



Creative Brief

Company: Pegasus Pizza

Overview/Company Situation:

Pegasus Pizza is celebrating its 20th anniversary on Oct. 15th. The restaurant has been a staple among college students for its diverse, unique pizza options and its large booth-style seating perfect for watching Duck games and hosting group meetings. The restaurant will be running two consecutive quarter page ads (tues/wed) leading to the event. They want to highlight their sponsorship with Ninkasi Brewing, their all-day beer specials and their downstairs bar Fathoms.

Target:

Current and alumni U of O students living on campus and within blocks of the restaurant, as well as non-student regulars.

Current Target Perception:

Pegasus Pizza provides the best local gourmet pizza. They have a great sit-in restaurant, as well as a very convenient downstairs bar.

Insight:

Pegasus Pizza will always be dedicated to providing a fun restaurant environment for group meetings and game-watching-get-togethers for students, families and businesses.

One Single Thought:

Come celebrate Pegasus Pizza's 20th anniversary with friends and/or families and enjoy drink specials and raffle drawings.

Evidence:

Based on the Oregon Daily Emerald student-voted "Hot List" survey, the restaurant has been voted as the best pizza restaurant among college students twice in a row.

Desired Target Perception:

I wanna come celebrate Pegasus Pizza's 20th anniversary because I love their pizzas and drinks, their relaxed booth-seating, the downstairs bar and Lori and her wonderful staff.

Tone:

Exciting, celebratory, inviting and family/community vibe.

Mandatories:

20th Anniversary title, daily pizza specials/pricing, Ninkasi Beer Sponsorship, all-day event and all-day beer specials, open to enter Fathoms bar: (SAME AD BOTH DAYS).

Reference Materials:

Pricing and daily specials on their website, pegasuspizza.net; copy/font style from previous ads in database.

Timing:

Brief written: October 8th Production: October 8th/9th Proof shown with client: October 9th
Revisions and proof re-show: October 9th - 12th Final Copy for newspaper: October 12th