

PAOLYTA

BULLWILD

保力達
Products



- Specification : 24×bottle 160ml
- Weight : 330g/bottle
- Carton Size : 35cm×23cm×14.5cm(L×W×H)
- Expiry Date : 12months

THE EFFECTS OF BULLWILD

- * Stay young and energetic
- * Maintain normal function of liver
- * Alleviate fatigue and boost energy
- * Revitalize muscle cells and increase strength
- * Strengthen resistibility of cells

Sales Date : 01/19/06 ~
01/31/06

Sales Places : Carrefour

**Are you
tired?**

PAOLYTA CO., LTD.

Address :

3FL., NO. 99, SEC. 4, JEN AI
RD., TAIPEI, TAIWAN, R. O. C.

Tel: (02)-2773-3821

Fax: (02)-2778-0896

E-mail: service@paolyta.com.tw

BULLWILD

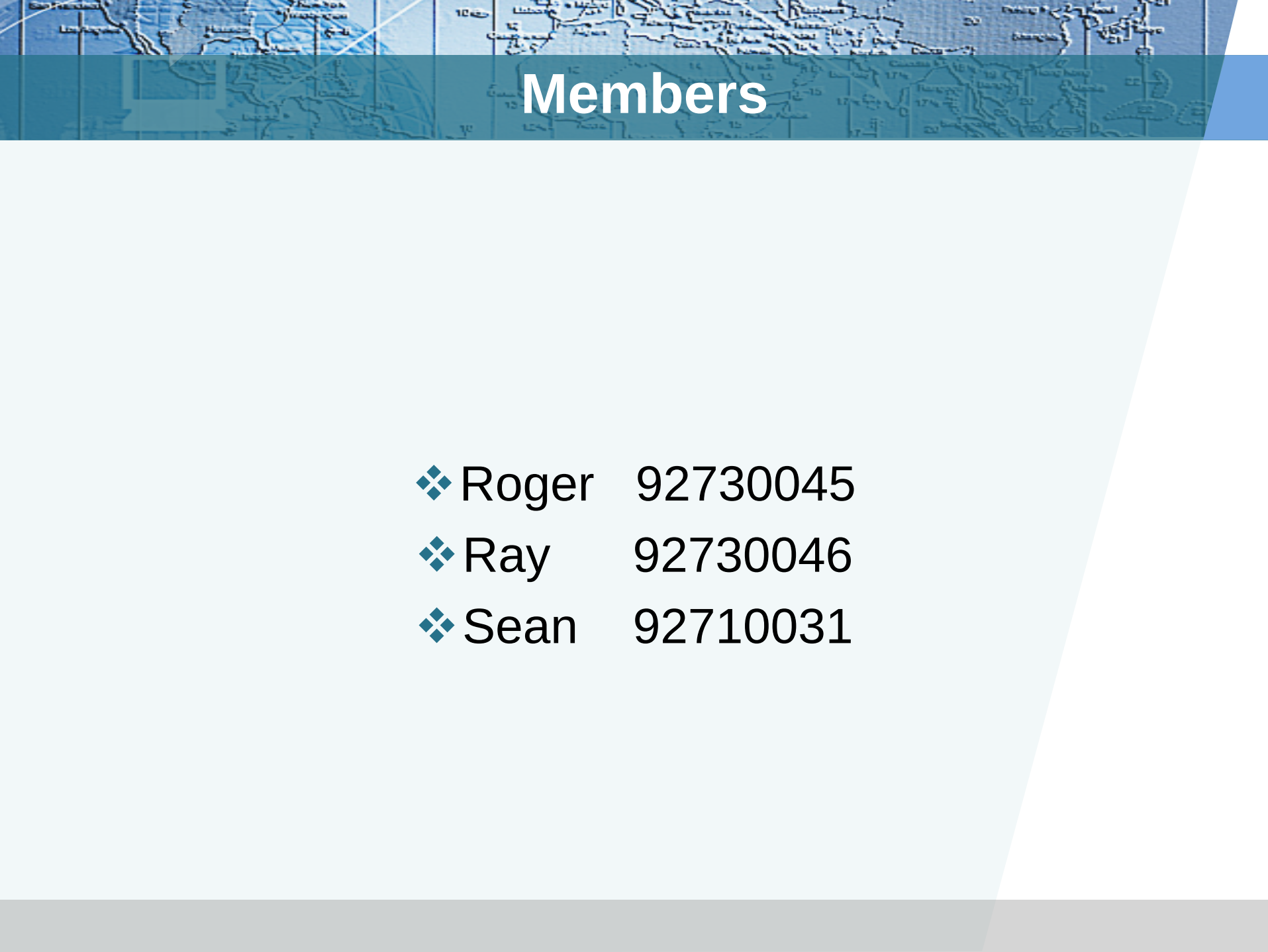
20%discount

PAOLYTA CO., LTD.

Tel: (02)-2773-3821



DUE DATE 01/31/06



Members

- ❖ Roger 92730045
- ❖ Ray 92730046
- ❖ Sean 92710031

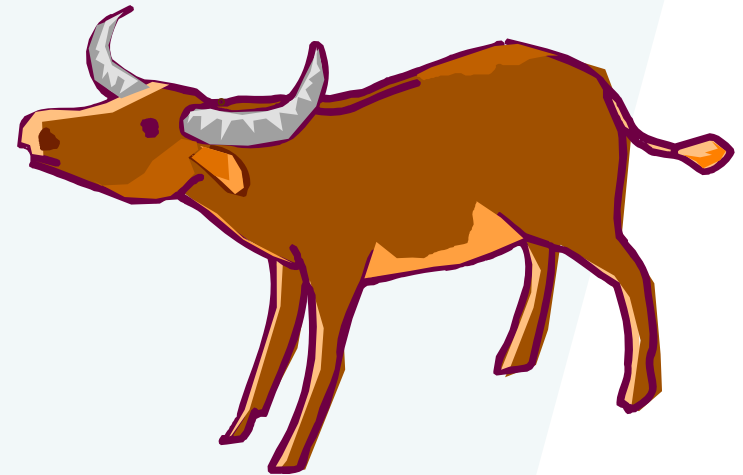
FINAL PROJECT

❖ Do you know what we want to introduce on the final project of the promotion letter?

❖ Tips :

1. An animal.

2. A kind of drink.





BULLWILD energy drink



A real bull



**Am I
wild?**

© Tim Colville Photography
www.timcolville.co.uk

BULLWILD



Price: \$20

Contents

1. BULLWILD energy drink

2. Ingredients

3. Effects of BULLWILD energy drink

4. More about BULLWILD



About BULLWILD energy drink

1

Specifi- cation

24×bottle
160ml.

2

Weight

330g/bottle.

3

Carton Size

35cm×23cm×
14.5cm
(L×W×H).

4

Expiry Date

12months.



Ingredients

Inositol, Lysine, Nicotinamide

Vitamin B1, B12, Vitamin C,
 β -Carotene, Citric Acid, Tartaric Acid

Apple Juice, Sugar,
Fructose and Natural Flavors

**Keep you
healthy,
alleviates
fatigues and
boosts
energy.**



Effects of BULLWILD energy drink

Maintain normal
function of liver

Alleviate fatigue and
boost energy

Stay young
and energetic

**BULLWILD
Effects**

Revitalize muscle cells
and increase strength

Strengthen
resistibility of cells



Effects of **BULLWILD** energy drink

Stay young and energetic

With vitamin C, “**BULLWILD**” energy drink strengthens immunity, prevents flu and revitalizes cells. “**BULLWILD**” energy drink energizes you everyday and helps you stay young.

Maintain normal function of liver

“**BULLWILD**” energy drink contains Lysine and Nicotinamide, which strengthens health, protects liver and especially benefits hard-working bodies. It prepares your body for outstanding achievements in daily work.



Effects of BULLWILD energy drink

Alleviate fatigue and boost energy

“BULLWILD” energy drink contains vitamin B complex, which boosts growth, keeps the nerve system healthy, and improves concentration and mental depression. Drink a bottle when fatigued, your energy will be replenished and feel high-spirited!

Revitalize muscle cells and increase strength

“BULLWILD” energy drink contains Inositol, which boosts the growth of muscle cells and makes the muscles more powerful in exercises and sports.



Effects of BULLWILD energy drink

Strengthen resistibility of cells

“BULLWILD” energy drink contains β -Carotene which strengthens the immunity to resist intrusion from bacteria and virus, keeps you away from worries of sickness and stays energetic everyday!



More about BULLWILD

**More about
BULLWILD**

Choice 1

**Videos of
BULLWILD**

Choice 2

**A short
play of
BULLWILD**



Game

Take one home



Drink **one** now



Game

Take one home



Drink **one** now

Finished?



**Is BULLWILD
delicious?
I want to
take one,
too.**



Thank You !

<http://www.paolyta.com.tw/>



BUSINESS COMMUNICATION

PRESENTATION ASSESSMENT

GROUP: SEAN, ROGER, RAY

A	B	C	D	Overall impression – grammar, spelling, originality.
20%	20%	20%	20%	20%

20	18	20	18	16
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Comments

The promotion letter has a smooth professional finish – good job. Note:

- ☞ Specifications are too obvious. This is not going to be important for B2C customers.
- ☞ Are you tired... catches your eye but you need the other part... ‘try Bull Wild!’
- ☞ The benefits are made obvious but some confusion on last points.
- ☞ Coupon is a good idea but you need to make it clear what I should do. Where can the customer use it? Etc.
- ☞ Detail: ‘the liver’ -2; resistability = resistance -2; **spaces** after colon **-14** (the overall quality of the project has earned you LOTS of bonus points – as a result you have a score of ‘16’ not ‘2’ (see above right).

Presentation:

An exciting presentation in which the movie added a lot of interest.

- Strengthen – resistability of cells? Resistance to disease.
- Specification etc. appropriate for B2B not B2C
- Who is the target audience of this promotion? See previous.
- Highlight important parts.
- Roger - Inositol - have confidence that you can pronounce the word. You will almost certainly pronounce it in a way that is understood.

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Grade: 92%