

Individual Project – Duo Go Cafe

[CREATIVE BRIEF]

Your Name: John Darrow

<u>Target Audience</u>	Our primary target audience would be the demographic of 18-24 year old college students while also including the visitors, faculty, and staff that are on campus here at UW-W.
<u>Problem Advertising Must Solve</u>	Throughout the brief in-depth interview I conducted with a former Uno employee there were a couple issues brought up more than once. The advertising should mainly focus on the decrease in prices at Uno Café, as it is known around campus as “pricey”, and also the portrayal that Uno’s is a great dining spot with a tolerable atmosphere created by the employees. Satisfied customer comments, happy employee pictures or gestures towards customers, etc.
<u>Communication Objectives</u>	The main communication objectives I would strive to instill in the target audience psychologically would be to let them know about any decrease in prices, Uno’s agrees to try and encourage those who maybe couldn’t quite afford it previous to the ad; while also creating a new reputation for Uno’s using, once again, satisfied customers and employees (past and present customers and employees). Basically just be sure our target demographic is fully aware of the Cafe’s adaption to prices for our customers and also the overall new attitude the Uno’s staff has toward the satisfaction of its consumers.
<u>Key Selling Point (Unique Selling Proposition)</u>	Uno’s Café has the ultimate goal of preparing the finest meal you can experience for a low expense on campus, through efficiency and a prominent, positive work environment that ultimately creates an overall positive experience for anyone entering the establishment.
<u>Other Benefits</u>	Choosing our advertising strategies would be beneficial because we will make it a personal matter to create a more positive awareness towards the Café, and are willing to make any adjustments or sacrifices to be sure we are both timely as well as thorough with our work. We are professionals day and night settling only for the best possible outcome for our clients.