

PROJECT: POST-MARKET PRODUCT INFORMATION



Project's Primary Objective	<ul style="list-style-type: none">• Educate the consumer about the product they have just purchased.• Avoid misunderstandings down the line.• Set expectations when it comes to appropriate attire and safety.• Solicit any questions that might affect the quality of the experience if they go unanswered.• Establish contact
Points that must be included.	<ul style="list-style-type: none">• Safety policy: Rooted has the right to change plans due to safety concerns at the cost of the traveller.• Clear instructions on what to bring.• Clear instructions on when and where to meet.• The Jasper overnight deal
Main Call to Action	<ul style="list-style-type: none">• Get ready for your trip!