



Creative Brief





→ Project Title

Creative brief for Roadmeal Social Media Ad Campaign

→ Project Overview

The campaign aims to highlight the unique dining experience, delicious menu options, and inviting ambiance of the restaurant to a wide audience.

→ Objective

This is a concise statement of what you want to accomplish in your target market. Do you want to inform, persuade or motivate an audience to take a specific action?

Promote the restaurant through a social media ad to increase brand awareness

→ Target Audience

Who is the creative work addressing? Describe in as much detail as possible who you want to engage and influence. Use demographic information, describe interests, behaviors, needs and fears.

Demography: All gender aged 25–40 who live in Ikorodu area of Lagos State, Nigeria.

Food enthusiasts, local residents, families, and young professionals interested in grilled foods, Barbecue, and African dishes. Likely to use social media platforms to order food, enjoy dining out, and appreciate quality food and experiences.

→ Competitors

Who in your field also targets the same audience? Summarize what products they are currently selling or campaigns they are running that might affect reaching your own objectives.

Other restaurants have been identified. Their social media presence, ad strategies, cuisines, offerings, community engagements has been identified and analysed.

→ Your Offer

What are you trying to promote or sell exactly? What aspects or features of your offer stand out?

- Locally sourced and fresh ingredients in supporting local producers
- Specialized and niche cuisine providing customers with a unique dining experience they can't find easily elsewhere.
- High-quality dining experiences at affordable prices.

→ Key Benefit

What is the single most important benefit of your offer for your target audience?

Provision of a satisfying and enjoyable dining experience.

→ Problem

What important problem of your target audience is your offer solving?

Time Constraints and Convenience: To save individuals the time and effort required to plan, shop for ingredients, cook, and clean up after a meal. Roadmeal offers a convenient alternative for busy individuals who may not have the time or desire to prepare meals at home, allowing them to enjoy a ready-made meal with minimal effort.

→ Proof Points

What information can you share to make your offer credible and trustworthy? Can you share customer quotes, satisfaction levels, low-price guarantees or test results that lend you external credibility?

- Customer quotes and reviews.
- Competitive prices which can be compared with similar brands in the area.

All information available on the social media pages.

→ Deliverables

What asset or assets do you need specifically? Images, a video, a PowerPoint presentation? Include details about the specific file format, size or other technical requirements.

Deliverable 1 Facebook image post (940 x 788 px) and Instagram image post (1080 x 1080 px) of png format not more than 5MB, showing Roadmeal Party Jollof rice.

Deliverable 2 Copy of the Ad, including headlines, body texts, captions

Deliverable 3

→ Look and Feel

Add some keywords or personality traits that describe what you want the tone of voice and design to feel like.

Elegant, Cozy, Fun, Cheerful, Playful.

→ Guidelines

Here you can include specific design features that you want to see included such as specific headlines or product photos or more general guidelines for the execution such as color palettes or fonts to use.

Copy	Immerse yourself in a world of exquisite flavors, impeccable service, and a warm, inviting ambiance at Roadmeal.
Social Media	Facebook and Instagram platforms
Other	CTA: Learn more. Use Roadmeal Brand colour, and Canva Sans font

→ Timeline

Projected timeline

April 1 – April 30

Important dates/deadlines

Check metrics such as impressions, reach, ad recall.

→ Budget

Amount	20,000 naira
Financial Sources	Income generated from last month's sales
Notes	



→ Comments and Approval

Contact Name and Title

Oladeinde Adeboye,
Director of Roadmeal

Comments

Get the director's approval for the brief, ad and Campaign creation on Ads manager

Date

16th February, 2023

Signature

