



Take-Away Menu Design

Deadline : 01.09.2008 23:59 GMT

Brand: Eloquence

Sektor :

Land : Kuwait

Kategorie : Design : Visualisierung, Entwürfe, Cartoons

Veröffentlicht: 18.07.08 08:20 GMT

Budget : \$800

Status : Geschlossen

Sprache der Lösungen : Englisch

1 Step Builder

[wer schreibt einen BootB-Brief an BootB-Creators?]

Altissimo, Italian Restaurant from Kuwait

2 Step Projektziel/ -Beschreibung

[was möchte der Builder erreichen?]

We would like an out of the Box design for our Take Away Menu. Also, we'd like to receive your ideas for its packaging. You will find in the attachement an example of our previous Menu, as well as the Menu texts.

3 Step Zielgruppe

[wen möchte der Builder beeinflussen?]

Altissimo target market is not restricted to age or the type of the person you are.

It includes folks who actually dine and eat at the restaurant, the target audience would be those who influence them, for example a six year old daughter with no budget after seeing an toy commercial influence her father to buy it for her.

4 Step Vorschlag

[was soll die Zielgruppe bekommen / verstehen / tun?]

Every advertising activity should have a specific goal, and that also apply to this takeaway menu, example of such goal includes

- Bring in sales orders
- Inform customers about our food
- Establish ourselves as the best Italian restaurant

5 Step Unterstützung

[warum sollte die Zielgruppe an den Vorschlag des Builders glauben?]

We are a fine diner Restaurant It is based on the 32d floor in Kuwait City, with a beautiful view of the arabian gulf ocean on one side, and the other side the complete city view :)

6 Step Charakter

[welche Eigenschaften am besten die Identität der Marke definieren?]

The restaurant is a hotspot, exclusive and carry's premium price menu.

Its personality is friendly, trustworthy, dependable, caring like BootB. It treats you like a friend, it is there for you, treats you with respect, is comfortable and is like someone you like. Enjoyable person with whom you want to spend time.

7 Step Medienplan / -Platzierung

[wo wird die Arbeit erscheinen?]

Takeaway Menu

8 Step Zusätzliche Ausführungselemente

[was möchten Sie noch wissen, um eine kreative BootB-Lösung erstellen zu können?]

- The design should correspond to our logo colors (attached) - We do not wish to use pictures of food

Anhänge

119963/119964.pdf.....	1,71 Mb
119963/119965.jpg.....	374,43 Kb
119963/119966.zip.....	49,41 Kb
119963/119995.pdf.....	224,86 Kb