**Capstone Project-8**

**Deliverables of Google ad campaign project on Fusion Food**

The campaign objective is to create awareness about the fusion food. The reason behind to select this objective to identify the potential customer for the future opportunities as want to open restaurant which serves fusion food.

I have selected combination of text/image ad format where I put headlines like

* Modern Indian Veg-fusion food
* Fusion food cuisine in India
* Trends of Vegan Food

Targeting option would be segmentation where college students selected

I faced problem to identify the ways to create awareness among the target audiences for the fusion food. I addressed this problem by understand the power of social media where I put google ads to get the people response on the fusion food recipes.

The learning and experiences are more directed towards how to run the campaign and how to develop ads by decide right heading and description with the right bidding price.