**PRE-LAUNCH COPIES FOR NESCART EATS**

**Promotional Video:**

**Motion Graphics AD;**

**Show a Danfo Bus moving till it arrives at a bus stop with an Indication of ‘Nescart Eats”. A character gets down from the bus and is seen delivering Nescart Eats Food Pack to someone at the bus stop.**

**Text:** Ever waited for over an hour for your food to be delivered? You probably felt angry and no longer hungry. Well, with Nescart Eats, Your food arrives in minutes! We deliver tasty meals from well-vetted restaurants close to you and guess what? They come at affordable prices!

Amazing right? We know!

You don’t have to wait any longer! Nescart Eats is bringing faster food delivery to Lagos, so get ready!

Download the Nescart Eats now to place your orders or visit eats. Visit [eats.Nescart.com](http://eats.nescart.com) to buy meals on the go or subscribe to a monthly meal plan that covers you from Monday to Friday!

Nescart Eats- All the food you love in one place!

**Design: Show A typical Food package but in a way that portrays the “unknown”**

**Text: Something delicious is coming! It’s Fast, Yummy, and Affordable! Guess what??**

**Caption: Something mouthwatering is coming for you and you won’t be able to keep your fingers away from your mouth!**

**Design/Text: shhh! Don’t keep this secret to yourself! Something is about to knock your belly out with flavors!**

**Design: Show a graphic representation of a food clock**

**Text: Are you hungry? So much can happen in a few minutes!**

**Design: show someone carrying a Nescart eats food pack or a delivery rider**

**Text: We'll deliver extra yummy meals straight to your doorstep in minutes!**

**Design: Show a slashed high price and a new price with a platter of fries being dipped into ketchup.**

**Text: Buy the dip- It's Affordable. Yummy. Fast**

**Design: show a steaming hot bowl of soup**

**Text- You feel the fire because we serve it hot always!**

**Design: Show an empty bowl making a sad face. Show another “nescart eats” bowl full of food making a happy face.**

**Text: A fresh start for Food Delivery service with Nescart Eats**

**Design: Show a splurge of popular foods arranged to create the text “Nescart Eats”. Add the website as well and a trolley containing a Nescart Food Pack**

**Text: All your favorite foods in one place.**

**Caption:** Everything! Anything! That you love, in one place! Tell uswhat is coming and you stand a chance to win an amazing package when we launch!

**Design: Show a Food tree with Nescart food packages and a missing food branch indicated with a large question mark**

**Text: The Food Tree is Never complete without your Nescart Buddy!**

**Caption:** You can enjoy yummy and affordable food delivered fast and in minutes but you don’t want to enjoy all these alone. Tell someone about Nescart Eats, and have them visit the website or download the app. Show us your Nescart buddy and you both get to win free meals on the day we launch!

Tell someone about Nescart Eats today!

**Design: Show a graphic representation of a popular place or Landmark in Lagos, Abuja, and Ibadan with a stack of food splashing across the image.**

**Text: WE ARE COMING TO YOUR CITY! Guess where?**

**Caption:** Nescart Eats is coming to a city near you! Tell us which of the cities we are coming to and you stand a chance to win a FREE MEAL on the day we launch! Let's go!

**LAUNCH COPIES**

**Design: Show a screenshot of the previous question and the winners who guessed correctly.**

**Text: Hello Lagos! We are coming! Fast Delivery! Affordable meals! Yummy foods!**

**Caption:** If you guessed correctly, then you have become one of our first few subscribers to enjoy a Free Meal on the day we launch! Lagos, Are you Ready?

**Design: Show a clock with a phone mock-up showing the Nescart web/app, the time the person ordered, and when it arrives**

**Text: Waiting a long time for your food?Not with Nescart Eats! Your food arrives in minutes!**

**Design1: Warning! The following content will make you hungry! Really Hungry**

**Design2: Display various kinds of food with the Nescart Eats Logo**

**Text: Fast Delivery. Yummy and Affordable Meals. All your favorite foods are available on Nescart Eats**

**Design: Show a food-themed traffic light. The first light indicates yummy, the second, Affordable, and the Third, Fast**

**Text: Countdown to the launch of tasty meals and swift delivery!**

**Caption:**  Lagos are you ready? Nescart Eats is Coming!

**Design: Show the various Food plans in a scenario that indicates a food war**

**Text: Did someone say Food Attack?**

**Caption:**  Nescart Eats also offers you an option to subscribe for your choice of meals every day from Monday to Friday, for a month! Check out our meal plans on eats.nescart.com or download the Nescart Eats app now to start eating!

**Design: Show a Nescart food with wheels like a Delivery bike**

**Text: We deliver! You Devour!- Fast Delivery**

**Caption:** You don’t have to wait for hours until your hunger fades in disappointment. We are the fastest food delivery in your city and we deliver within minutes! Place your order on the Nescart Eats app now. Visit eats.nescart.com to order away!