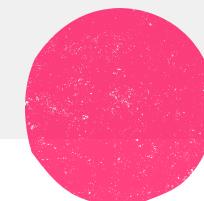
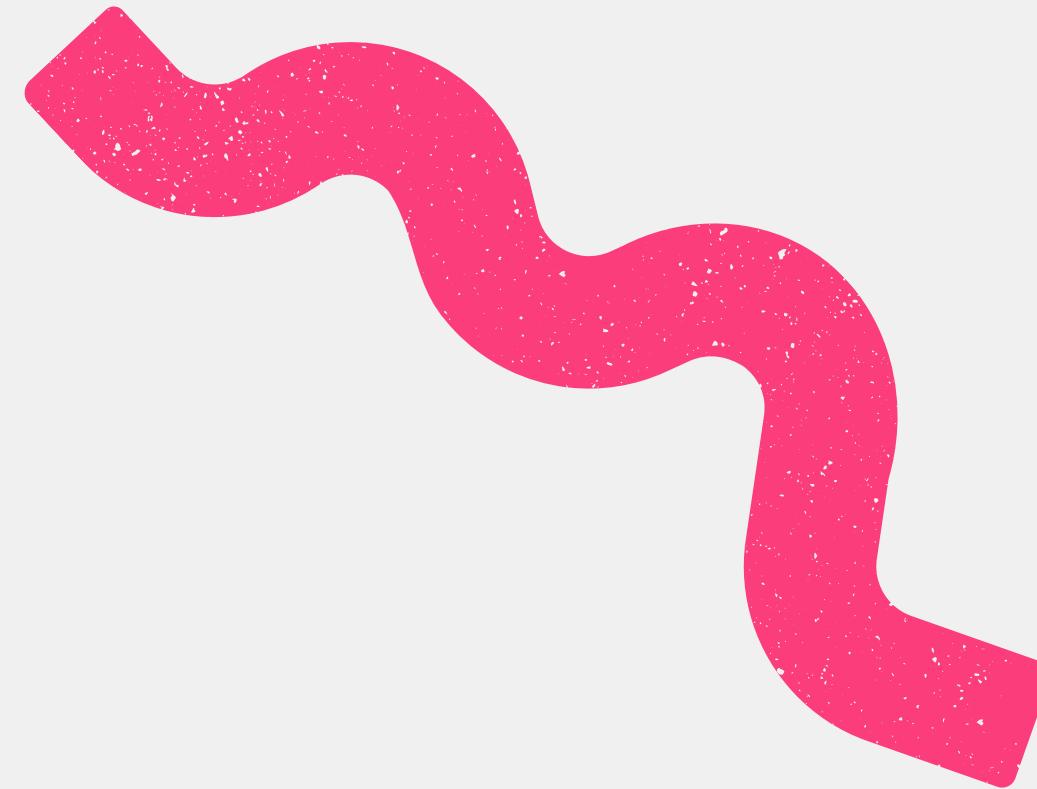


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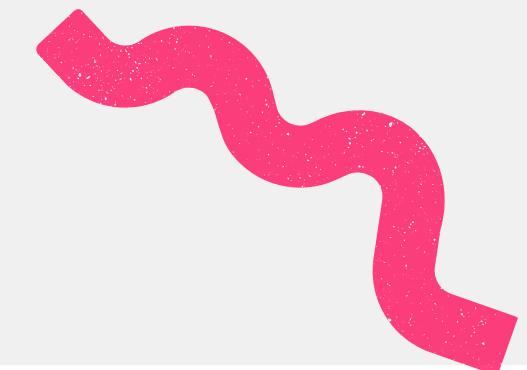
Digital MARKETING CAMPAIGN

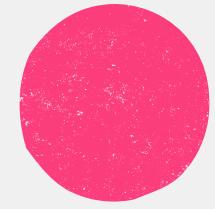


Graduation Project

TABLE OF CONTENTS

01	Idea	32	Student Profiles
05	Script	46	Class Trip
12	Staff	57	School Play
15	Class Photos	60	Sports Fest
26	Articles	87	Gallery



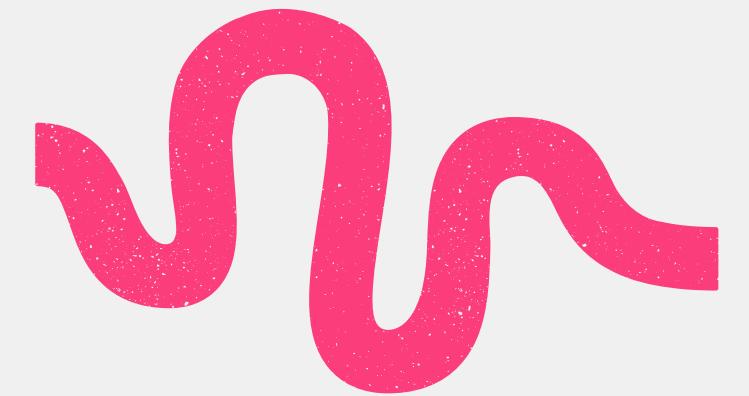


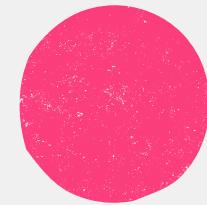
Social Media Strategy

1. Why do we want to be on social media?

Our social media goals are:

- Establish brand
- Generate leads
- Grow sales and revenues
- Increase visibility
- Brand image endorsement



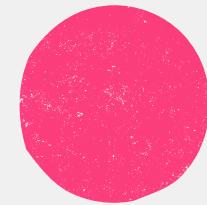


Social Media Strategy

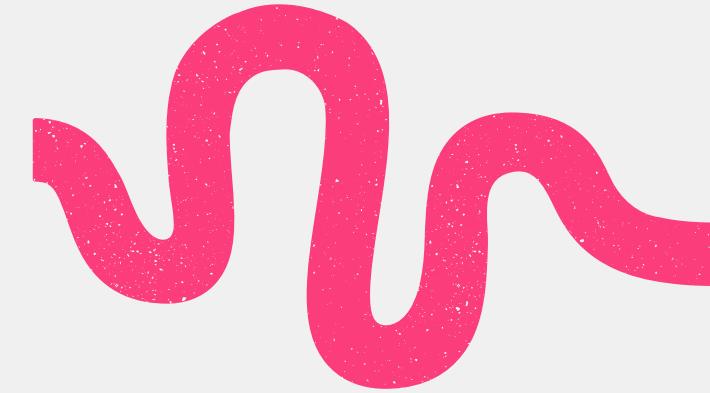


2. Who is our target audience?

Who are they?	Students, Employees, from 18-45, Males & Females, +5000 EGP, New Cairo
What are they interested in that you can provide?	Food, Hanging out, Group meetings, Birthdays, Corporate events, Unique experience
Where do they usually hang out online?	Facebook, Instagram, TikTok
When do they look for the type of content you can provide?	On weekends, during their daily commute
Why do they consume the content?	To entertain their spare time, to get food recipes, to stay up to date
How do they consume the content?	Watch videos, Share memes



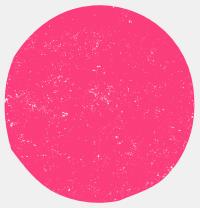
Social Media Strategy



3. What are we going to share on where?

Here are the themes of our content for each of our social media profiles:

Facebook	Informative, straight to the point
Instagram	More dynamic and catchy, Q&A, More engagement
TikTok	Fun videos, Set new trends



Social Media Strategy

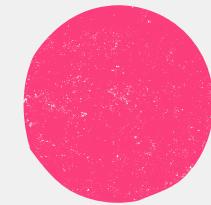


4. Launching Content plan

Business Objective	Social media goal	Campaign Tagline	Posts	Stories	Notes
Grow the brand	Engage with new customers, creating a community	You get the quality you deserve	Talk about our USPs, introducing new concepts to the already saturated market through new types of social media posts that include teasers with the tagline proposed.	Mystery stories that only include the logo and tagline	
Build brand loyalty	Drive attention to our adoration towards food and restaurant experience	Food doesn't come alone, We serve quality	1-Pictures of some of our main unique dishes and giving a few info about them to increase people's curiosity	Same pictures to be published with Q&A's asking people what is their favorite dish	
			2- Post with a question "Do You think food is being served by itself" Replying in the copy that serving food is being part of the experience	Stories asking audience the same questions a day before the post is published	
			3- Post talking about restaurants experience and how we serve a unique one	Polls before posting asking if they have liked a restaurant's food and it was ruined by the experience	Monthly series where we get addressed with people's problem so we can avoid it



Script



Script - Sketch 1



PLOT SUMMARY:

In a similar setup to Uber's Commercial in a restaurant, two lovely couples sit together in a romantic mood, an enchanting place where their night and experience get ruined by a lumpish waiter throwing inane jokes no one understands but himself.

INT. Restaurant- DAY
Couples sitting and observing the place

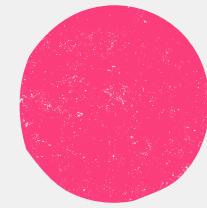
AYA

(Low Voice)

لا بس المكان شكلوا حلو قوي

SELIM

اه بيكولوا الاكل هنا تحفة



Script - Sketch 1



Enters a lousy waiter to introduce himself and asks the lady what they're going to order.

RAOUF

(Smiling)

مساء الخير،انا رؤوف هكون معاكم انهاerde لو احتاجتوا اي حاجة طبعا، ها جاهزين ن اوردر

>Raouf looking directly to Aya while asking

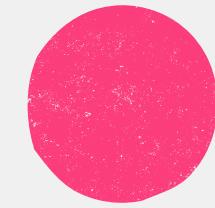
SELIM

(gesturing with his hand)

لا لسة يعني هنبص على ال Menu

Raouf

خد وقتك يا مسستر ساعة و ارجع لحضرتك اهاهاها بهزر ، QR CODE اه اكيد طبعا، هتلacci المنيو بخاصية ال طبعا يا مسستر، اتفض اتفض



Script - Sketch 1



Selim looks in a different direction and waves to a different waiter

RAOUF

(Smiling)

مع انكوا طلبتوا من معتز زميلي بس وصيتووكوا عليه

AYA

(Angry)

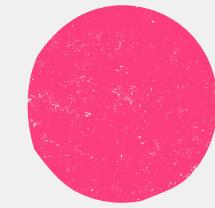
هو مش دا الطالبينه

Raouf

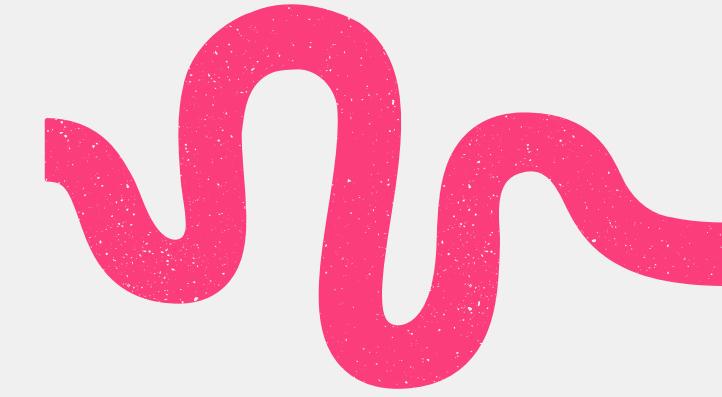
مااا مش دا؟

Aya

لا مش دا انا كنت طالبة Beef Stroganoff



Script - Sketch 1



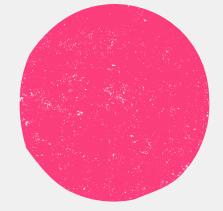
Raouf

بيف سترر .. ما لحمة ،، و لحمة

Tagline appears and the sound fades

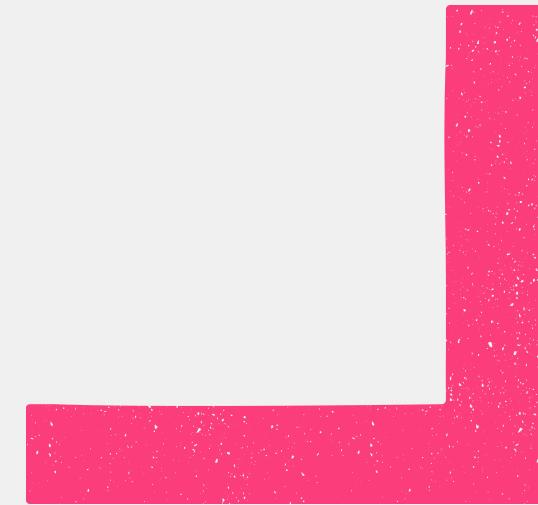
Raouf

دا بيجيب روziشيا دا



design better

Trials



Firstly, this was the name of the campaign

**YOU DON'T
DESERVE**
سامح لذادة

**Then I decided to change the name of the waiter
to Fady after asking a lot of my friends, they said
it suits the annoying waiter more than Sameh**

You don't deserve

فادي لذادة

Trials

Slogan,

"You should get the service you deserve."

Vapiano, you get the quality you deserve

You don't deserve Raouf, you deserve Vapiano

Trials

**YOU DON'T DESERVE RAOUF,
YOU DESERVE VAPIANO**

**YOU DON'T DESERVE RAOUF,
YOU DESERVE VAPIANO**

Slogan

Stove CFC



Vapiano CFC



OR

Locations

My Schedule

20/3	3 Sketches Scripts + Storyboards
25/3	Finalize Scouting Locations
2/4	Finalizing Pre-production
7/4, 9/4	Shooting
10 Days	Post-Production
19/4	Ads First Draft + Social Media Content
25/4	Ads Final Cut

Timeline



Happy
Our happy dog.

Thank you.

Yosef Meselhy - CU1901016