

TV campaign

Complete Plan for a Television Campaign for a Bait Gedy restaurant.

A television campaign can significantly boost brand awareness, attract customers, and establish a strong market presence. Below is a step-by-step plan outlining the procedure and an estimate of the costs involved for the TV campaign created for BAIT GEDY restaurant.

1. Campaign Objectives

Goal: Promote the restaurant and attract new customers.

Target Audience: Middle to upper-class families, young professionals, food enthusiasts, and tourists in Egypt.

Geographic Focus: Cairo, Giza , and other major cities.

Key Message: Highlight the restaurant's unique cuisine, ambiance, and promotions (e.g., special offers for the opening, special offers for companies).

2. Campaign Duration and Timing

Duration: A 4-week television campaign to generate buzz during the opening period.

Timing: Run ads during prime time (7 PM - 10 PM) and daytime in weekend when viewership is highest.

3. Creative Development, script and TV commercial production

Concept and Storyboard: Develop a creative theme that showcases the restaurant's unique features, such as food quality, ambiance, and service. A professional storyline emphasizing the dining experience, chef's specialties, and the restaurant's atmosphere.

Production: we will hire a production company to create the ideas of the commercial and to

film the TV commercial. Ensure the quality of visuals, lighting, and sound to create a memorable impact.

Duration: 2 weeks .

Cost Estimation:

Creative Development and Scriptwriting: EGP 20,000.

TV Commercial Production (30-second ad): EGP 150,000.

Total : EGP 170,000 .

This includes director fees, equipment, actors, location, and post-production (editing, voiceovers, sound mixing, etc.).

4. Media Planning and Buying (lunching the ads)

Channel Selection: we will choose TV channels that cater to our target audience . choices will be between MBC Masr, CBC sofra , Al-Nahar TV, and ON TV.

Ad Slot Selection: Prioritize prime time slots for maximum exposure (7 PM - 10 PM) for 4 weeks and slots during daytime also for 4 weeks to increase visibility.

Ad Length: Standard 30-second TV ad spots.

Duration: 4 weeks.

Cost Estimation:

– Cost of the Prime Time (7 PM - 10 PM) is 30,000 EGP per 30-second slot so:

2 prime-time slots per day for 4 weeks (total 56 prime-time slots)

Cost: **EGP 1,680,000** (56 x EGP 30,000)

– Cost of the Daytime Slots (Non-prime time) is 10,000 EGP per 30-second slot so:

2 daytime slots per day for 4 weeks (total 56 daytime slots)

Cost: **EGP 560,000** (56 x EGP 10,000)

Total : EGP2,240,000.

5 . Monitoring and Optimization

Track Performance: Use TV and social media analytics to monitor the performance of the campaign (reach, frequency, engagement, etc.).

Adjustments: Based on the initial response, we will adjust the time slots, frequency, or messaging to optimize impact.

Post-Campaign Analysis: Evaluate the overall success of the campaign and measure its impact on customer footfall and revenue.

Summary Estimated Durations and Total Cost Breakdown

- Creative Development, Script and TV Commercial Production (2 weeks) 170,000 EGP.
- Lunch ads on TV channels (4 weeks) 2,240,000 **EGP**.
- Total Estimated Cost: **2,410,000 EGP**.
- Total Duration: (6 weeks).

Conclusion

The total estimated cost of launching a successful TV campaign for BAIT GEDY restaurant will be within 2,410,000 EGP . This plan ensures that the restaurant gets optimal exposure through TV ads complemented by influencer promotions to attract customers effectively during the grand relaunching period.