

# Guideline - Posting Content



- 1) Brand Story
- 2) Signature Product
- 3) Promotion
- 4) HashTag

## General Hashtag

#Blobtastic #Blob #BlobAtCentralMarket #Blobmeup #pasarseni #centralmarket

## Tag in Social Media Account

IG: [blob.malaysia](https://www.instagram.com/blob.malaysia) Tiktok: [blob.malaysia](https://www.tiktok.com/@blob.malaysia)

## Know about BLOB Malaysia

Facebook: [Blob.Cafe](https://www.facebook.com/blob.cafe)

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### **Brand Story:**

Packed with flavors and exquisite taste, Blob is the perfect companion to elevate your mood and keep the good times rolling.

Blob, where every bursting moment is full of vibrant flavors and an effervescent spirit, a beverage captures the essence of your bubbly moments and shares sweet memories together. Blob is not just a drink, it's an experience that is designed to bring joy to your taste buds.

充满风味和精致口感， Blob 让您心情愉悦、延续美好时光的理想伴侣。

每一刻的爆发都充满了丰富的风味和充满活力的精神， 这款饮品捕捉了您充满活力的瞬间， 并分享了甜蜜的回忆。Blob 不仅是一种饮料， 更是一种体验， 旨在为您的味蕾带来快乐。

### **KOL Shout out:**

- Brand Story
- Menu Items
- Location



## Guideline - Visiting

**Outlets:** BLOB Central Market

**Address:** Lot 1.02A, Ground Floor, Central Market Annexe, Jln Hang Kasturi, KL.  
(between 7-11 and Secret Recipe)




## Sponsored E-Voucher

- KOL Order items above with E-Voucher RM100
- Voucher value not refundable, can pay if extra value exceeded.
- KOL can bring partner, but only ONE voucher will be given to the KOL.

# CHM System Login

A) Please confirm to attend after receive our whatsapp message.



**Will You Attend ?**

BLOB Malaysia  
Extraordinary Flavor Orbs.

Email:

**I Will Attend**

- A)
- Check your email
  - Read again the Posting Guideline.



BLOB Malaysia  
Extraordinary Flavor Orbs.

Hi, marcus.au888@gmail.com !  
Marcus Test  
24June Mon 3pm  
Central Market

**You are confirmed for the invitation.**

1) Instruction was sent, please check your email.  
2) During visiting the outlet (at cashier bar), use the password and outlet code for [LOGIN](#)  
3) Please **READ** [Posting Guidelines](#) before visit.

B1) During the visit day, Login to CHM.

- Password get from email.
- Outlet Code request from cashier.



**Login (During Visit)**

BLOB Malaysia  
Extraordinary Flavor Orbs.

Email:

Password:

Outlet Code:

**Login**

B2) Show QR code to cashier.



BLOB Malaysia  
Extraordinary Flavor Orbs.

Hi, marcus.au888@gmail.com !  
Marcus Test  
24June Mon 3pm  
Central Market



QRFK\_wDu1Cbe

Show this QR code to outlet's cashier for scanning.  
Please **READ** [Posting Guidelines](#)

# Deliverable Result

- 1) BLOB Malaysia visit posting (Prefer: Video <1 minute, or photo, not preferred) on your XiaoHongShu (optionally Tiktok) within one week of visiting the store.
- 2) Kindly print screen the XHS Insight analysis, thank you.
- 3) Kindly keep the XHS posting for 2 months without delete, thank you.

## XHS Insight:

