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Digital Marketing Campaign CURIOO Global Greenpreneur Competition

Campaign Requirements	
Requirement	Details
Landing Page	A dedicated webpage for registrations and campaign details.
Prizes	Confirmation of the Country Studio Prize & International Prizes. To ensure a clear communication of both local and global awards.
Video Duration	1:15 minutes
Campaign Duration	24 days
Ads Campaign Cost	\$160 - \$200

Goals Summary of the Campaign	
Video/Carousel	Goal
Video 1: Announcement	Generate excitement and curiosity by introducing the Greenpreneurs Challenge, its purpose, and the prizes. Motivate parents to learn more and register their children.
Video 2: How to Participate	Explain the competition process clearly, including steps for submission and workshops, while highlighting the opportunity for growth and representing Malaysia globally. Encourage parents to act.
Video 3: The Impact	Inspire parents by showcasing the broader benefits of the competition, such as life skills, creativity, and confidence-building, while emphasizing local and international prizes.
Carousel	Provide bite-sized, visually engaging information about the competition, prizes, and the benefits of registering at CURIOOkids. Drive registrations by delivering concise, appealing content.



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