## ****2nd Street Bistro -**** [Wow-ing” the Client](https://www.coxmediahamptonroads.com/wow-ing-the-client)

**Background:** Two brothers, John and Mickey Chohany, born and raised in Williamsburg, VA took over Second Street Restaurant. The brothers are personally active in the restaurant, ensuring the quality of each patron’s experience. From the moment you cross the threshold, you are a family guest, and to share with family, friends and business associates, is the reason the Chohany brothers are in business. Together Cox Media and the Chohanys created two commercials with this value in mind.

**Reasoning:** The Cox Media Sales Consultant and I walked in the meeting with a storyboard and script called “Voices,” a concept with little copy but driven by strong images and phrases to describe a feeling and experience. My script and storyboard were very close to their vision. Mickey was sold on the idea, but John wanted to go in another direction. Each are passionate about their restaurant, they wanted to express and relay to viewers, Second Street is not “uppity” and pricey…WOW is the phrase Mickey and John continued to use to describe the restaurant. WOW — This is a nice place; WOW — the prices are reasonable. Within minutes, the “WOW” commercial was born. Later based on some other concepts, we created a second commercial called “Locals.” The emphasis expressed their hometown commitment. Since the audience was so broad, we went with the “WOW” concept to pull viewers in.

**Challenges:**

The Chohany brothers think very independently and getting them to “yes” was a little challenging, but they saw the quality of Cox Media’s production work online… They said they liked the way Mark and I presented and felt as if they could express their opinions and were guided in the right direction.

**Favorite details: The Red Hat ladies were a hit. 2nd Street Bistro is their favorite spot and the Chohany brother’s immediately thought of them for the shoot. The shoot wasn’t schedule on their night but when they found out 2nd Street Bistro was offering a free meal they couldn’t pass up the offer.**

**Visual influences:** The Chohanys brothers’ characteristic attention to detail, supplied models and extras including friends, family and staff for the shoot. Mickey created a mountain of entrée’ that look amazing on camera. No additional food photography make-up needed on their entrées. My Director of Photography and lighting director did an amazing job of making the atmosphere warm and inviting. The lighting and framing was designed to bring out impact detail. worked my shot list efficiently, so that we could gather additional footage for future projects. And pulling focus with such a shallow depth of field on a Cannon C300 gave it a nice touch.

**Follow up…**

Super Bowl Sunday, I ran into John Chohany in a neighborhood grocery parking lot. He raved about the positive response from the commercials and said the Newport News location has never done better than Williamsburg until now. In that moment he mentioned a special promotion the restaurant is doing for Valentine’s Day. At that moment, John and I agreed to create a holiday overlay for the “WOW” commercial to carry over the continuity of his print and online ads.

More proof that ideas matter, and that following up with clients leads to stronger long-term relationships and better results. To say nothing of happier clients. Having a client who understands the creative aspect and knows that you don’t have to shout to have your message heard was instrumental to the success of this project.