



**ADVERTISE
CAMPAIGN**

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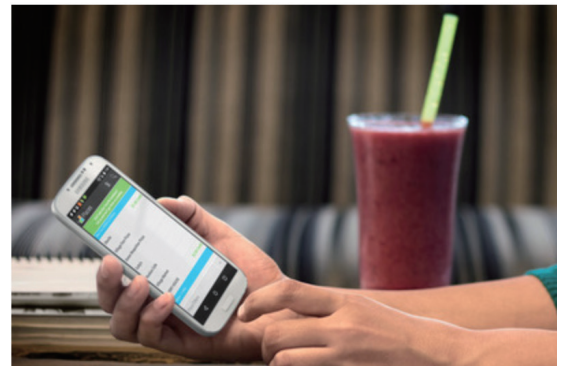
COLLECTED 5 GOOD MARKETING

IDEAS

The competition among restaurants is fierce, and it'll be need to give all to be successful. I collected with 8 restaurant marketing ideas and strategies that promise to help MadMex improve business and get attention from growling stomachs everywhere!

Loyalty Programs

Partnering up with online food apps should definitely be a consideration as part of your restaurant marketing plan. Partnering with online apps encourages visitors to check out your restaurant through gamification and loyalty programs, which offer visitors a free purchase or discount for visiting a certain number of times.



Coupon Discounts

Providing coupons and discounts for your restaurant is always a surefire way to bring customers running. Offer a free dish to your new email newsletter subscribers. Alternatively, you can try advertising a discount through Groupon or Living Social – if you go that route, you'll get a TONS of exposure, but you'll end up paying a hefty portion of sales to the deal website, so keep that in mind.



Start a Food Truck

Starting a food truck isn't for the faint of heart – it's a tremendous endeavor and, depending on the kind of truck you want to buy, it can be very pricey. However, starting a food truck enables you to dish out your food to folks you might never normally come in contact with.



Local Ingredients

Customers love to hear that they're eating local, and sourcing local ingredients from nearby can do a lot to boost your fan base and give you a positive reputation in the community. If it's not out of your budget, definitely consider this option!



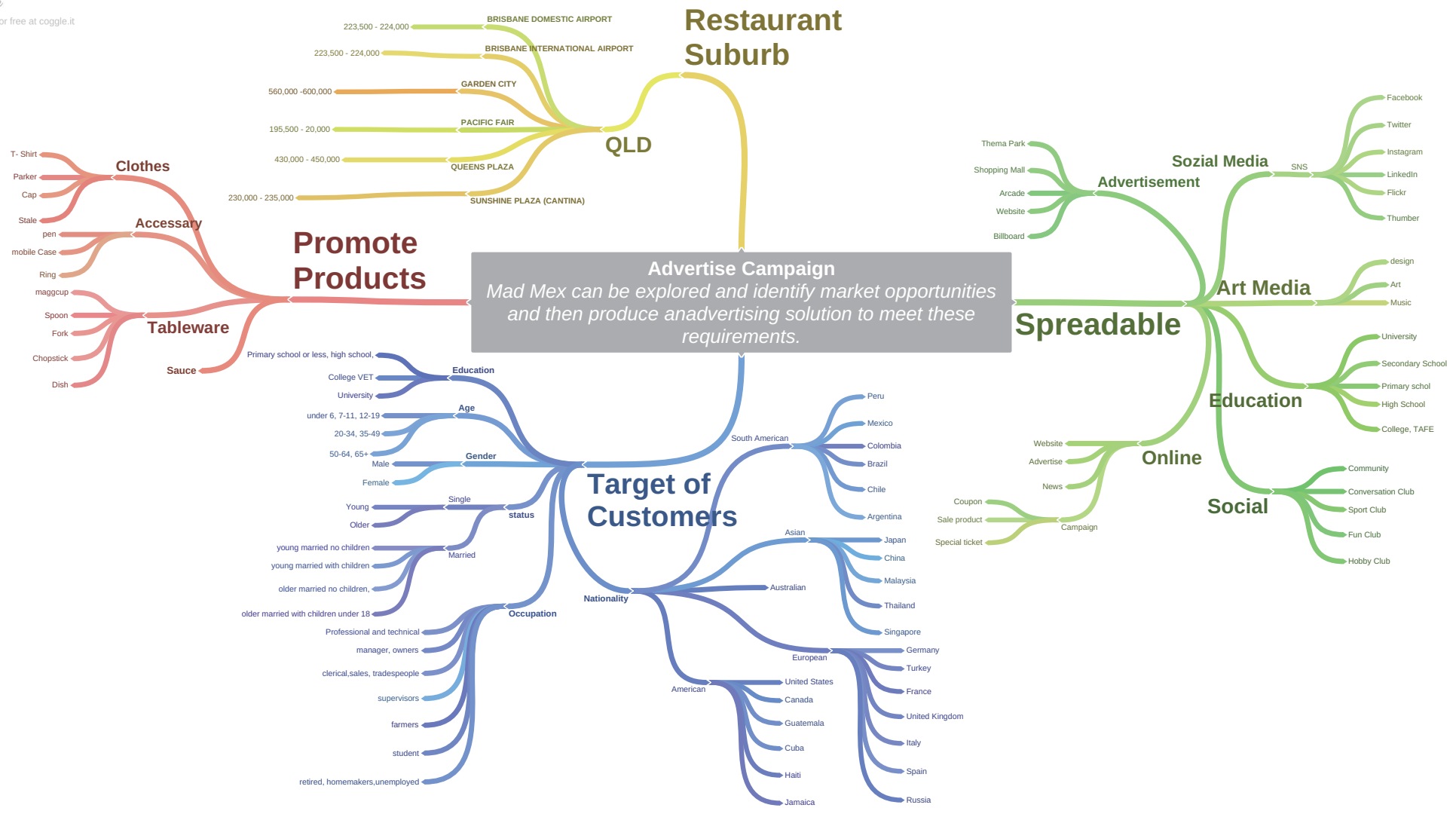
Develop Identity

Building brand identity can have a big affect on your social media performance. Your goal should be to build you restaurant's identity around your target customers. Understand who your target patrons are, then build your brand around what they are interested in. Reflect these interests on your social media platforms and in your promotional material.



COGGLE MIND MAP

coggle
made for free at coggle.it



SWOT ANALYSIS

STRENGTH

Located in big commercial facilities.
Serves in reasonable price

WEAKNESS

Poor intuitiveness of the current logo. Potential customers may fail to perceive Mad Mex as a Mexican restaurant.

OPPORTUNITIES

If Mad Mex can do well in the fierce competition, the reward is big; more customers and more sales

THREATS

Many competitors of the same kinds (Subway, MacDonald and Gomez). They also sell at reasonable prices.

ANALYSIS OF SUMMARY

- Strengths or opportunities that can reduce or negate the weakness or threats?
- The price range won't make Mad Mex compete against restaurants other than fast food restaurants.
- Without an intuitive logo, their presence is noted by customers.(eg, whoever goes to food court may notice the presence of Mad Mex)
- How can the strengths also be threats.

Mad Mex has to be clever enough to overwhelm other competitors who are selling fast food at reasonable price.

SEASON CAMPAING

Organise Halleween festival

Drink apple cider, go to a pumpkin festival, carve a pumpkin, decorate the house, go to a haunted house, find your way out of a cornmaze... the list continues until Halloween approaches on October 31st.
If MadMex is become a host of halloween festival, it will definitely be buzzing custmaers sorround MadMex at the day.



MAD MEX HALLOWEEN CAMPAIGN

AUTUMN IS NOTORIOUS FOR GETTING FAMILIES OUT OF THE HOUSE TO ENJOY TRADITIONAL FALL-FESTIVITIES; ESPECIALLY IN FOLIAGE-LADEN AREAS LIKE NEW ENGLAND. MAYBE IT'S BECAUSE SCHOOL ALWAYS STARTS IN SEPTEMBER, BUT IT JUST SEEMS LIKE FALL IS THE TIME WHEN EVERYONE HAS A PLAN IN PLACE. IF YOU'RE A RESTAURANT OWNER MIGHT BE THINKING: WELL HOW CAN I MAKE MY SPOT PART OF THEIR PLAN?

As a restaurant owner, halloween activities give them unlimited opportunities to take advantage of the season and have a little fun at the same time... and with a little bit of a marketing strategy, you can make sure your place is the go-to destination.

THE BASICS

Redesign logo for Halloween

The Mad Mex logo is a sugar skull symbol for what's prospering in Mexico now, and the power of the signal and unique mark that people prefer to come around Mad Mex everyday.



THE BASICS

Recolouring logotype

Trying to change colour for hallooween atmosphere and the adjustment of space between pairs of letters was manually shifted in order to create a more visually appealing and readable logotype.



THE BASICS

Create new logo for the campaign

The adjustment of space between pairs of letters was manually shifted in order to create a more visually appealing and readable logotype.



LOGO

CLEAR SPACE AND MINIMUM SIZE

When you are using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 16 pixels wide.



logo clear space



16 pixels

logo clear space

LOGO

COLOR

The Mad Mex logo is always red, green and white. It must be legible and maintain the integrity of its form. However, only this campaign our colour is going to change to orange and purple. It can show halloween moods.

When placing the logo on image, always use as same way of any colors.

For image orange or purple background, we suggest applying a 90% white tint to the ensure image to maintain legibility of the Mad Mex logo.



with orange or black colour back ground



with purple or darker color back ground



The logo on image back ground



layer 2
90% orange or purple tin



layer 1
Original image

TYPOGRAPHY

BODY COPY

For the base, when customers need to read informations, we can use Helvetica Neue.
For the event name, and logotype, we can use the company name, it's always use all white colour except our logotype.

HALLOWEEN

MAKES PEOPLE

SPICY

AND WHEN

PEOPLE ARE

SPICY

THEY GO

MAD MEX

UNFOLDED APPLICATIONS

A BUS STOP SIGN

Our advertise design is combined 3 layers that original image is put on bottom, 60-80% tint body copy cover on the image, and then original logo and important words with colour frame put on top.



layer 1
original image

layer 2
60-80% tin



layer 1
purple back ground



layer 2
100% body copy and logo

Combined all layer
business card image



Combined all layer
business card image



1



Combined all layer
business card image

3



Combined all layer
business card image

4



layer 1
original image

layer 2
60-80% tin



layer 1
orange back ground



layer 2
100% body copy and logo

UNFOLDED APPLICATIONS

A BUS STOP
SIGN



UNFOLDED APPLICATIONS

A BILLBOARD

DESIGN



UNFOLDED APPLICATIONS

T-SHIRTS

DESIGN

Our fun T-shirts design is simple and universal -- it is the common thread our brand and allow us to emphasise the Mad Mex with Halloween moods.



UNFOLDED APPLICATIONS



T-SHIRTS

DESIGN



UNFOLDED APPLICATIONS

MERCHANDISE PRODUCTS

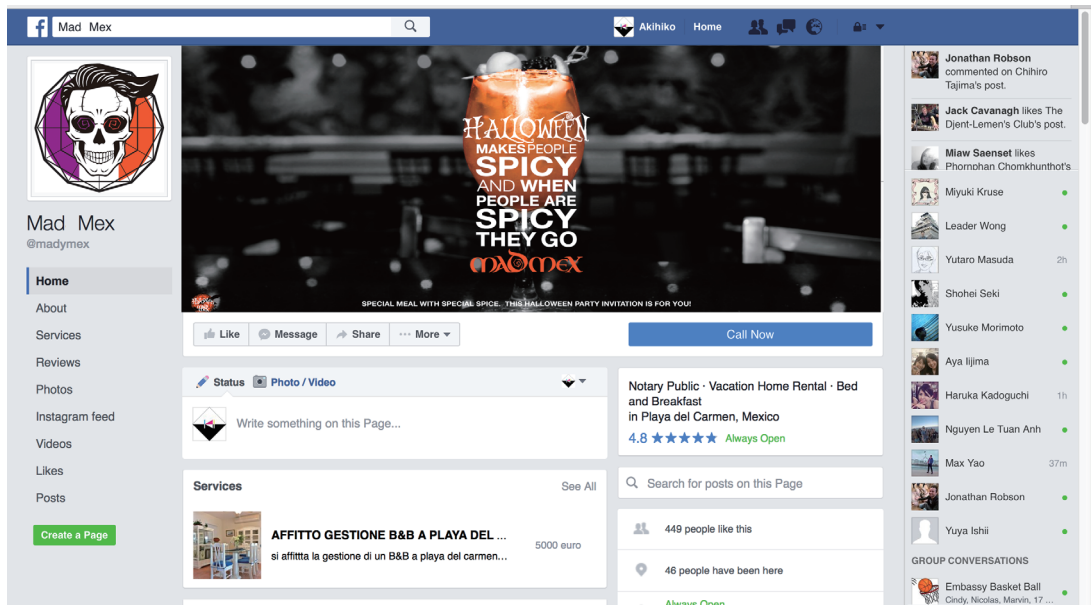
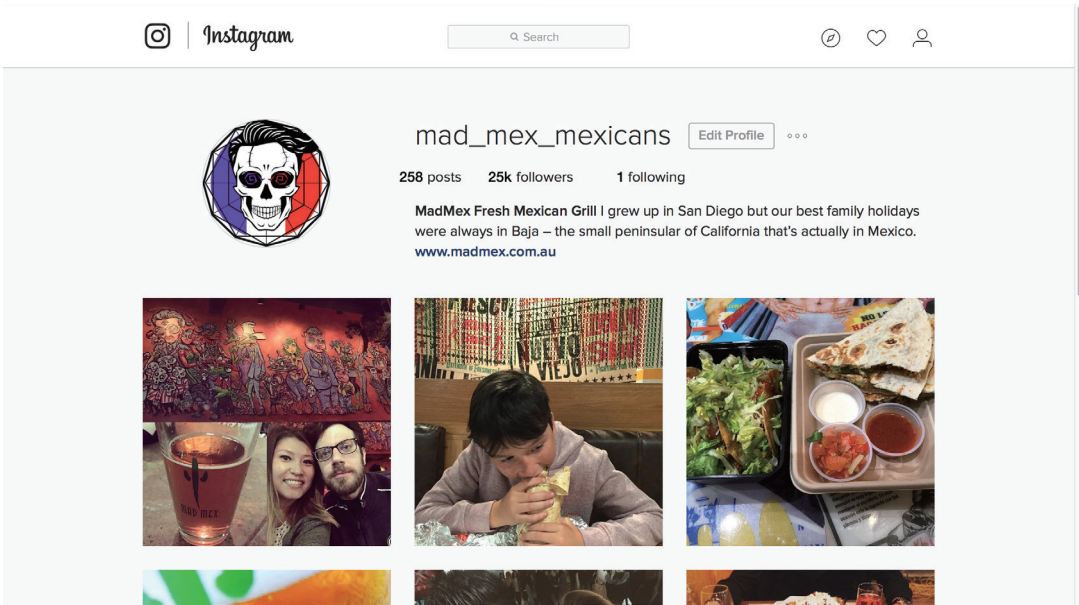
Our merchandise design is familia and universal -- it is the common thread halloween candy and chocolate. They also allow us to emphasise the Mad Mex.



UNFOLDED APPLICATIONS

SOCIAL MEDIA CAMPAIGN

A mock up of Instagram



A mock up of facebook