

MARKETING MIX

Promotion

Every year all UBN countries participate in the environmental fair called Save the Climate, where Ducentae presents new models of its powerful WW weapons. Those are weapons designed by women and for women. They are made from trash that Ducentae buys from other countries. That way, the nation minimizes the carbon footprint and encourages the reuse of materials.

WW products are found at any corner of Ducentae. There are **posters, signs, advertisements on buses, trains ...** Weapons for Women are also promoted on **radio** and **TV** in advertising spaces as well as in programs. Furthermore, when visiting our capital Femina, huge advertisements of WW can be seen on the buildings in Freya's Square.

To increase international sales, Ducentae opted for **online ads**. That way, other UBN countries will be able to find us on YouTube, Instagram, Facebook ... Closer interaction with the buyers is achieved through online ads more than through traditional advertising such as TV ads.

Place

Our WW products are a staple item in every woman's wardrobe. The regular buyers are Ducentae women, but WW also has international buyers. Women from other countries come on trips just to try out the fantastic products. All weapons come in different models, shapes and sizes. Little accessories can be added as well. You can try them out in the official **Weapons for Women shops**.

Those shops are located in the **big cities of Ducentae**, such as the capital Femina, with more than 4 WW shops. Each WW shop is equipped with a shooting range where women can freely try the products until they find the one that suits them best.

On the other hand, WW participates in the **Save the Climate fair** every year. Year after year more women notice the products. Besides exhibiting new collections, WW gives women from other countries the option to buy products at the fair. That way, all women can enjoy the WW products.

Price

From the beginning, WW decided **not to have extremely high prices** so every woman, no matter her socio-economic level, could defend herself from an attacker. That is why there are **several models with different prices and features**. Don't assume the cheapest weapon is less safe. Not at all! Each and every one of our weapons is effective in its task. Do not doubt it. Live safe, be free, be WW.



Product

Ducentae proudly presents you the national product: **Weapons for Women**.

For centuries, women have been oppressed by men. Men have told us we were the weaker sex too many times. We, as women, need to protect and stand up for ourselves. What better way to do that than with a gun? Show those men who run the world right now!

Our Weapons for Women assortment is even endorsed by our nation's leader. "The WW guns are the best ones I've ever tried. Great aim. Great precision. Truly a staple accessory in your wardrobe!", says Fae Drogo.

What else makes Ducentae's weapons so extraordinary? The WW guns are all made from imported waste. So, when you are out and about defending yourself against men, you are not only doing yourself a favour but the environment as well.

Furthermore, all weapons come in different models, shapes and sizes. Little accessories can be added as well. You can even try them out in the official Weapons for Women shops. All of our stores are equipped with a shooting range where women can freely try the products until they find the one that suits them best.

