

# BOOTH'S

FOOD, WINE AND GROCERY

Christmas Delivery Mobile Ad

## ? 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

- Two variations of a banner ad and two variations of a full-screen ad.
- Increase Booths sales around Christmas time.
- Establish Booths as an option for Christmas dinners.
- Bring the Booths name to a younger audience.

## 👤 Target Audience

Our target audience will be British adults, 25-40 years of age, who live in the Northern UK. Specifically, adults of families who are too busy to plan and cook a proper Christmas dinner, or don't know how to cook one altogether.

## 💬 Tone

- Friendly.
- Sympathetic.
- Fancy.
- Get people into the Holiday spirit.

## 🔑 Key Messages

- Will reduce the stress of planning and executing a Christmas dinner for the average individual.
- High-quality, delicious food cooked and delivered to the consumer's door.

## Timeline & Distribution

