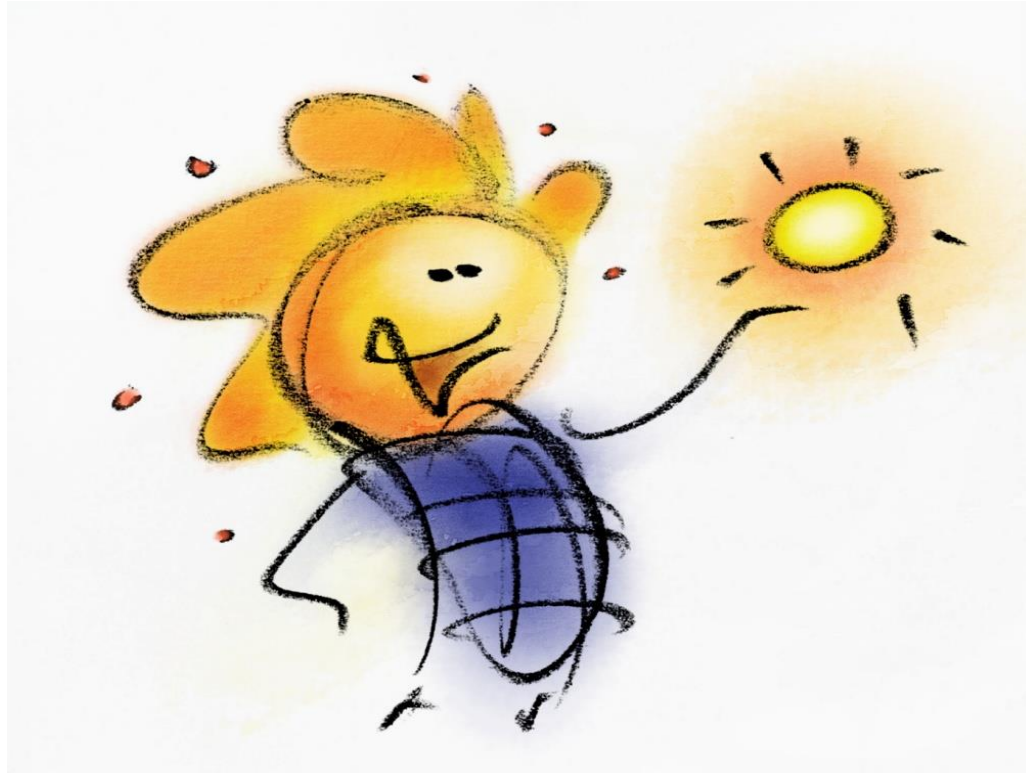


# Allights Village Project



*"Where light becomes life"*



# Marketing

The appeal of the Allights Village project lies in its simplicity. The goal of the project is easy to understand: to bring light to people in remote villages that lack electricity.

To trigger the interest of governments and corporations in supporting this project, a tale and its characters bring a fresh marketing approach addressing especially those in need of lights: the children!

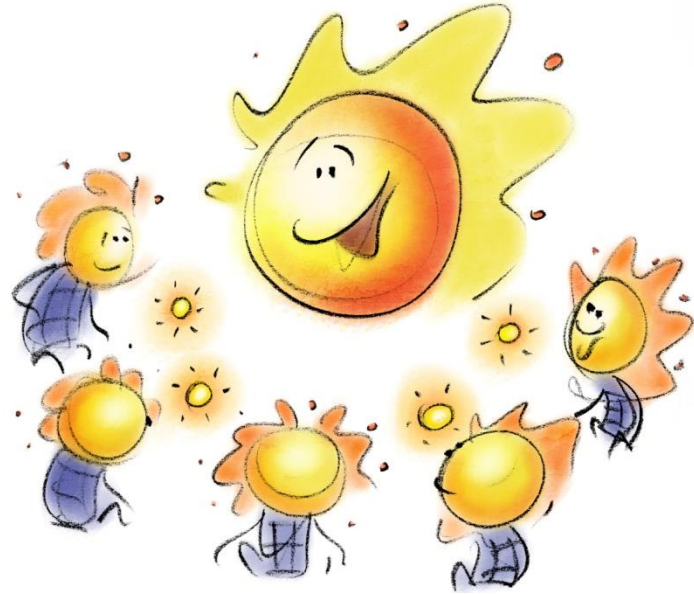
The *"Tale of the Solar Kids"* focuses on communicating a simple message: light changes everything!

From that statement, the story and its characters become the tools to stress our tasks and targets:

- 1 - Selecting villages in need of light in developing countries
- 2 - Approaching governments of those selected villages to seek their financial and logistical support.
- 3 - Approaching global corporations involved in electricity supply to support financially and logistically with AS capability on a global or regional scale.
- 4 - Approaching local corporations involved in electricity supply to support financially, logistically with AS capability on a country and county scale.

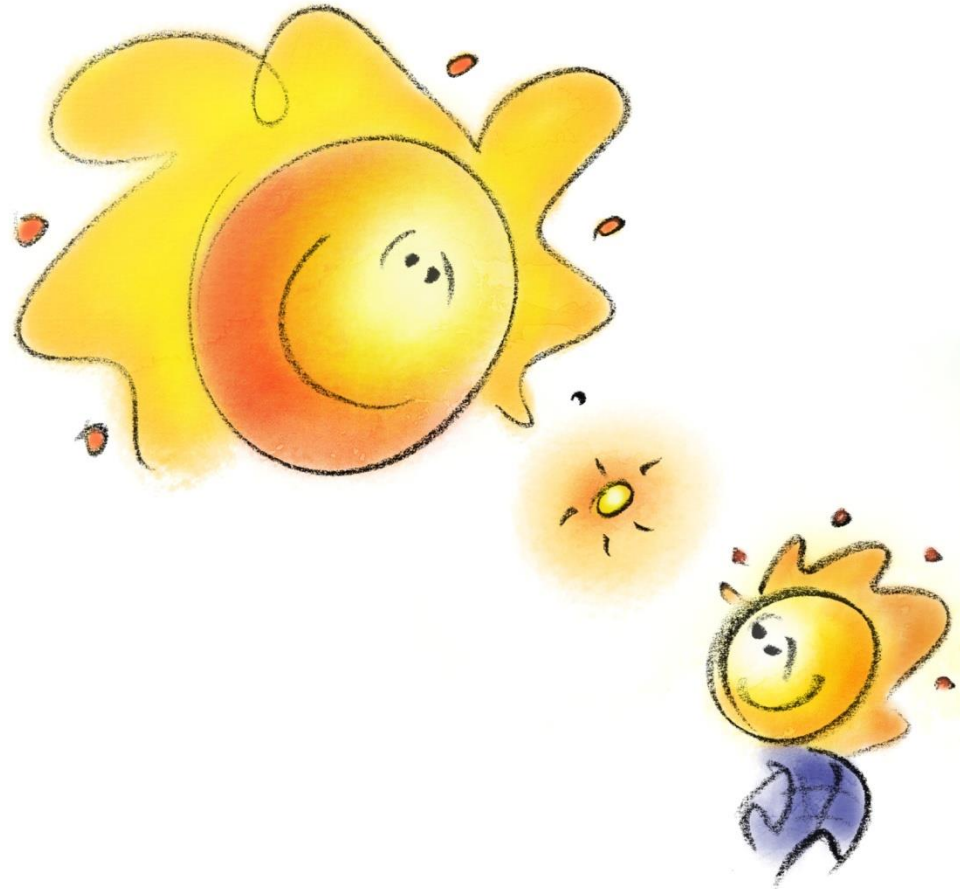
So, as the tale tells it, first is locating a village in need of light, second is to provide solar technology (in cooperation with governments or/and corporations ), and third is to assist (AS) and witness the beauty of the growing knowledge of the young and dynamic communities of the world!

# Public Relations



The main objective of the “PR” campaign would be to improve/raise awareness among existing and potential stakeholders. This would include:

- Use of media (TV, Press Releases, news papers etc)
- Use of SNS to promote social networks/relations (facebook, twitter etc)
- Tactic: distributing the *Tale of the Solar Kids* to the selected countries, associations and corporations. Financial and planning/implementation informations can be added as a complement and inserted at the end of the book.

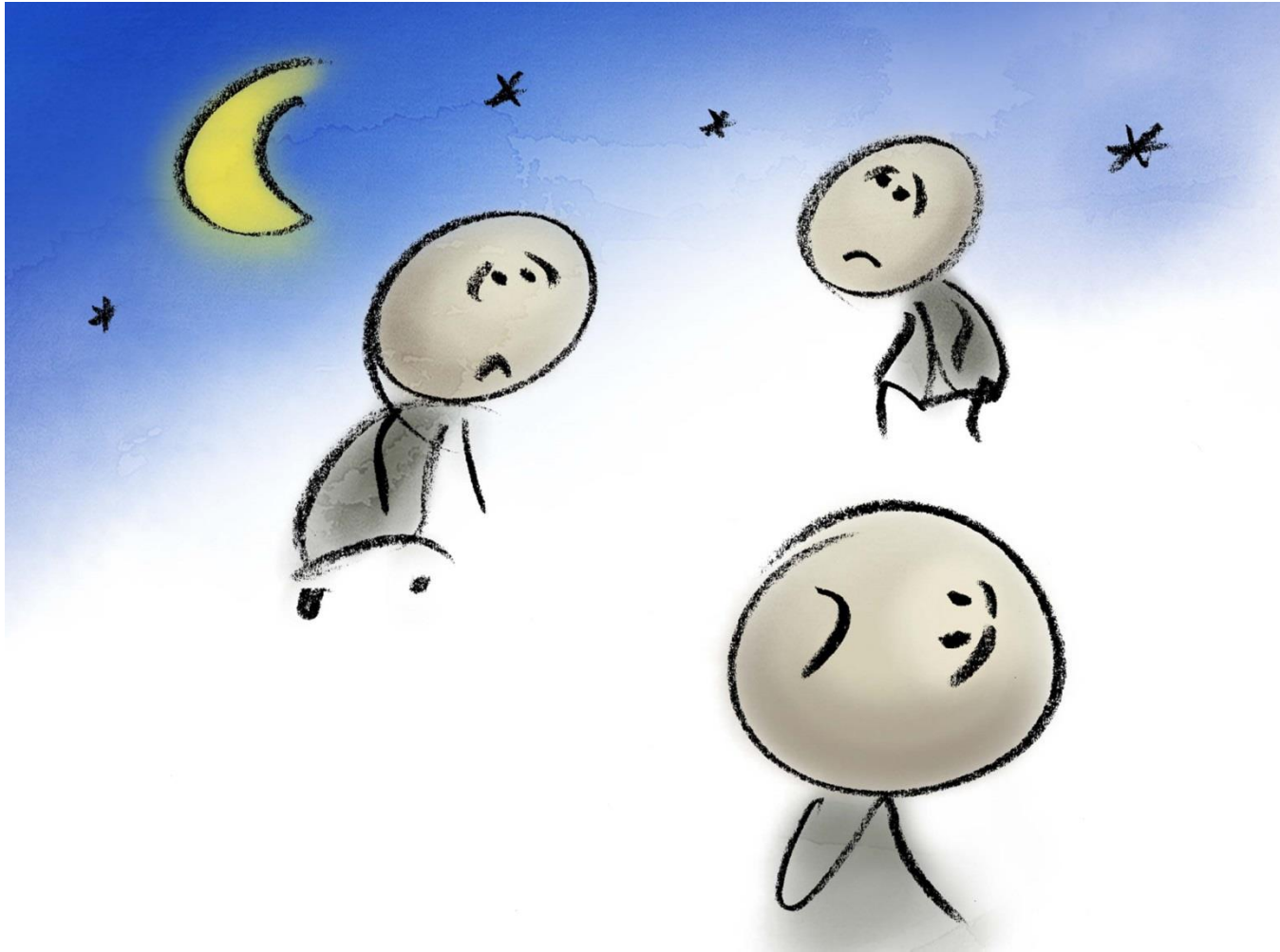


# The Tale of the Solar Kids

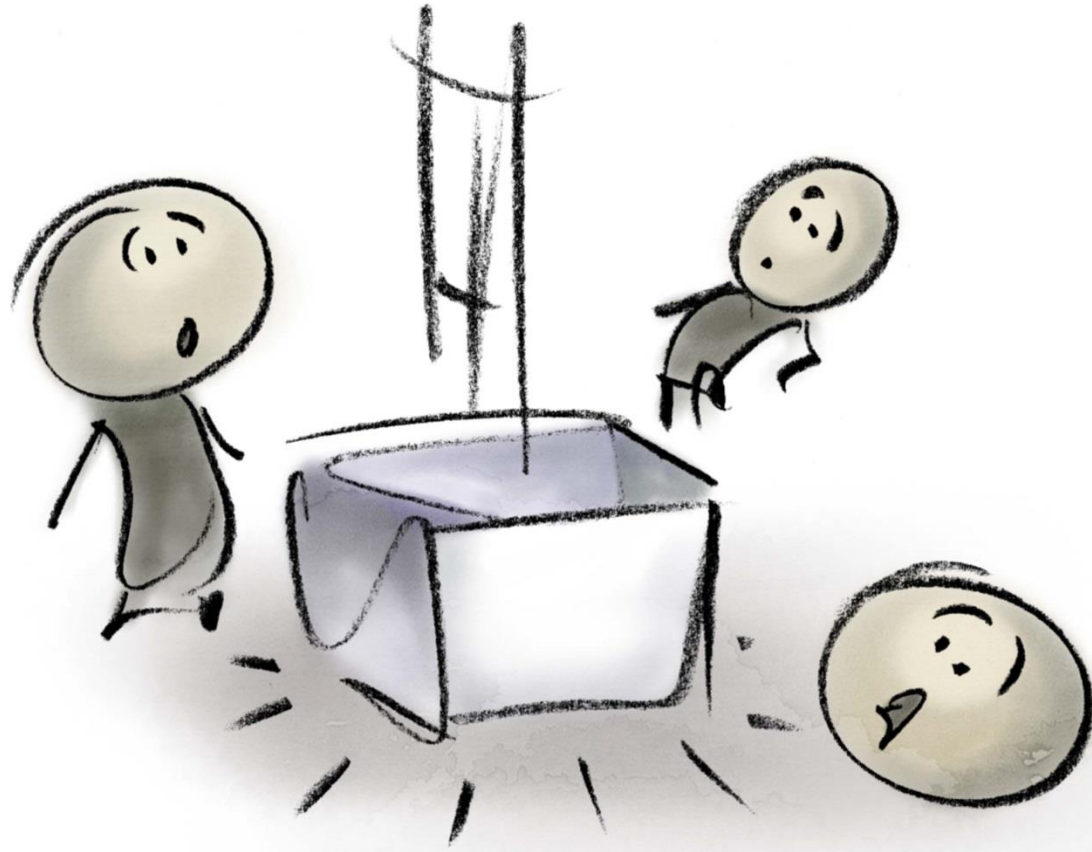
to Adelaide ^^



Once upon a time, children had no electricity in their village.

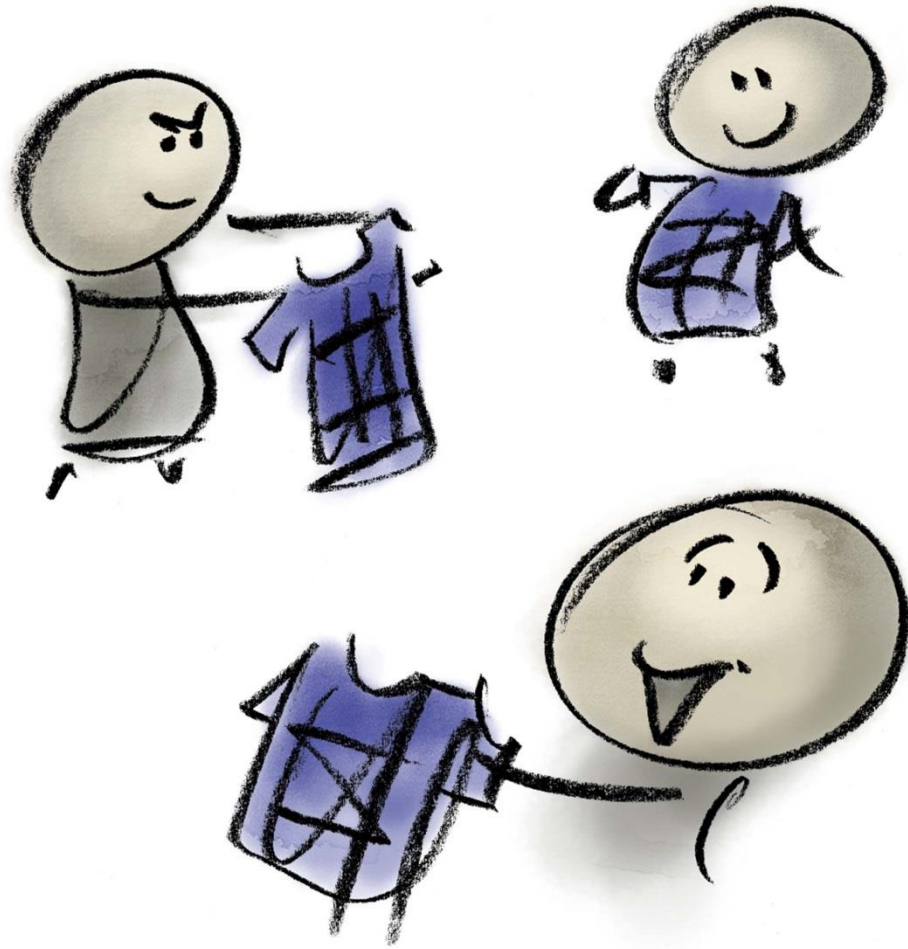


No light at night!... They could not read, study, discover... They were bored...

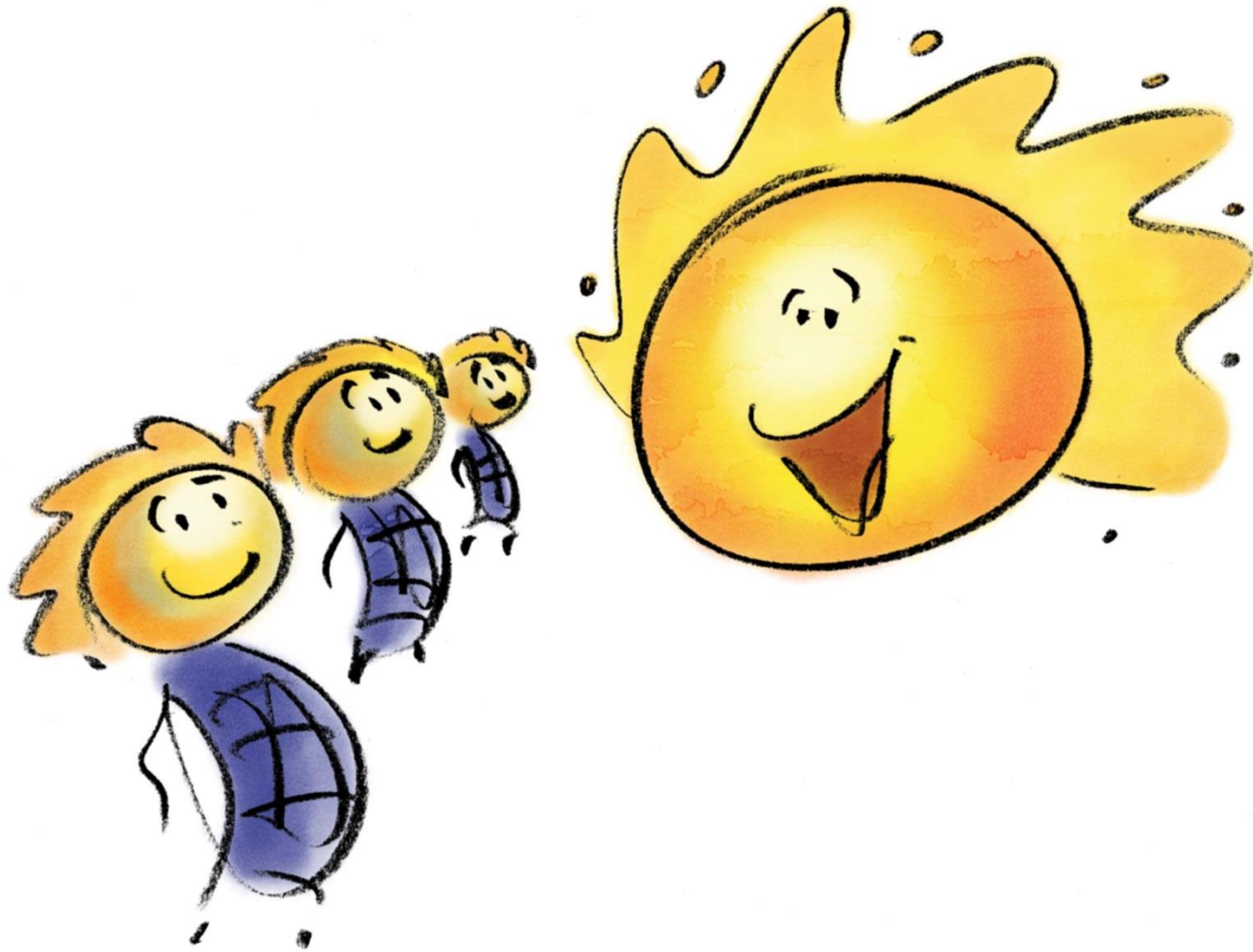


One day, an organization dropped a new device in the village!!

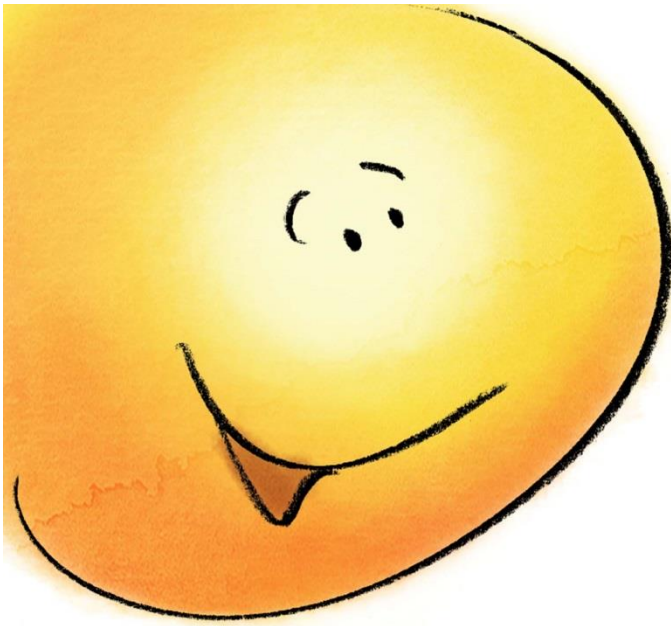




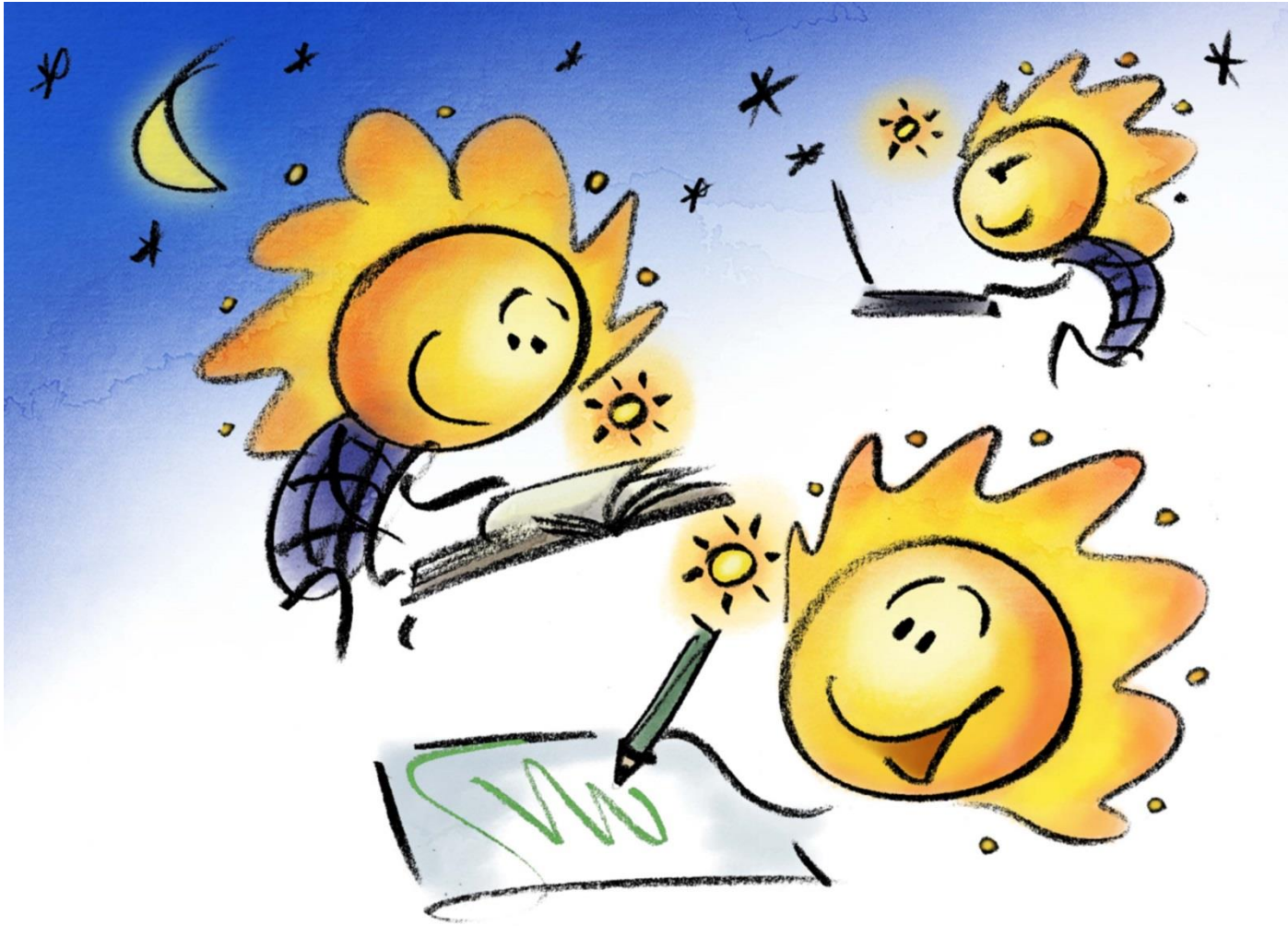
It was a device equipped with the latest solar panel technology! "Great! Let's wear them!!" the kids said.



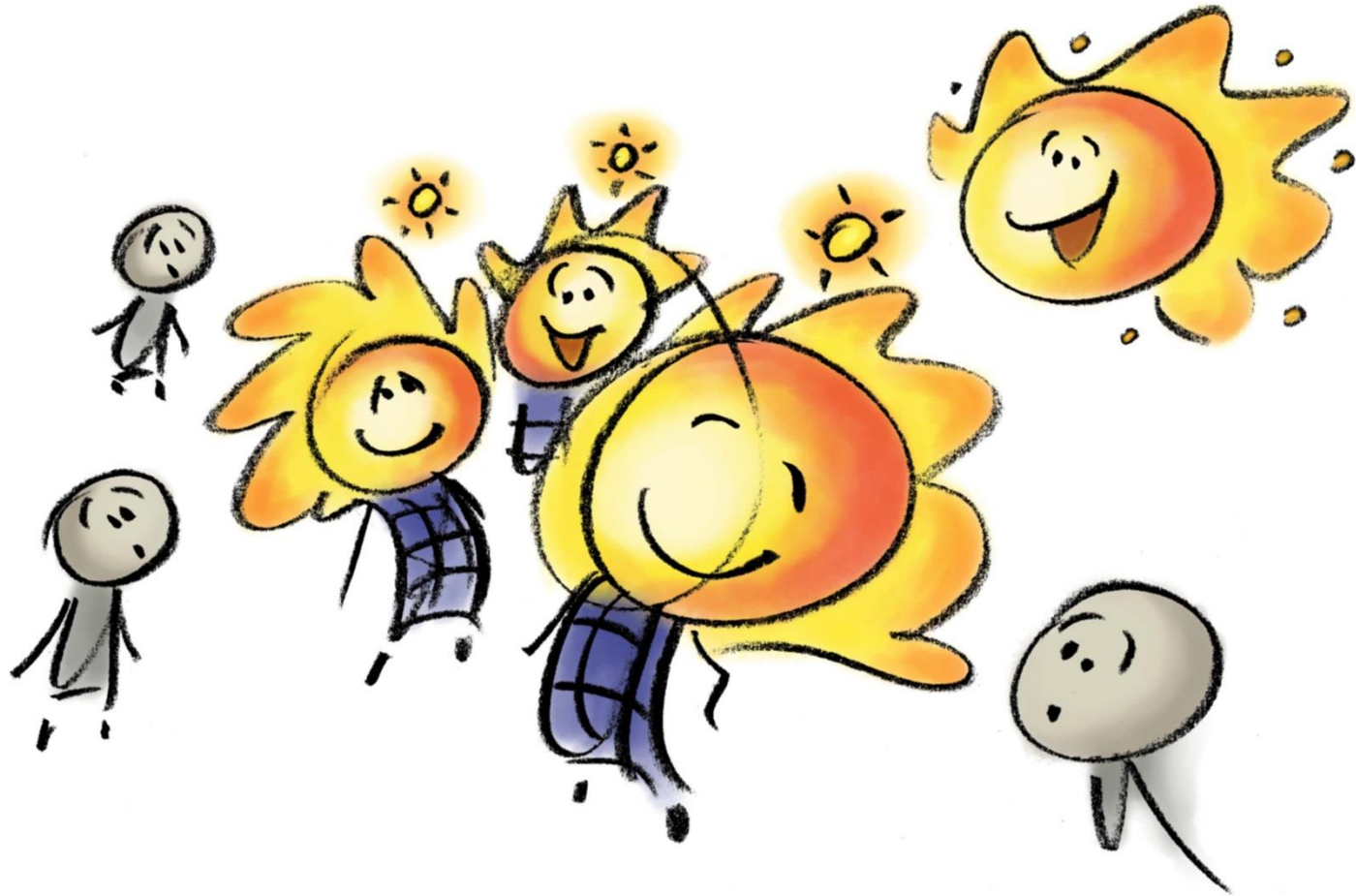
As soon as they had their device on, the children caught the sun light, and soon they started beaming...



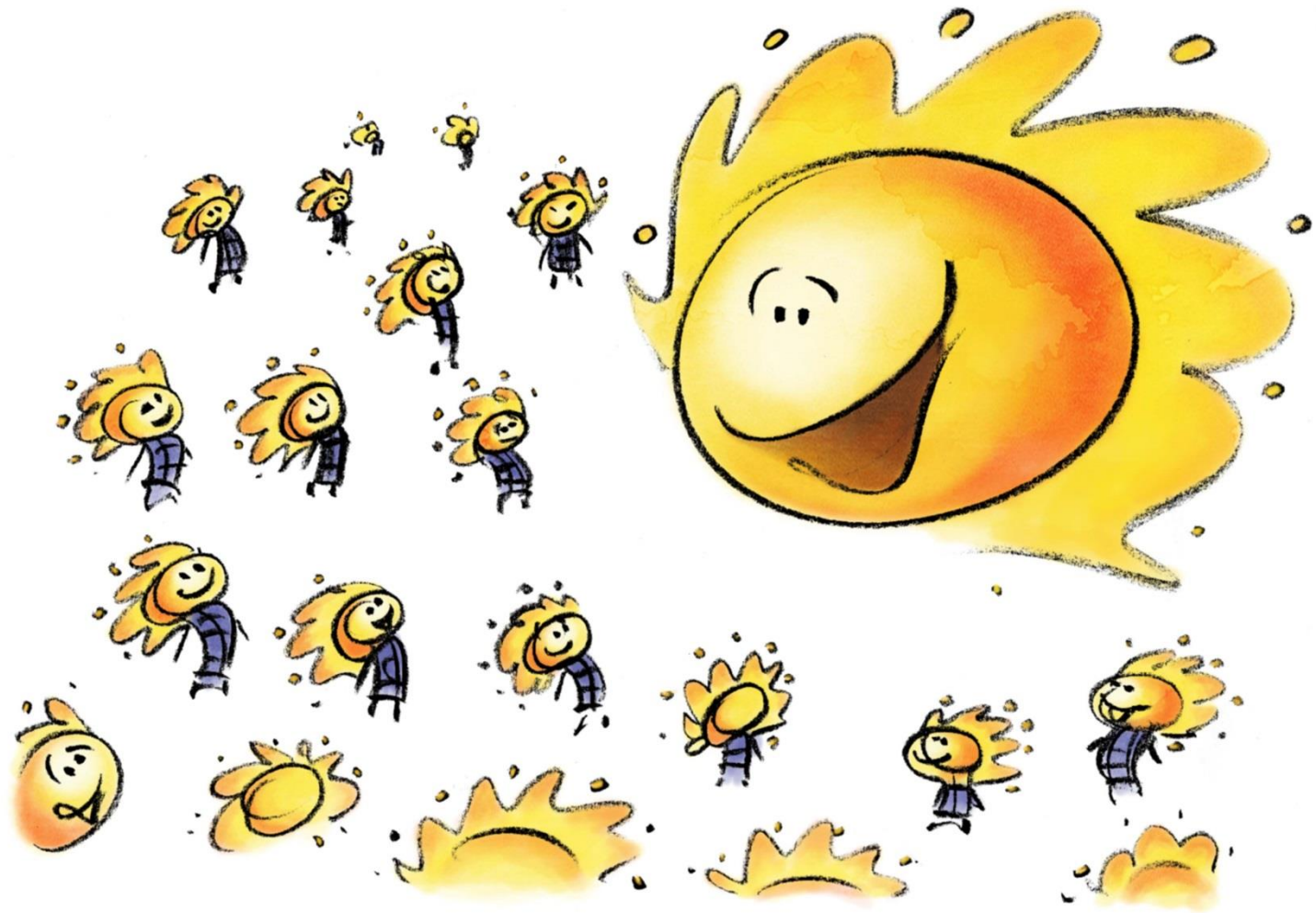
By the end of the day, as the sun set, the kids were literally glowing!!!



The night fell slowly over the village, and the little shiny ones could not believe it: “We can see at night!! We can read!!!”



And soon other villagers came to witness “the light at night!” and how it allowed their knowledge to grow night after night...



The demand for solar devices grew, and the organization provided thousands of them to the excited children.



Soon the sun was feeding large communities of kids over the 5 continents, and knowledge could now embrace everyone on Earth.

The end



Soft Industry Development