

Executive Summary

The Powerhouse Team conducted extensive research for our client, Farrelli's Pizza. We spent a total of 20 hours visiting Farrelli's locations, and a combined 8 hours of online research from Facebook, to Instagram, to Yelp! Through our research and listening to the needs of our client, we were able to create three advertisements that we feel capture the brand essence of Farrelli's Pizza.

Our client wants to be known to the consumer in three ways: Northwest Pizza, Friends Around the Fire and Families Around the Table. Our first ad focusses on Northwest Pizza, and was designed as a menu insert to educate the current consumer on Northwest Pizza and to brand Farrelli's as the official pizza of the Pacific Northwest. Our second ad was aimed at the younger demographic with the creation of a photo based ad for Friends Around the Fire, featuring college students in university apparel having fun at Farrelli's. Our third and final ad considers Friends Around the Fire and Families Around the table by promoting the Fire Club membership card, including a contest to reward the consumer for frequent visit and Social Media interaction with the client.

All of our ads have offer a different design, but all make use of what we call the "classic Farrelli's colors," which are black, red and orange. We also made sure to use the newer "FP" logo that the client wants to push out as their new brand mark. Our second and third ads were chosen by our peers to be a part of the final pitch to the client.

Ad 1: Northwest Pizza

With our first ad, we wanted something that would work as a primary print source and a secondary social media source. Our idea behind this piece was that it could be used as a menu insert, a poster, a table flyer etc. The goal of the ad was to explain one thing: Northwest Pizza. With such a vague description of what exactly Northwest Pizza is, we thought it would be best for Farrelli's to explain to the consumer *their* style of pizza.

By having the FP logo featured with phrase Northwest Pizza (or NW Pizza), it emphasizes that Farrelli's makes Northwest Pizza and lets the consumer know where to find it. A lack of the advertisement of this part of the Farrelli's brand led our team to create this ad, which is why we chose to start with this concept.

What is...?

NorthWest Pizza



Hand Tossed Dough

Our Signature dough is hand-rolled and made fresh daily for maximum quality and freshness.

The dough goes through an extended proofing process which create a unique flavor in the crust.

We open the dough by hand-tossing it to give it the perfect rise and consistency.



Artisan Toppings

We use only fresh, quality ingredients to create one of a kind, exclusive flavor combinations.

We top our pizzas with a liberally to ensure that every bite has a ton of great flavor.



Wood Fired on Stone

We use apple wood to fuel our ovens and to give the pizza a rich taste.

Our chefs carefully tend the flame to keep the oven at 500° F to cook the pizza to perfection.

We let the pizza cook until it has 20% to 30% char on bottom and 10% to 20% char on top.

This gives our pizza the perfect crunch and caramelization.

This is NWPizza

"A Pizza made for Northwest People, by Northwest People."



#NWPizza

@Farrellis

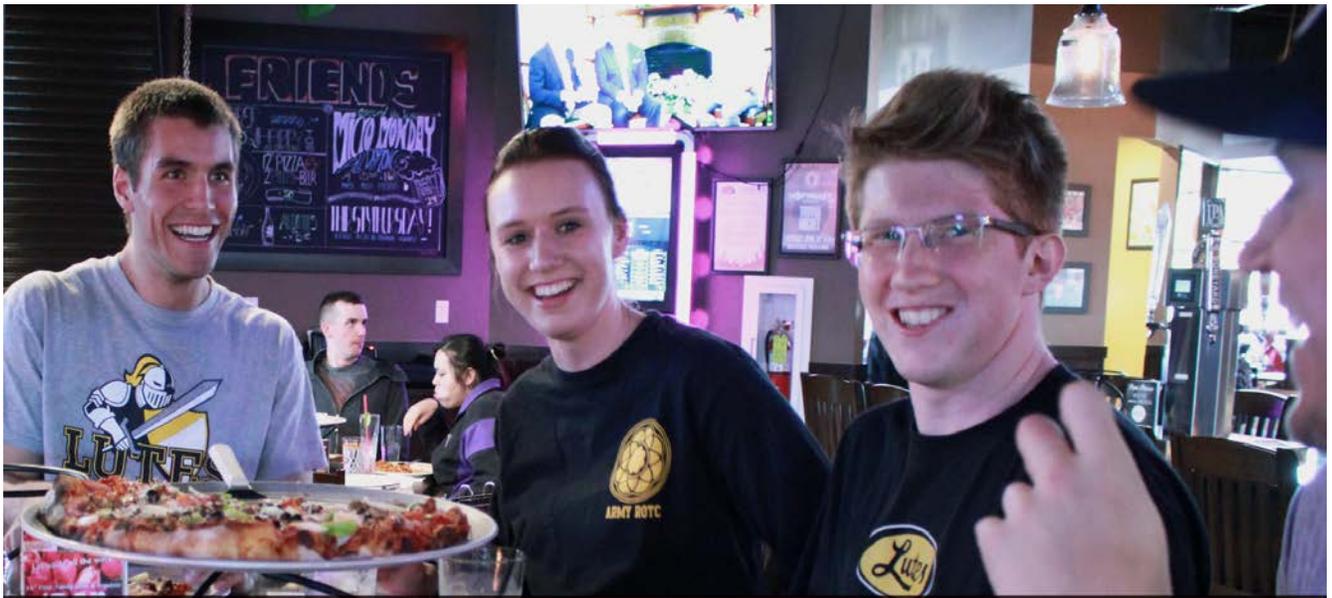


Ad 2: Friends around the Fire

Our second ad we wanted to focus on one of the Farelli's slogans, "Friends Around the Fire." We decided the best way to capture this was through a media campaign where our target audience would be primarily college students ages 18-22.

The main media outlet we chose to advertise on was Instagram, however we designed the ad to have customizable proportions that would work with both Twitter and Facebook. A 2013 Search Engine Journal statistic states that over "90% of Instagram users are under the age of 35, with 28% of users in the 18-29 year old age bracket." Using Instagram will help us to reach our selected target audience. In addition, using social media advertising would keep the cost of advertising either very minimal or free. Outside of social media, this ad could be adapted for use on the client's website or for various print media.

This ad is also versatile. Depending on the location or event, the people around the fire, as seen in the ad below, can change to fit the need of who Farrelli's is trying to market to. In this ad we have Pacific Lutheran University students, but students from University of Puget Sound, students of University of Washington - Tacoma, military personnel from Joint Base Lewis-McCord, sports teams, etc., can all be featured in a similar ad. This ad creates positive association between the ad's message and the brand's image by using Farrelli's trademarks along with candid visual reinforcement of people having a good time.



**FRIENDS AROUND THE FIRE
THAT'S FARRELLI'S**



PARKLAND:
SUNDAY - THURSDAY
11 AM - 12 AM
FRIDAY & SATURDAY
11 AM - 2 AM

Ad 3: Fire Club

With our third and final ad, we went with a word of mouth campaign. We chose to focus primarily on a word of mouth campaign because it is effective in food service industries, like Farrelli's, that rely heavily on reviews and recommendations. Also, Farrelli's currently utilizes a lot of word of mouth in their current advertising and marketing techniques, so we knew that this would be a campaign they could get on board with and easily implement within their current strategies.

The ad campaign itself, Farrelli's #FireClubParty, is a sweepstakes style ad, with the prize being a pizza party for four people at Farrelli's. It gives Farrelli's customers the opportunity to enter the sweepstakes in three different ways: 2 entries for signing up for Farrelli's Fire Club, 1 entry for referring a friend to sign up for Fire Club, and 1 entry for sharing a picture on Instagram at Farrelli's with the hashtag #FireClubParty. By running the campaign in this way, it not only allows Farrelli's customers to be more engaged with the company, but also attracts more customers to Farrelli's Fire Club, which then allows Farrelli's to reach out to even more customers through this membership.

Farrelli's Pizza Party



3 Ways to Win!

Sign up for Fireclub - Refer a Friend - Hashtag us on Instagram

#FireClubParty

