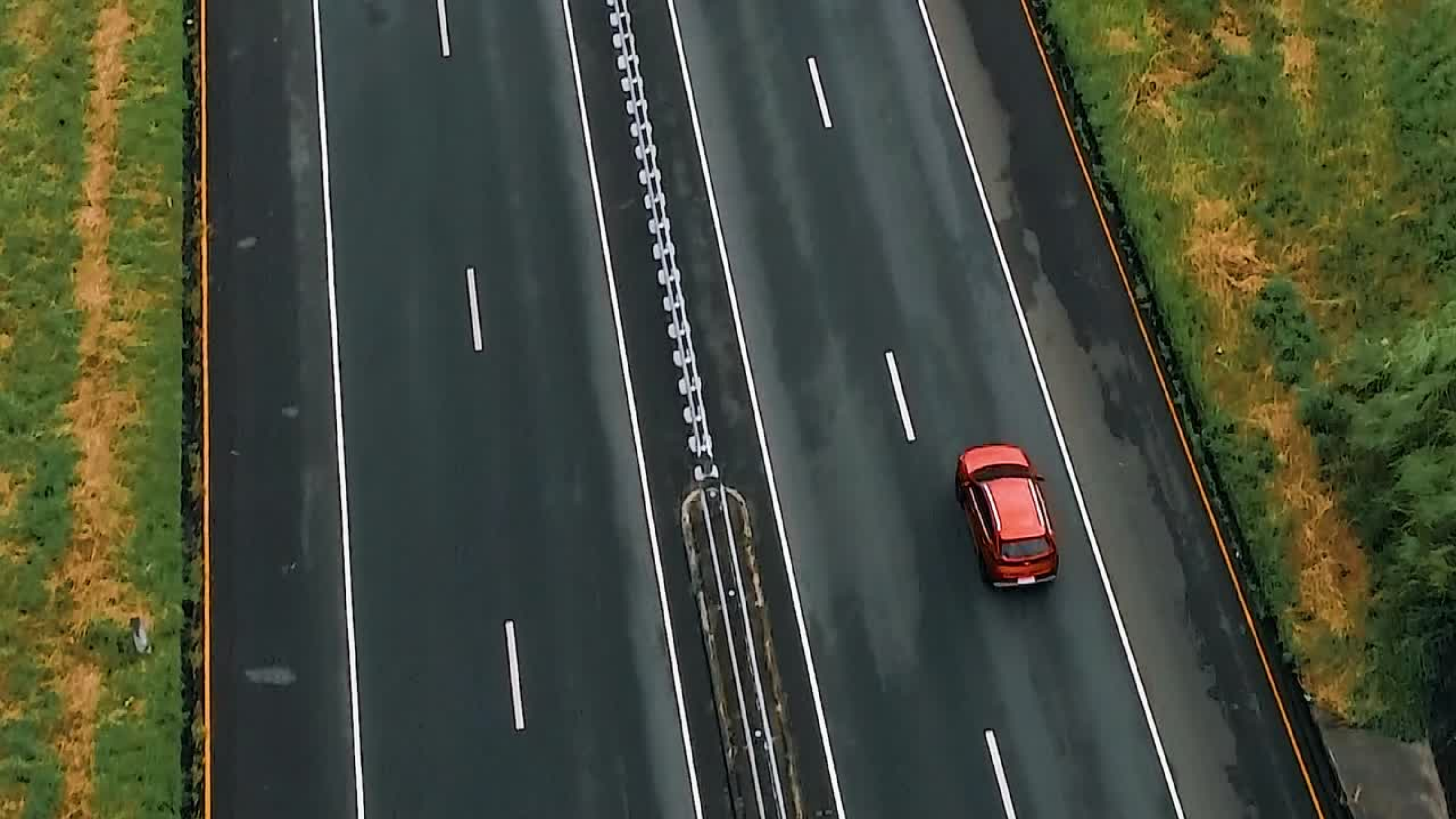
STYLISH.







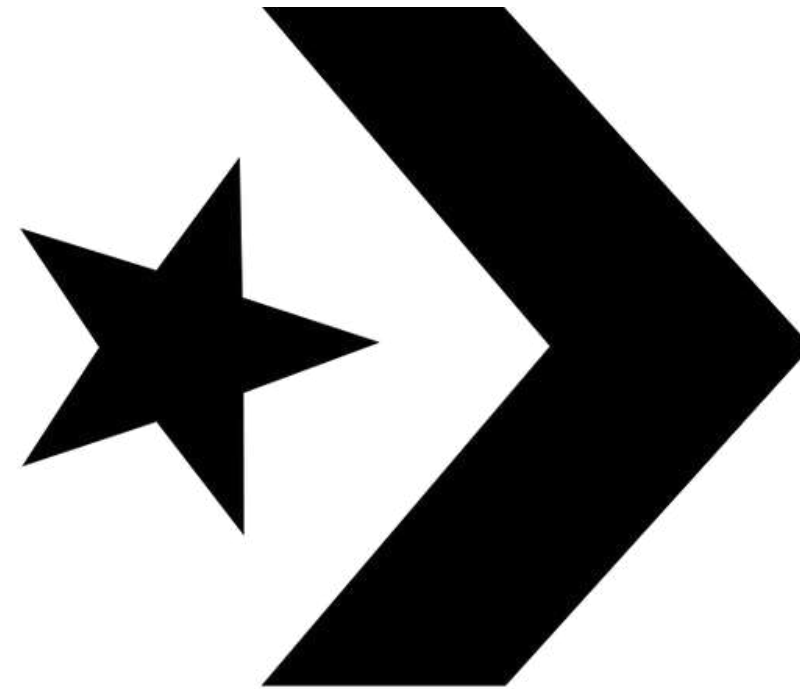
**MEDIA TESTIMONIAL**



**WALKAROUND**



# YOUR



# CONVERSE

It's always a vibe going to your destinations with Converse and Tiggo 2 PRO.

Both brands allude with fashion, but are always reliable to take you wherever you go.



# COLORVERSE

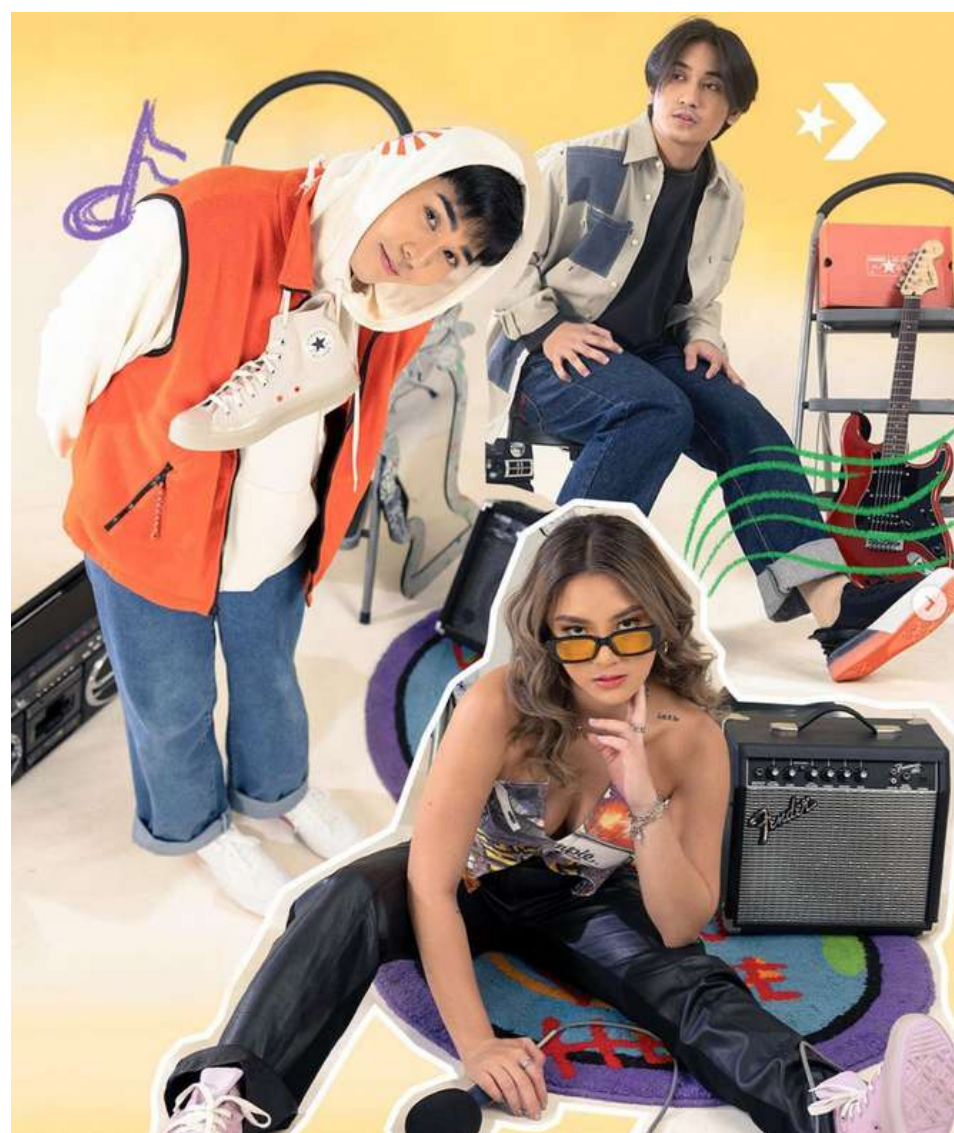
be hue wherever you go

CHERY X  
CONVERSE

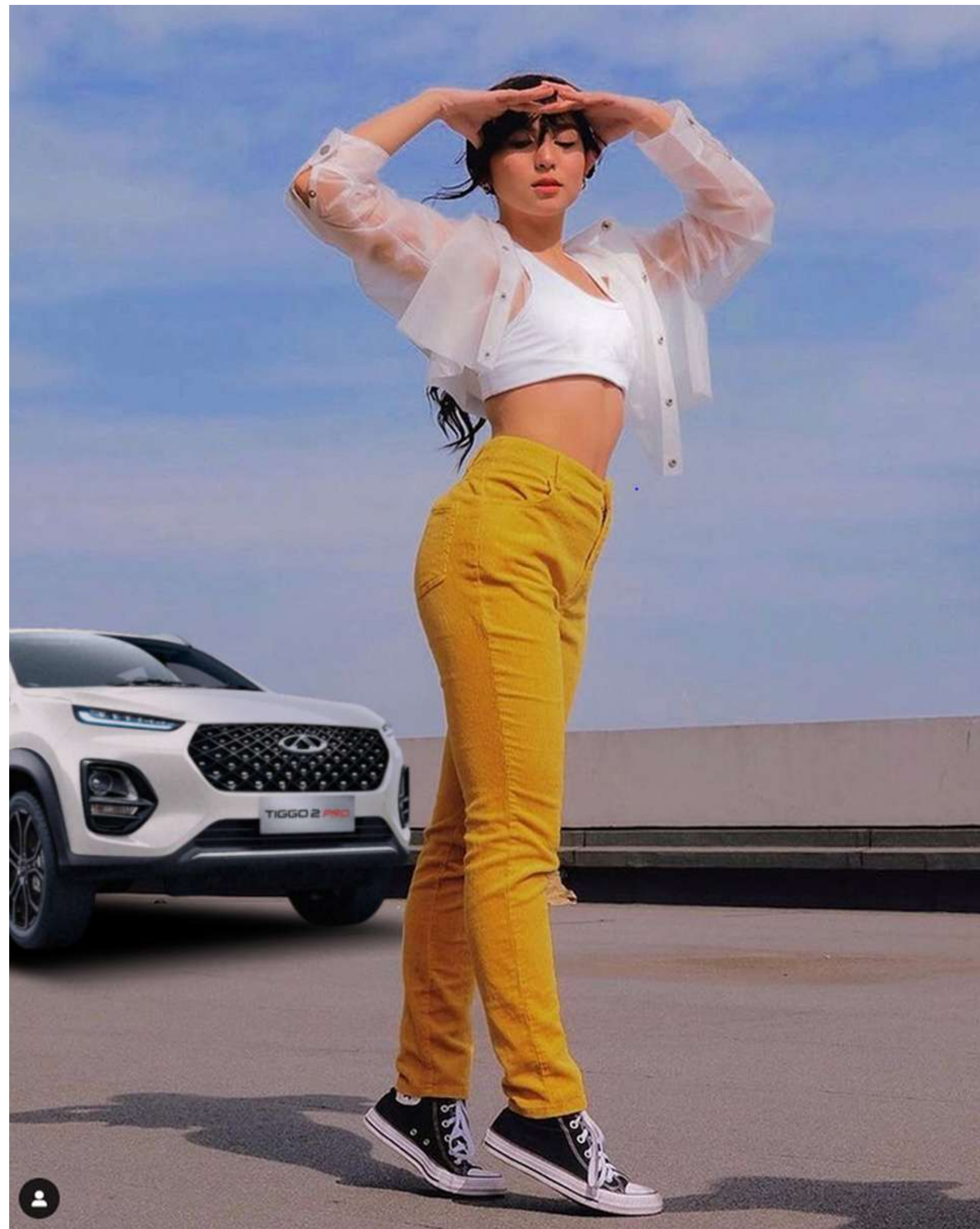
Colorverse is a splash of the most exciting colors, and a world of the most captivating vibe. It is art in ways you can imagine - a revolution of vibrance and style.

Colorverse is hue.

MOOD BOARD



**BE  
EMPOWERED.**





**BE FUN.**

BE  
PASSIONATE.







**BE  
CREATIVE.**

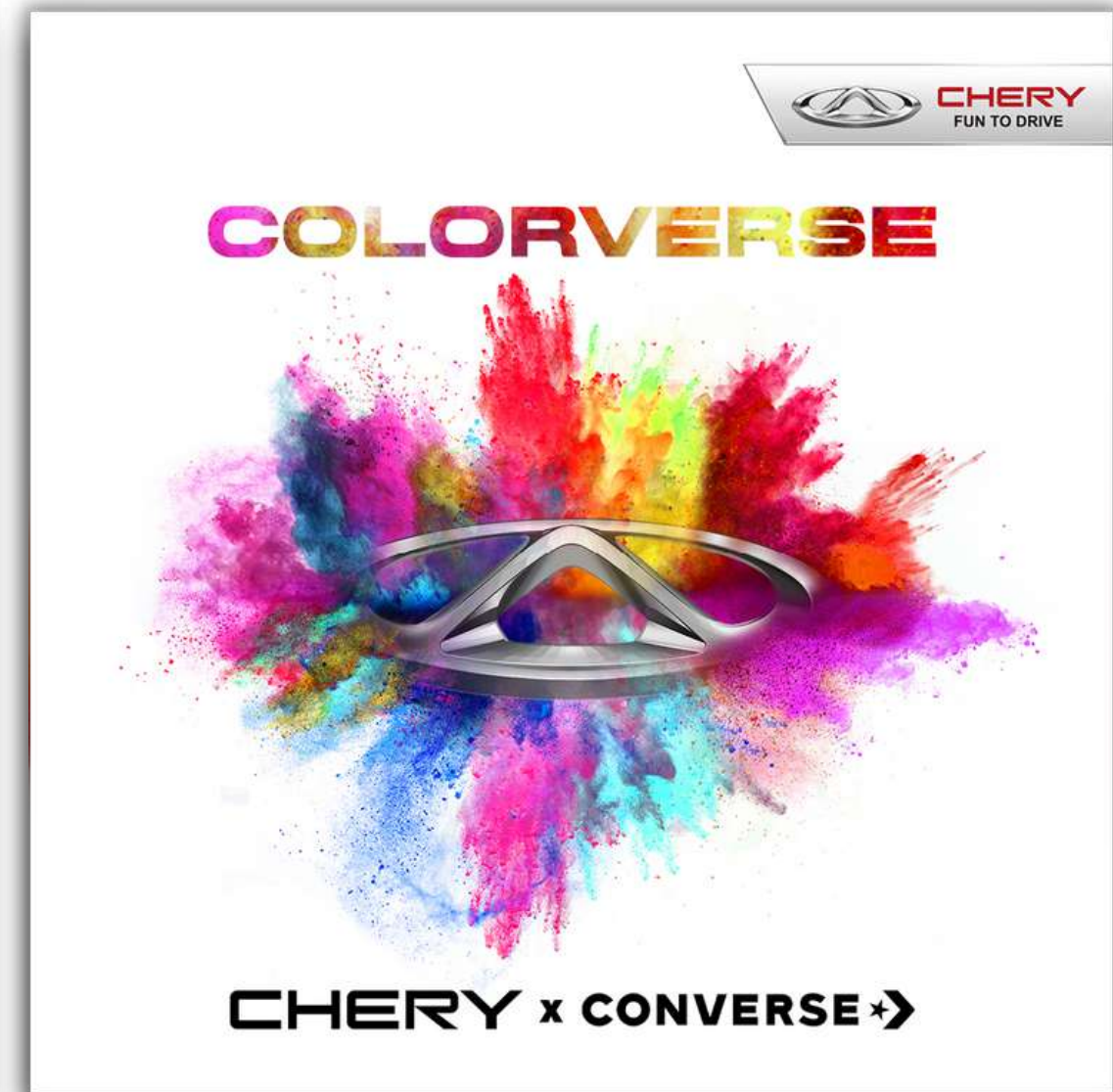
**BE FIERCE.**



KEY VISUALS



study a



study b

KEY VISUALS



study c

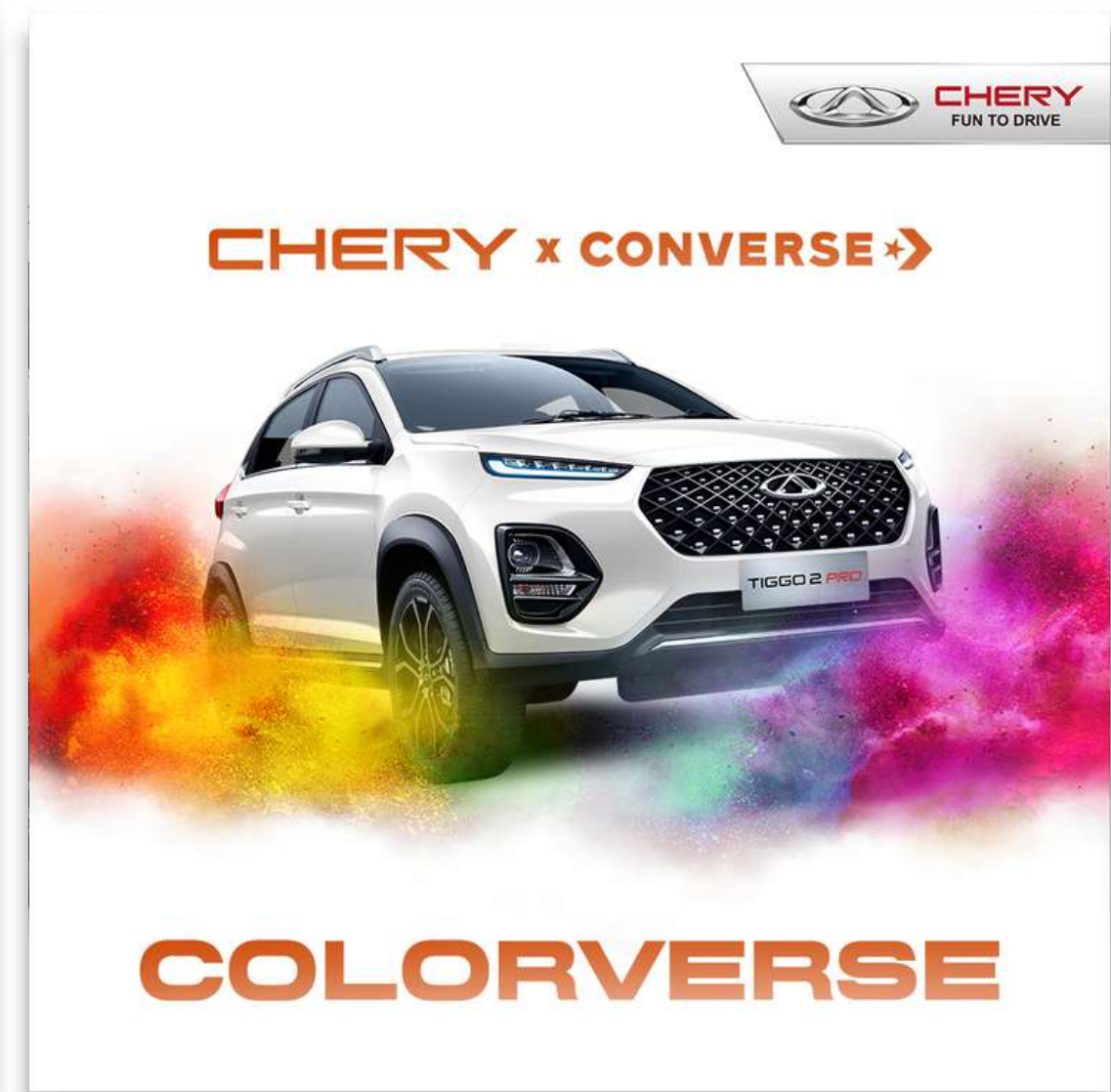


study d

KEY VISUALS



study e



study f

## KEY OPINION LEADER (KOL)

- Bianca Umali is our Tiggo 2 PRO gal who can bring out her hue through her artistic side.

 **converseph and bianxa**  
289K followers



# CHERY AMBASSADORS

- UAAP Season 84 Best Scorer, Eya Laure
- UAAP Season 84 Best Libero, Jen Nierva
- UAAP Season 84 MVP, Bella Belen



# BOOTH DESIGN A

HANDCRAFTED  
MODERN DESIGN

A playful space and  
display fit for the  
wanderlust.



# BOOTH DESIGN B

HANDCRAFTED  
MODERN DESIGN

A playful space and  
display fit for the  
wanderlust.



DETAILS



# BOOTH DESIGN C

HANDCRAFTED  
MODERN DESIGN

A playful space and  
display fit for the  
wanderlust.



DETAILS



# BOOTH DESIGN D

HANDCRAFTED  
MODERN DESIGN

A playful space and  
display fit for the  
wanderlust.



# DETAILS



# DETAILS



# DETAILS





# DETAILS



## BOOTH ACTIVITY

- PAINTING
  - Mall-goers are encouraged to paint, draw and show their artistic side at the booth using the classic white chucks as a canvass
- EVENT APPEARANCE OF KOLS including CTC
  - Every first day of the display per mall, key opinion leaders will be at the booth for engagement.
- CONVERSE SPACE FOR SELLING
  - Converse, as a partner brand, can sell at the booth as a pop-up store for free.



# COLORVERSE DRIVE

Food x lifestyle

Invite KOLs, plus CTC select Tiggo 2 PRO owners, and media for a drive to Crosswinds, Tagaytay in their chucks and Tiggo 2 PRO.



- Dinner at NAPA Crosswinds, Tagaytay



- Coffee stop at Starbucks Twin Lakes, Tagaytay

# COLORVERSE DRIVE

Food x lifestyle



Coffee stop at Starbucks Twin  
Lakes, Tagaytay

Photo op with all the Tiggo 2 Pro cars lined up in with  
the facade of Twin Lakes as background





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# COLORVERSE REVOLUTION

be **hue** wherever you go



## OTHER PR ACTIVITIES

- MURAL PAINTING ACTIVITY WITH KOLS, SELECT MEDIA IN AUTOMOTIVE AND ART & LIFESTYLE BEATS

# COMMS

- Social Media
  - Video
    - shoot to be discussed
  - Static
- Ad & PR: Lifestyle and Automotive beat
  - Newsprint ad and PR seeding
  - online PR seeding
- Digital
  - Website banner
    - pop-up
  - Email blast



THANK YOU

