

BOOTH'S

FOOD, WINE AND GROCERY

Booths Card Television 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

- Entice existing customers into getting a booths card, which makes them more likely to shop at the store.
- Have a short TV advert that promotes all the advantages of having the booths card.



Target Audience

The main target audience we decided on for this advert was people who already shop at booths, as we felt they would be more likely to get the card. Yougov stats show that the most popular age group for booths is 55+, so that is who we will target with th advert.

☰ Tone

- Stylish.
- Sophisticated.
- Mature.
- Serious and to the point.



Key Messages

- Booths card offers several rewards.
- Inform of all the benefits that come with the cards.
- Booths is not just for the upper classes.

Timeline & Distribution

