

MAN'S BEST FRIEND CAMPAIGN

for



COURTNEY CAPRARA & GREG JOHNSON

November 18, 2014

CREATIVE BRIEF



THE SITUATION

Eat|See|Hear was founded in 2012, and it quickly became the top outdoor movie event in Los Angeles.

Every Saturday night in the summer, a crowd assembles at a different LA location to enjoy delicious meals from the best local food trucks, a live concert, and an outdoor movie at sunset. Admission is just \$10, and guests of all ages, along with their dogs, can join in the fun.

COMMUNICATION OBJECTIVES

Eat|See|Hear is looking to spread the word about its weekly events through three print advertisements and a bonus execution.

The purpose of this campaign is to promote Eat|See|Hear events as the ideal destination for a Saturday night out with friends in Los Angeles.

TARGET AUDIENCE

- Young professionals, ages 22 to 35, who have started their careers in LA
- Parents, ages 35 to 55, looking for a night out in LA

INSIGHT

People love that dogs are welcome at Eat|See|Hear events.

CAMPAIGN GOALS

We want customers to attend Eat|See|Hear events with all of their best friends, fellow humans and dogs alike.

MAN'S BEST FRIEND EXECUTION 1: "Eat"



FOOD TRUCKS | OUTDOOR MOVIES | LIVE MUSIC | DOGS



summer 2015 -
Ballad grabs a snack

THE PERFECT DESTINATION FOR A SATURDAY NIGHT
OUT WITH ALL OF YOUR BEST FRIENDS
(ESPECIALLY THE FURRY ONES)

VISIT EATSEEHEAR.COM FOR MORE INFORMATION

MAN'S BEST FRIEND EXECUTION 2: "See"



FOOD TRUCKS | OUTDOOR MOVIES | LIVE MUSIC | DOGS



Summer 2015 -
Ballad catches a flick

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MAN'S BEST FRIEND EXECUTION 3: "Hear"



FOOD TRUCKS | OUTDOOR MOVIES | LIVE MUSIC | DOGS



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Ballad's with the band

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ADVERTISEMENT LOCATION



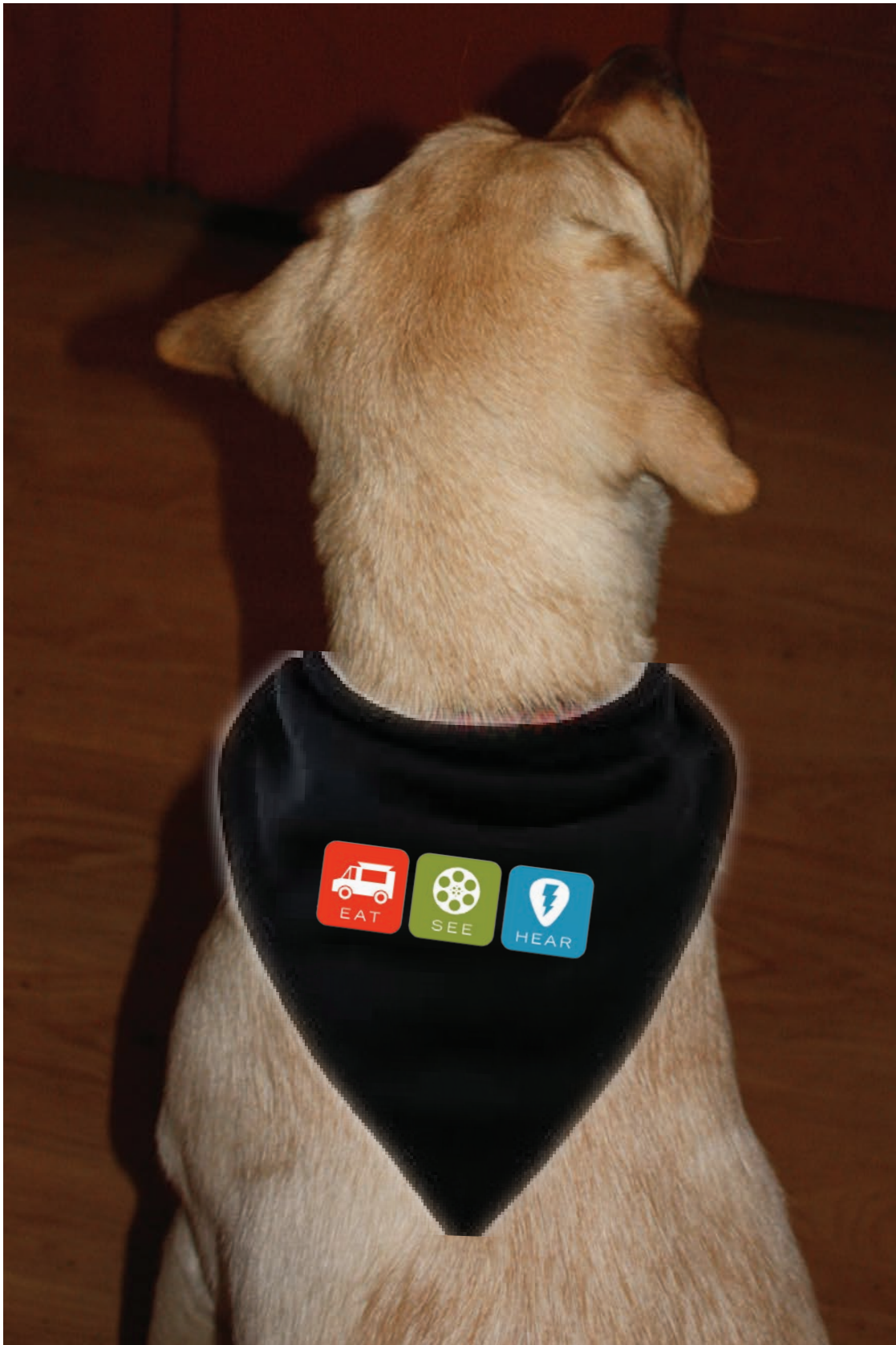
LOS ANGELES MAGAZINE

Since its founding in 1961, Los Angeles Magazine has built its monthly readership to 800,000. Eat|See|Hear would benefit from advertisements in this publication due to the high amount of exposure but also because it was recently named to the magazine's "Best of LA" list for Best Outdoor Movie.

WHERE LOS ANGELES MAGAZINE

Where Los Angeles is published by the Southern California Magazine Group, and it is read frequently by visitors and locals alike. It focuses on shopping, dining and entertainment in the LA area. Eat|See|Hear could benefit from its broad but targeted readership.

MAN'S BEST FRIEND PROMOTIONAL BANDANA



PROCESS WORK

“Eat” Trend-board



PROCESS WORK

“See” Trend-board



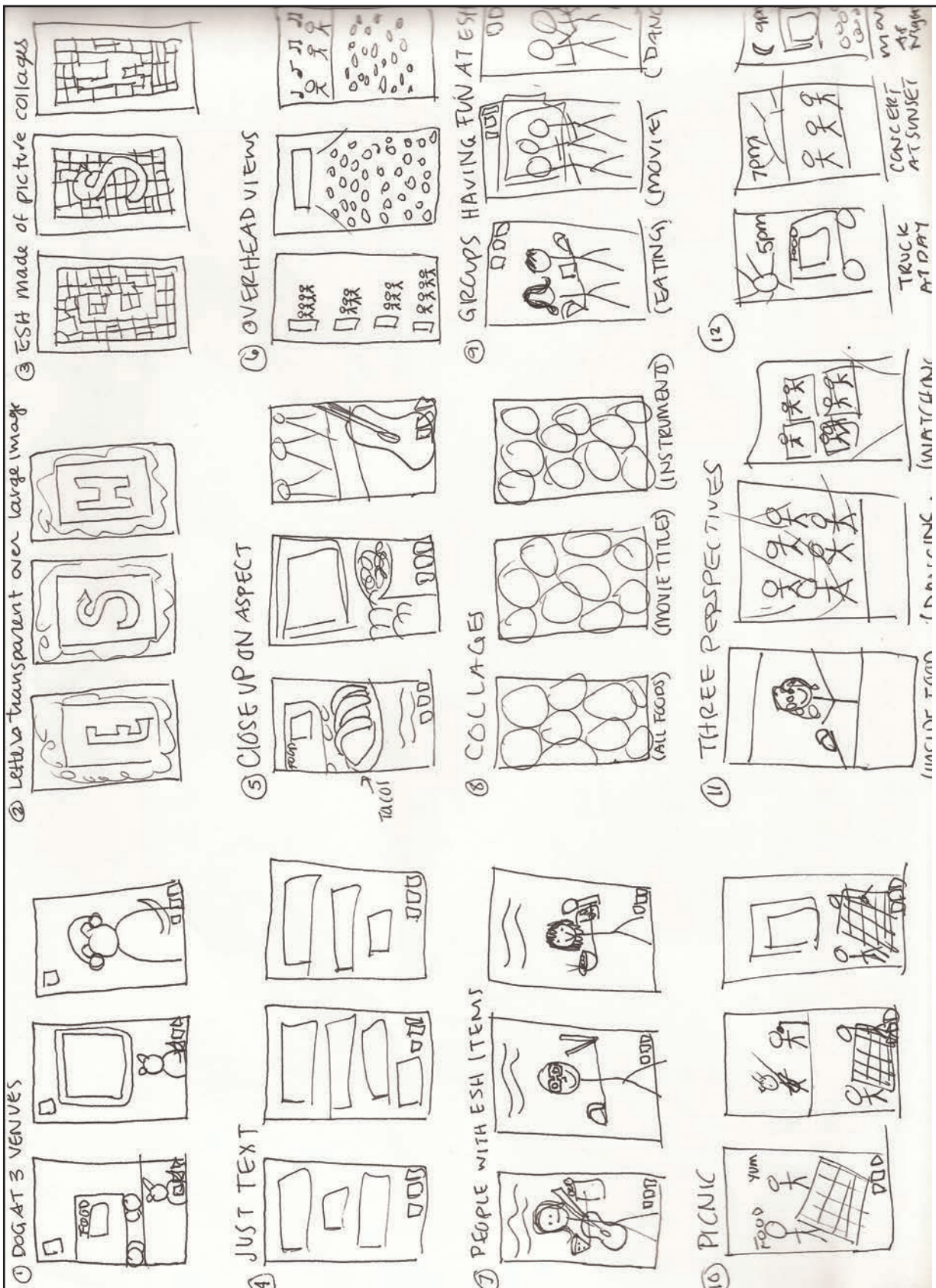
PROCESS WORK

“See” Trend-board



PROCESS WORK

Thumbnails



PROCESS WORK

Thumbnails



PROCESS WORK

Unedited Photography featuring Ballad



PROCESS WORK

"Eat" Comp with Feedback



mg_7509
Sniffing
info truck

SHOWTIME
PRESENTS

EAT SEE HEAR

A SUMMER LONG CELEBRATION

GOURMET EXCITING
THAT'S SHIP

PICK-UP HERE

Smaller?

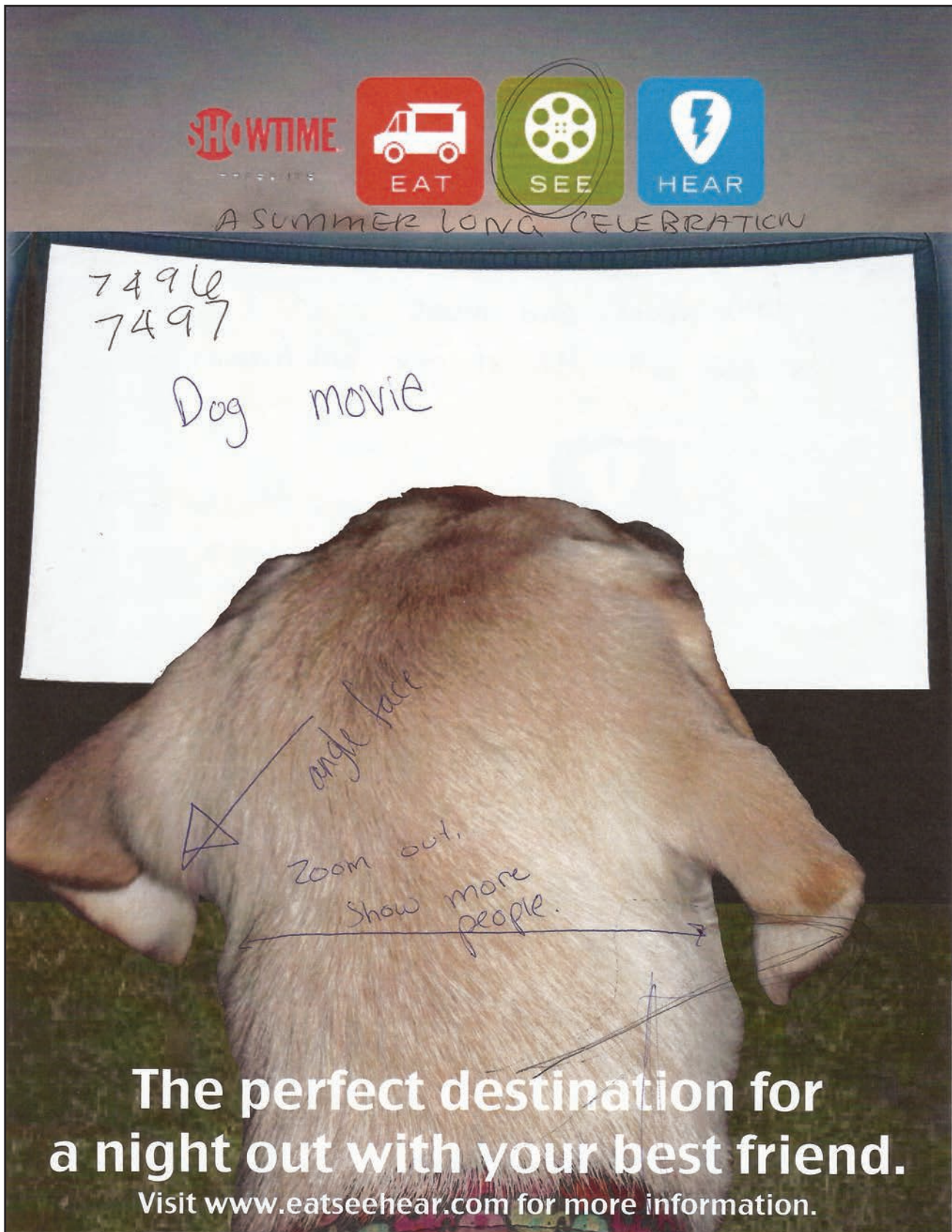
The perfect destination for
a night out with your best friend.

different
don't

Visit www.eatseehear.com for more information.

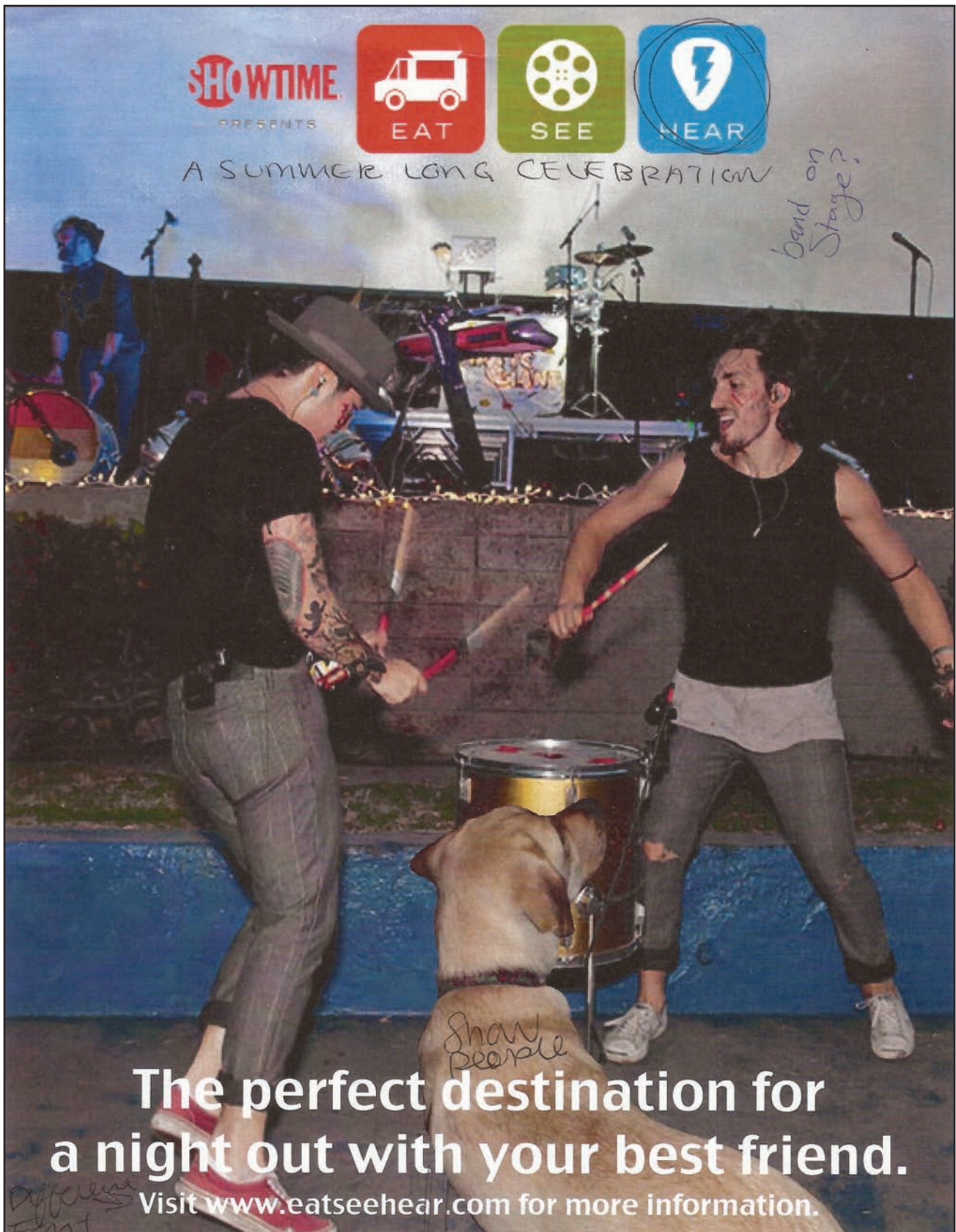
PROCESS WORK

"See" Comp with Feedback



PROCESS WORK

"Hear" Comp with Feedback



PROCESS WORK

Critique Feedback

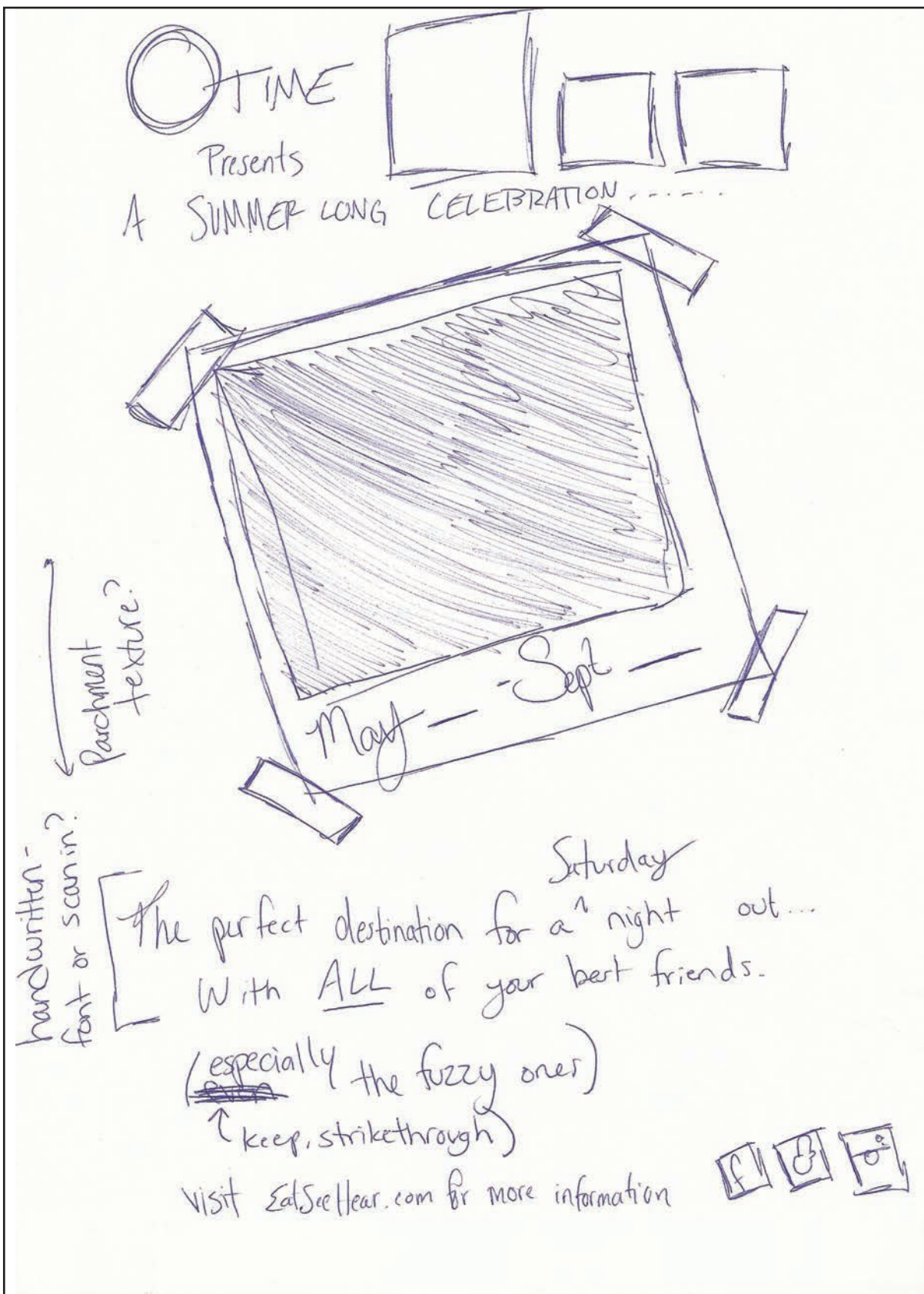


<p>⊕ Everyone loves dog</p>	<p>⊕ ?</p> <ul style="list-style-type: none"> - Lighting - Dog park? - Not just for dogs - De emphasize dog - move dog farther from band - Stagedrive?
<p>⊕ Don't know anything about ESH - can't tell from ad</p>	<p>⊕ !</p> <ul style="list-style-type: none"> - Faces on food truck - feel closed out - Zoom out see - add people - Add Celebration tagline - Blow up logo portion - decrease size of other blocks - like tagline - man's best friend - Play with text / sizing - See + add face

crit #1	
<p>+ Dog on food truck</p>	<p>⊕ ?</p> <ul style="list-style-type: none"> - Who are the people who attend? ↳ can we make them more ecology?
<p>- not universal ↳ only some people have dogs</p>	<p>⊕ !</p> <ul style="list-style-type: none"> - play up summer nights ↳ music video - one stop shop for a date - Cool parents - Summer long celebrations

PROCESS WORK

Post-Critique Sketch



PROCESS WORK

Failed Comp



May - September 2015

My perfect
Saturday:

- ☒ Food Trucks
- ☒ Outdoor Movie
- ☒ Live Music
- ☒ Dog Friendly

L.A.'s go-to destination for a night out
with ALL of your best friends
(especially the furry ones!!)

Visit EatSeeHear.com for more information

PITCH



PRIMARY RESEARCH

- Owners
- ICLA students
- Personal experience

SECONDARY RESEARCH

- Eat|See|Hear website
- Eat|See|Hear reviews

GOAL & OBJECTIVE

This campaign is designed to promote Eat|See|Hear events as the ideal weekend destination in L.A. for people and their pets.



TARGET MARKETS



THE PROBLEM

Los Angeles is the second largest city in America, meaning that there are an overwhelming number of things to do. Even the locals have difficulty deciding on their Saturday night plans.

OUR PROMISE

We want to help our audiences sort through the clutter when making their plans by informing them of Eat|See|Hear's fun and pet-friendly atmosphere.

THE BIG IDEA

Document the adventures of a curious puppy during the three phases of an Eat|See|Hear event to promote the fun memories people and pets can make every Saturday night in the summer.

PITCH



FOOD TRUCKS | OUTDOOR MOVIES | LIVE MUSIC | DOGS



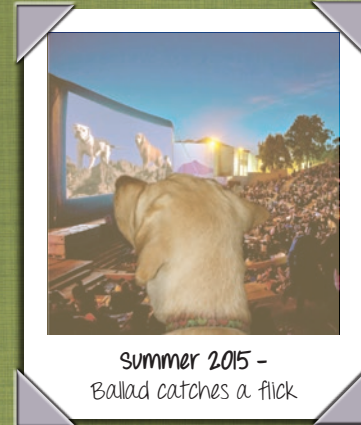
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