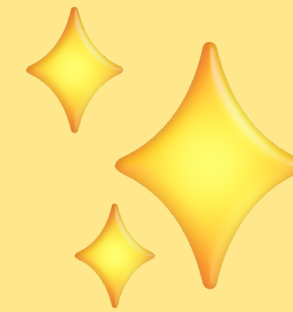


# THE BLAHS TO GO PROJECT

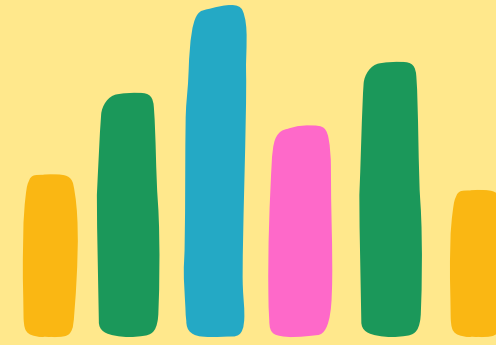


*BLAHS  
to GO!*



By Mathis , Margaux and Sarita

# SUMMARY



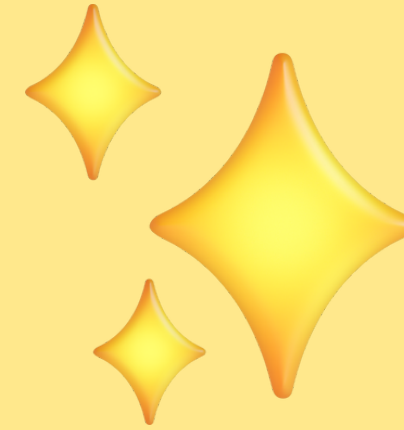
*BLAHs  
to GO!*

- I. Project's introduction
- II. Tools & platforms used
- III. Analysis & insights
- IV. Results & impact
- V. Key takeaways





# OUR TEAM



*BLAHs  
to GO!*



Margaux Constanty



Mathis Lioult



Sarita Chaulagain

# WHAT IS BLAHS TO GO ?

## (PRODUCT OVERVIEW)

*BLAHS  
to GO!*

**The product !**

**A "Burger Box" containing 100 jokes & punchlines !**

**5 joke categories: Lawyers, Dads, Students, Presidents, Tech Tycoon**

**"Bring entertainment and humour to people"**

**The concept ?**



# TOOLS & PLATFORMS USED

BLAHs  
to GO!



ChatGPT



Canva



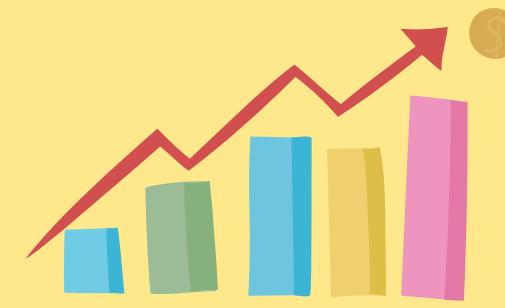
Midjourney



in



# ANALYSIS & INSIGHTS



**BLAHs  
to GO!**

- 1.How we selected and structured the Jokes ?
- 2.Designing an engaging and fun packaging
- 3.Planning and executing a social media strategy



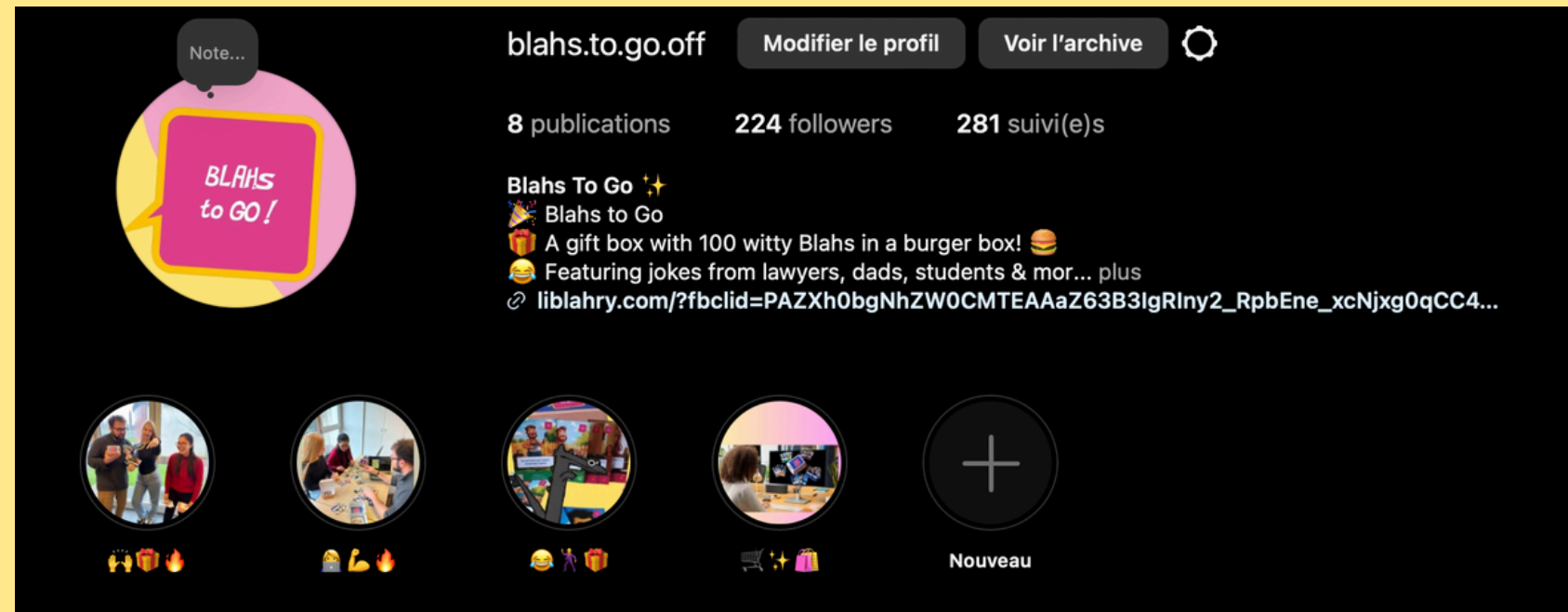


**BLAHs  
to GO!**



# RESULTS & IMPACT

BLAHS  
to GO!



- Follower growth (Instagram & LinkedIn).
- Engagement rates (Likes, shares, comments).
- Post reach & impressions.
- What worked best and areas for improvement.



# KEY TAKEAWAYS - CONCLUSION

*BLAHs  
to GO!*

## WHAT WE HAVE LEARNED

- How digital tools enhance creativity
- The value of teamwork & project coordination
- Future opportunities - expanding the concept:
- Final thoughts & appreciation:

WHAT COULD HAVE BEEN BETTER ?





# THANK YOU FOR THIS OPPORTUNITY

