

BEYOND

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**GRAPHIC
DESIGN**
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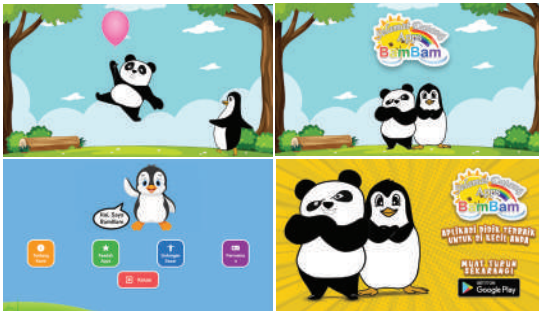
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BACKGROUND

The BamBam Belajar ABC application is an early educational application for children. This application provides the children to know and learn about the basic letters such as ABC and basic syllables.

POSTER ADS

This project includes three series of advertisements. Three of them feature the same concept, which is each poster must have the characters on the poster. The background colours of each posters comes with different bright colours. There are 4 collaboration posters of BamBam Belajar ABC and Choki Choki brand, a famous brand of chocolate paste among Malaysian especially children.



TELEVISION COMMERCIAL

The TVC concept is about the BamBam Belajar ABC itself which includes both characters in this TVC. The flow of how this application will be run also will be inserted in the TVC and at the end of this TVC, there will be a scene of how and where people can get and try the application which is through Google Playstore. Besides, the elements that has been used for the TVC are using the nature theme of background and there are some elements that same used in the other designs.

FLASHCARDS

Flashcard is one of the marketing strategies for this BamBam Belajar ABC application. Children will learn about the full alphabets through the flashcards, instead of learning ABC through the application itself.

PLACEMENT ADS : MAGAZINE

The advertisements will be displayed in local magazine such as Pa&Ma Magazine to give the attention about the application existence to the parents since the magazine is specifically for parents community. By using this magazine in advertise the application, the parents will get the information and try to download it for their children.



POP-UP ADVERTTISEMENT

Pop-up advertisement is another marketing strategies for the BamBam Belajar ABC application. It will shown up in "pop-up" style on the tv programmes especially during cartoon slots which it will attract and notice the children about the application while watching the cartoons.



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EDUCATIONAL APPS OF BAMBAM BELAJAR ABC

BamBam Belajar ABC is an educational application that developed by ZAIM Studio. Eventhough this application has launched since 2020, it does not have any marketing strategy. This final year project will help to promote this application to the targeted customers.



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ART & DESIGN
COLLABORATIVE
PROGRAMME

