

# FINAL PRESENTATION: Drone Show Promotion

made by team "GeoScan":

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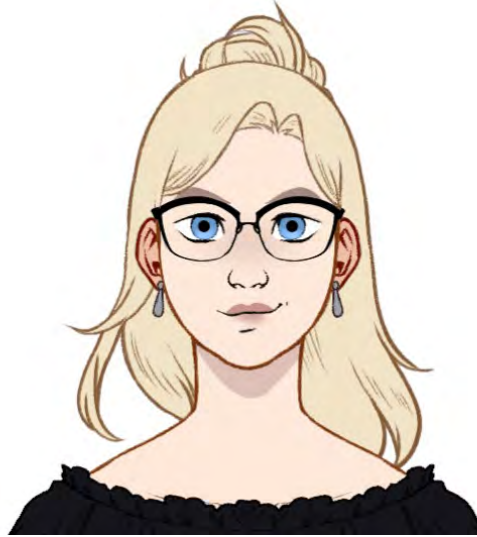
An abstract network diagram consisting of numerous nodes of varying sizes and colors (grey, black, red, green, brown, purple) connected by thin grey lines. The nodes are scattered across the right half of the slide, with a higher density of connections in the upper right quadrant.

1. The team
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# OUR TEAM



**Andrew Chuvak**  
23 years-old  
Russian  
Student of PetrSU  
Finance



**Daria Loza**  
23 years-old  
Russian  
Student of ITMO  
Data, culture and  
visualisation



**Valeria Chadrantseva**  
21 years-old  
Russian  
Student of UiT  
Economics

# KEY MARKET CHALLENGES

- Find new market (USA, Europe, India)
- Solve problems with drone transportation and military issues
- Search for suitable sites for launching drones



# MAIN COMPETITORS

UAV

SKYMAGIC



intel  
DRONE  
LIGHT SHOWS

CHANG | 亿航



# OUR MARKETING STRATEGY

## GOALS

- Create a chain reaction or flash mob, this requires a large audience
- Find partners in the field of recreation

## METHODS

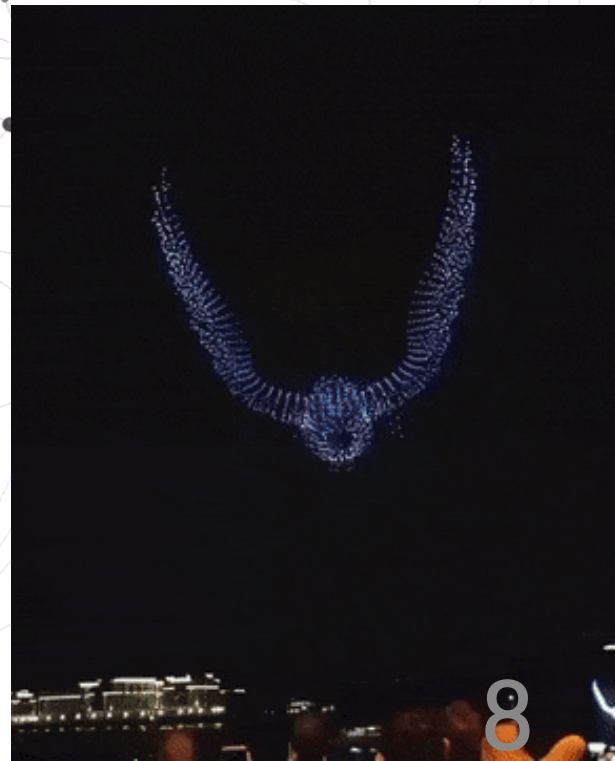
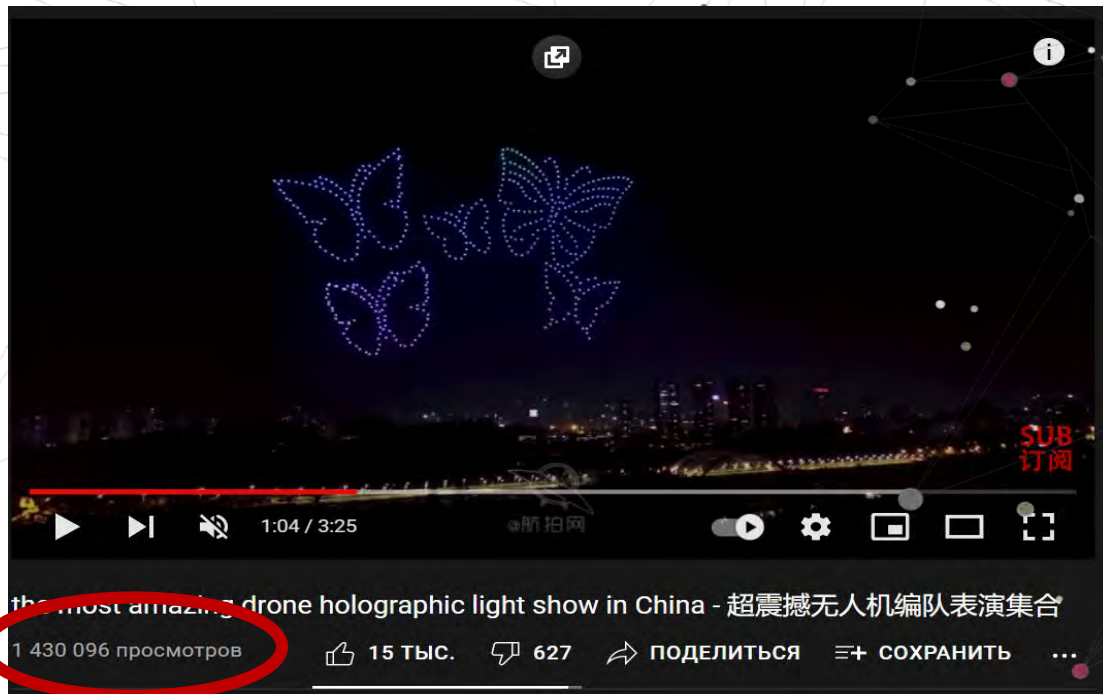
- Find private companies that organize recreation
- Find private institutions with a large audience

# PROMOTION CHANNELS

- Large MICE tourism companies
- Organizers of festivals, fairs
- Private entrepreneurs from Russian-speaking diasporas
- Tour operators of both inbound and outbound tourism
- Universities and schools
- Children's centers
- Water parks, ski resorts, spas
- Charities
- Cruise ships
- Wedding organizers



# CURRENT TREND IN INDUSTRY POPULARITY IN SOCIAL NETWORKS



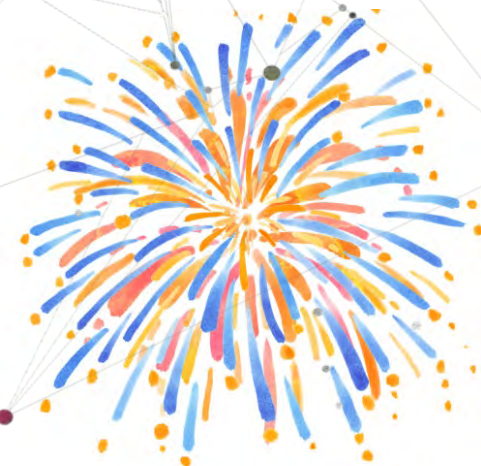


# CURRENT TREND IN INDUSTRY IS **ECO- FRIENDLY**

The drone show is quite eco-  
friendly and spectacular, and may  
well **replace fireworks** .



eco friendly



# CURRENT TREND IN INDUSTRY IS ENTERTAINMENT

Smoke drones



Laser drones



Pyrodrons





**CURRENT  
TREND IN  
INDUSTRY  
IS  
INDOOR  
SHOW**



**CURRENT  
TREND IN  
INDUSTRY  
IS  
CUSTOMER  
SHOW  
(up to 50  
drones)**



Choose an event



Choose the number of drones

choose the number of drones

choose drone type

choose show color

☐ indoors

# SHOW BOXES

Here you can see a prototype of the site, where the box solution is integrated into the existing site







**DOZENS OF DRONES  
FALL FROM THE SKY**

# CURRENT TREND IN INDUSTRY IS **SAFETY**

Recently, there have been cases during the drone show, **drones have fallen** to the ground.

# FRANCHISE

- A stack of sites with a constant control system for noisy, light and electromagnetic radiation
- Constant number of drones or own production



# RISKS

## Show boxes:

- high probability of frequent breakdown of drones



## Franchise:

- registration problems
- strong competitors



The background of the slide features a complex network of thin, light gray lines connecting various dots of different sizes and colors (including gray, brown, red, and purple). These dots are scattered across the entire slide, creating a web-like or molecular structure that serves as a decorative backdrop for the text.

# EVALUATING THE EFFECTIVENESS OF OUR SOLUTIONS

(franchise, box packages, partnerships)

1. Matching solutions to the problem and the market
2. The possibility of using in practice
3. Possibility of long-term use
4. A multilateral approach to solving the problem, the availability of alternative options
5. Risk forecasting



Thank you for the attention