

Traditional Ads

Campaign Objectives

1. **Increase Brand Awareness:** Making your brand more recognizable to a broader audience.
2. **Generate Leads:** Attracting potential customers who are interested in your products or services.
3. **Drive Sales:** Encouraging purchases to boost revenue.
4. **Boost Brand Loyalty:** Strengthening the relationship with existing customers to encourage repeat business.
5. **Educate the Market:** Informing potential customers about your products or services and their benefits.
6. **Create Brand Preference:** Making your brand the preferred choice over competitors.
7. **Encourage Brand Switching:** Persuading customers to switch from a competitor's brand to yours.
8. **Promote** the restaurant and attract new customers

Estimated Total Cost Breakdown(printing street ads):

Printing street ads: (We will need a forty six print ads).

Total Estimated Cost: **700,000 EGP.**

Estimated Total Cost Breakdown (distribution street ads):

1. 2 large billboard ads on Sokhna Road (cost of one ad is 100,000 EGP per month).
2. 4 large billboard ads on Suez Road (cost of one ad 110,000 EGP per month).
3. 9 large billboard ads on the Ring Road in different vital places (cost of one ad)90,000 EGP per month.
4. 3 large billboard ads on Alexandria Desert Road (cost of one ad 110,000 EGP per month).
5. 4 large billboard ads in Zamalek (cost of one ad 120,000 EGP per month).

6. Large digital screen ads in Zamalek 190,000 EGP per month.
7. Small billboard ads in Zamalek 90,000 EGP per month.
8. 5 large billboard ads in Tahrir (cost of one ad is 110,000 EGP per month).
9. Large digital screen ad in Tahrir (cost of one ad is 180,000 EGP per month).
10. Large digital screen ad in Salah Salem (cost of one ad is 200,000 EGP per month).
11. 4 large billboard ads in Salah Salem (cost of one ad is 130,000 EGP per month).
12. 4 large billboard ads in Maadi (cost of one ad is 80,000 EGP per month).
13. Large digital screen ad in Maadi (cost of one ad is 170,000 EGP per month).
14. Large digital screen ad in Maadi 170,000 EGP per month.
15. 5 Large billboard advertisement in Nasr City (cost of one advertisement is 90,000 EGP per month).
16. 6 Large billboard advertisement in El tgam3 el5ams (cost of one advertisement is 100,000 EGP per month).

Total Estimated Cost every month 5,700,000 EGP

Brochures

Basic Brochures:

For simple, standard-sized brochures (A4 or A5) with basic paperquality, the cost 1 EGP per unit (We will need a eighty thousand print).

High-Quality Brochures:

For brochures with higher quality paper, glossy finishes, and special designs, the cost 6 EGP per unit (We will need a seventy thousand print).

Total Estimated Cost **500,000 EGP**

Estimated Cost distribution Brochures: 100,000 EGP

Gifts

Kids' Toys: the cost 20 EGP per unit (We will need six thousand print).

Promotional Items: the cost 25 EGP per unit (We will need nine thousandprint) such as keychains, mugs, or coasters.

Total Estimated Cost **345,000 EGP**

