



# GDT 312 Final Storyboard

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: ANIS ATHIERAH BT BAHARI

: MUSTAJAB



# PRODUCT REVIEW

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# Information of Mustajab

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- Mustajab is a heat lotion under by a company called Dunia Herbs
- There is 4 different type of Mustajab lotion. Each lotion has different names. purposes and heat
- Main ingredients in Mustajab is ginger extract and key lime
- Product : the yellow is called Mustajab Pati halia, Green is Mustajab Pati Halia Limau Nipis, Orange is Mustajab Pati Halia Extra Hot and the Red is Mustajab Pati Halia Super Hot
- This lotion free from having muscle aches pain, bloated and many more.
- The heat lotion contain level from 1 to 60





# Idea of Storyboard

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# USP & Tagline ideation

## CREATING — USP

### 1. DESCRIBE YOUR TARGET AUDIENCE

I personally think this product is target for Adult which categorize for women. The age where we start to feel our muscles aches.

### 3. THE BIGGEST DISTINCTIVE BENEFITS

- Using herbs ingredients, no chemical
- Lotion is non-sticky, easily absorbs into the skin
- the level of heat costumer they wish wanted.
- Heal their pain fast

### 5. COMBINE AND REWORK

- 2. Explain the problem you solve
- 3. The biggest distinctive benefits
- 4. Define your promise

### 2. EXPLAIN THE PROBLEM YOU SOLVE

This Mustajab product can heal every part of our muscles aches body, relieve headache pain, reduce bloating, menstruation pain and many more

### 4. DEFINE YOUR PROMISE

- non sticky and absorb into the skin
- each lotion has different level of heat
- fresh smell of aroma
- heal pain fast

### 6. CUT IT DOWN

- If there's Mustajab, there's a recovery in every pain.
- Level of heat really satisfies the cure of the pain
- Once you apply, the fresh of aroma stays relieve the pain

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## CREATING — USP

- The heat level lotion everyone wishes they wanted
- The non-sticky and easily absorb lotion to live active life
- The aroma smell lotion has that freshen up your life
- It's the heat level lotion you'll surprise once it heal the pain.
- Why wait long, when Mustajab there's to heal the pain
- The non-sticky and warmth lotion everyone wants
- Life should be warmth to cure the pain as good as Mustajab
- the heat level helps the slimming body you wished for
- It's the non-sticky, It's the heat level, that's Mustajab
- Let the heat level do it's to job to cure the pain
- Bloating ain't gonna make you younger, use Mustajab to heal it

## MUSTAJAB — TAGLINE

- 1) The heat level, the smart way to cure
- 2) The level of heat soothes pain
- 3) Grounded by the heat of greatness
- 4) Don't Let Aches Be a Waste of your day
- 5) Light up your body with the varying heat
- 6) Feel the heat, feel the shine
- 7) Alive every moment, much like Mustajab
- 8) See that heat level, feel the cure
- 9) Begins with the sense of warmth
- 10) Get Mustajab, get the pain gone
- 11) A Relaxing experience with smooth running heat
- 12) Simple, Breezy, Heat
- 13) Secure care, less pain
- 14) Heating by way of nature
- 15) Better ingredients, better from pain
- 16) Leaves the heat to rest
- 17) The level of heat makes everything better
- 18) Let Mustajab do the cure
- 19) Banish bad aches days for good
- 20) Nature herbs prevent the pain