

BOOTH'S

FOOD, WINE AND GROCERY

Facebook Suggested Post Advert

? The Problem

There's a decline in Booths sales and they haven't had a major advertisement since 2010. The generation that shops at Booths is old and diminishing.

= Outcomes

- People scroll Facebook when bored.
- Boredom intensifies hunger drive.
- People who see delicious food on Booths' Facebook ad will be attracted to the store.

Target Audience

Our target audience will be 18-30 year olds who live in the Northern UK. Most people in this age group spend ample time scrolling Facebook when they're bored.

Speech Bubble Tone

- Fancy.
- Inviting.
- Enticing.
- Poetry that speaks to the stomach.

Key Key Messages

- Booths provides quality food and wine all in one space.
- "Sell the best goods available, in attractive stores, staffed with first class assistants."

Timeline & Distribution

