**Business Name: Curry Cart**

**Slogan: We Brake for You! Shouldn't You Break for Us?**

*Locations*

Summit Mall (Monday/Thursday)

Garden Plaza (Tuesday/Friday)

Baldwin Shopping Center (Wednesday/Saturday)

*Printed Advertisements*

Flyers at each shopping center entrance with dates/times

Newspaper ad/BOGO coupon

City Scene magazine feature story with owner

Flyers at community center, ballpark, and library

*Radio/TV*

Interview on local television morning show about truck concept

Live radio remote from food truck grand opening

*Signage*

Signs on stakes with arrows at each location while truck present

Sign at each location indicating when truck will return

Sign on mall marquee introducing food truck

*Social Media*

Facebook page: Check In for a free upgrade to a large shake

Twitter: Daily tweets about location, discounts, and flavor of the day

Instagram: Show us your Instagram pic for 50% off your next visit

*Giveaways*

Free shake coupons for certain stadium section at Panthers home games

Bring in your Tigers ticket stub for 10% off your purchase

Register on-site (with a purchase) to win a month of free shakes

Bring a friend the next day to receive 50% off for you, 10% for friend.

*Contest*

Propose the next big shake flavor and win free shakes for a year.