

4 Ps

- Product

The Lugstone is the religious bracelet which all residents of Lugua wear. The Lugstone will protect you from any harm or bad luck. It will be your personal guide in difficult moments and let you enjoy life. The history of this bracelet goes back to the sun and nature gods of Lugua. Recently, Our Holy Leader has also allowed other nations to follow our religious path. The Bracelet will also help visitors of Lugua to lead a safe, healthy and happy life, guided by religion.

- Place

From the big Luguanian mountains in the north and east, these beautiful 'stones' are made into bracelets. People can buy a Lugstone in our capital Manati at the Cathedral. On occasion, The Holy Leader will give his Holy blessing over your personal Lugstone. Lugstones can also be found during weekly monastery meetings or at national events. The Lugstone is a valuable item for Lugua, but remains accessible for anyone interested in expanding their religious strengths.

- Price

Because we have a monopoly position we can decide on the price we want ourselves. That's why we add 2 extra Lugs to the basic price of 20 Lugs, which goes entirely to the cost of the nature of Lugua. With your first purchase of a bracelet you get a 20% discount on the next purchase within the month.

- Promotion

Every year you can find us at the festival Luguai Troppocone where we have a tent next to the waterfall with our four different kinds of bracelets. Every year there is also a competition to win a set of bracelets for the whole family, so after that we take advantage of the word-of-mouth advertising by the visitors of the festival.

Every year, two weeks before the start of the festival, we start our TV campaign for the bracelets three times a week. This campaign will be shown before the 20:00 news, with the whole family sitting in front of the TV each time.

You can order the bracelets online at any time, we use banners using cookies and google advertising SEO (keywords) where we get attention when people look up something on google about spiritual bracelets, bracelets against evil, bracelets of special rock etc.

We love nature and therefore we do not use any print. No magazine, no newspaper, no paper is wasted on our advertising. Everything is done entirely online or through point of sale communication at festivals or in the stores. This POS communication is then via digital signs where Ryan Gossifer calls on you to wear them to protect yourself from evil.