**COPYWRITING**

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**ST. ANDREW’S COLLEGE, BANDRA**

**PRODUCT CATEGORY – FAST FOOD : PIZZA**

**BRAND NAME – CAPRESE**

**TAGLINE – EAT WHAT YOU LIKE, AS MUCH AS YOU LIKE**

**CONCEPT NOTE**

Caprese sells Neapolitan style pizza. Have you ever felt left out of a pizza party because none of the pizzas appeal to your particular taste? Now you never have to feel that way again! If you are a meat lover, vegetarian, vegan or even like pineapple on pizza, we’re your guys! If the pizzas on our menu don’t float your boat, you can choose from our whole range of fresh Italian ingredients to come up with your own wacky combinations of toppings. You deserve to be in a pizza state of mind all day everyday.

**CAMPAIGN RATIONALE**

This campaign focuses on how Caprese caters to people’s different taste buds through pizza, whether you are a meat lover, vegetarian or vegan. The campaign rationale is to make everyone with different tastes feel included when it comes to the pizza they like and enjoy. At Caprese, there’s a pizza for everyone and no one has to feel left out of the party.

**EXISTING BRANDS AND THEIR STRATEGIES**

**PAPA JOHN’S** - Papa John's operates pizza delivery and carryout restaurants, and in certain international markets, dine-in and delivery restaurants, which offer pizza along with side items, including breadsticks, cheese sticks, chicken poppers and wings, dessert items and canned or bottled beverages. Their advertising efforts include the use of local television, radio and print, targeted mail, flyers, digital display ads, email marketing, text messages and social media.

**PIZZA HUT** - Pizza Hut is always adding something new to their menu, trying to reach new markets. For example, in 1992 the famous buffet was launched in Pizza Hut restaurants worldwide. They were trying to offer many different food

items for customers who didn't necessarily want pizza. Another strategy they used in the past and are still using is the diversification of their pizzas. Pizza Hut is always trying to come up with some innovative way to make a pizza into something slightly different. Their promotions are distributed mainly by mail, but also by fliers on college campuses around the country in order to reach the target market. They use billboards at mainstream places to get more customers as well as distribute door to door brochures. They also place ads in magazines. They make use of print and TV ads.

**1441 PIZZERIA** – 1441 Pizzeria allows their customers to ‘Make their own Pizza’ with unlimited toppings. This doesn't require too many inventions from their side, but they do have a few festivals like a Cheese Festival, or a Sea Food Festival to cater to a larger and also specific audience, spreading a great buzz and generating brand recall with all of their customers. The 1441 Pizzeria team focused on promotions of its brand through social media, and got several bloggers and influencers to review and go through the entire experience.

**COMPETITORS**

Domino’s Pizza, Pizza Hut, Sbarro, Pizza Express, 1441 Pizzeria and Joey’s Pizza.

**CAMPAIGN BRIEF**

Not many pizza brands cater to the different tastes of pizza lovers. This campaign focuses on how Caprese aims to do that through its pizzas for meat lovers, vegetarians and vegans as well as customizable pizzas sold by the slice and by the pie. It aims to bring people together through pizza. The objectives of this campaign are to promote a wide variety of pizzas catering to the different tastes of consumers including vegan and healthy pizzas as well as customizable pizzas with fresh Italian ingredients. The creative strategy statement is “Eat what you like, as much as you like.” The key message to communicate is that everyone deserves to be in a pizza state of mind and eat what they really want to eat. Caprese caters to meat eaters, vegetarians, vegans, health freaks as well as people who like pineapple on their pizzas! This campaign is going to be promoted through print, TV, radio and outdoor ads and the duration of this campaign is going to be 2 months.

**TARGET AUDIENCE**

This campaign targets kids, teenagers, college going students, adults as well as elders. So therefore, it targets everyone from age 8 to age 80.

**TONE OF VOICE**

The tone of voice is welcoming, casual, modern, fun, adventurous, honest, understanding, cool and inclusive.

The following media vehicles will be used to promote this campaign:

**Print**

**TV**

**Radio**

**Outdoor**

**PRINT ADVERTISEMENTS**

**PRINT AD #1**

Headline – *YOU CAN EAT WITH US!*

Sub Headline – *CAPRESE, EAT WHAT YOU LIKE AS MUCH AS YOU LIKE!*

Visual – Different animals surrounding a pizza pie in which all the slices have different toppings.

Body Copy – *WHETHER YOU’RE A MEAT LOVER, VEGETARIAN, VEGAN OR EVEN LIKE PINEAPPLE ON YOUR PIZZA, WE’RE YOUR GUYS! ITZZA PIZZA PARTY!*

Call To Action/Contact Information – *NOW OPEN AT LINKING ROAD, BANDRA*

*ORDER ONLINE AT – www.caprese.com*

*FOLLOW US ON FACEBOOK, INSTAGRAM AND* TWITTER

**PRINT AD #2**

Headline – *EVERYONE DESERVES PIZZA!*

Sub headline – *CAPRESE, EAT WHAT YOU LIKE AS MUCH AS YOU LIKE!*

Visual – A baby looking at different slices of pizza from one end of the table, with delight in his eyes.

Body copy – *ALONG WITH OUR ALL INCLUSIVE MENU, GO OVER THE TOP AND CUSTOMIZE YOUR OWN PIZZAS WITH OUR WIDE RANGE OF FRESH ITALIAN INGREDIENTS! LOTZZA PIZZA, LOTZZA FUN!*

Call to action/Contact information - *NOW OPEN AT LINKING ROAD, BANDRA*

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**TELEVISION ADVERTISEMENT (STORYBOARD)**

|  |  |  |  |
| --- | --- | --- | --- |
| **FRAME** | **DESCRIPTION OF VISUALS** | **SCRIPT** | **AUDIO** |
| FRAME 1 | Car pulls up to a Caprese drive thru |  | Popular music, laughter and chatting can be heard getting louder as the car pulls up and stops |
| FRAME 2 | Window rolls down and a sober young man puts his head out. We can see his friends drunk out of their minds in the backseat laughing, talking and singing at the tops of their voices. |  | Loud music, laughter and chatting continues |
| FRAME 3 | Caprese employee smiles and says | Hi! What can I get you? | Loud music, laughter and chatting continues |
| FRAME 4 | The boy looking fagged out says | Hey! We have a situation here | Loud music, laughter and chatting continues |
| FRAME 5 | The Caprese employee nods and smiles knowingly |  | Loud music, laughter and chatting continues |
| FRAME 6 | Drunk person #1 says | I’ll have a slice with pepperoni, meatballs and mozzarella. Hold the onions | Loud music, laughter and chatting continues |
| FRAME 7 | The employee still smiling | No problem | Loud music, laughter and chatting continues |
| FRAME 8 | Drunk person #2 from the backseat | Hey I wanted that, make that two but no meatballs in mine | Loud music, laughter and chatting continues |
| FRAME 9 | The employee while writing everything down says | Absolutely | Loud music, laughter and chatting continues |
| FRAME 10 | Drunk person #3 | Get me a vegan pizza with the works | Loud music, laughter and chatting continues |
| FRAME 11 | The employee says | Got you | Loud music, laughter and chatting continues |
| FRAME 12 | Drunk person #4 | I NEED mozzarella, parmesan and red sauce. | Loud music, laughter and chatting continues |
| FRAME 13 | The young driver smiles at the employee amused and says | I’ll have what he’s having | Music, laughter and chatting starts fading |
| FRAME 14 | The employee laughs and says | Coming right up! | Music, laughter and chatting starts fading |
| FRAME 15 | Delicious, piping hot pizza arrives and everyone goes silent while they dig in |  | A slow, Italian instrumental starts playing to match the slowed down visual |
| FRAME 16 | The drivers smiles at the employee and says | Ya’ll did it again. Same time next week? | Italian instrumental continues playing |
| FRAME 17 | The employee smiles back | Same time next week. | Italian instrumental continues playing |
| FRAME 18 | The driver smiles and the car drives off with all his friends satisfied and dozing in the backseat |  | Italian instrumental continues playing, starts to fade |
| FRAME 19 | Car drives off into the night and the logo appears on screen |  | The music gets soft  Voiceover : Caprese - Eat what you like, as much as you like! |

**RADIO ADVERTISEMENT**

SFX : Dial tone

*(Woman answers)*

Woman : Hi this is Caprese! How can I help you?

Man : (seductively) Caprese, it’s me. Yeah I want the usual tonight. *(pauses)* No, we haven’t been overdoing it. My parents are out of town and I can do anything I want, so get your tail over here pronto. I want it fast and I want it hot ……. BUT NO PEPPERONI OR I’M SENDING IT BACK!

VO : CAPRESE PIZZA - EAT WHAT YOU LIKE, AS MUCH AS YOU LIKE.

**OUTDOOR ADVERTISEMENT**

**BILLBOARD**

Main tagline to the left of the rectangular billboard – *EAT WHAT YOU LIKE, AS MUCH AS YOU LIKE!*

Caprese logo (center)

Visual to the right of the billboard – A young man with 10 different slices of mini pizzas, one on each finger, putting one in his mouth which is open wide.