

Restaurant Advertising

Your restaurant will need an advertisement in the local tourism guide to encourage people to become customers. An effective advertisement will use persuasive words, stimulating visuals, and an organized layout to deliver a convincing message. You have purchased an advertisement space in the local tourism booklet.

For the purpose of this task, you will be producing an **Advertisement** that will help promote your restaurant.

Below are the elements of an advertisement and their functions:

Headline: The name of your restaurant should “hook” readers by being catchy and easy to read.

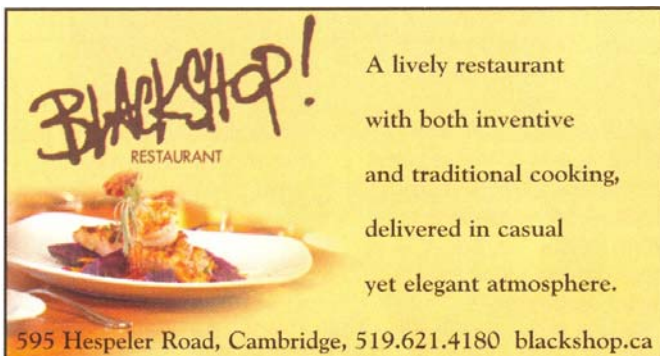
Features: Either a continuation of the headline or a message about the special features of the restaurant. The font size should be half the size of the headline.

Visual(s): Many advertisements include photo-illustrations of the food provided or the venue. Find a way to stop readers from turning the page with an eye-catching visual. For visual appeal, you need to make each photo-illustration a different size.

Price Point: You may want to include daily specials and local features (i.e. Sunday Buffet \$12.95, Happy Hour Specials ½ price) in a large font near the photo-illustration of the food.

Call to Action: Include the address, phone number, reservation number, and website URL of your restaurant.

Sample Restaurant Advertisements in a Tourism Guide



Blackshop!
RESTAURANT

A lively restaurant
with both inventive
and traditional cooking,
delivered in casual
yet elegant atmosphere.

595 Hespeler Road, Cambridge, 519.621.4180 blackshop.ca



AT THE
Crossroads
Family Restaurant Ltd.
& The Mercantile

Tues.-Sat. 8-8 Sundays 11-7
Closed Mon.
(except Holidays)

*"A Family Style Restaurant
Located in the Heart of Ontario's
Mennonite Country"*

- Home style cooking
- Homemade baking
- Try a little bit of everything at the Breakfast, Lunch, Dinner or Sunday buffets
- Wonderful Mercantile Gift Shop
- Easy access for wheelchairs or walkers
- A clean, friendly, smoke-free environment
Buses Welcome!

384 ARTHUR ST. ELMIRA 519.669.8117 www.crossroadsrestaurant.ca

Producing an Advertisement

Step 1: Planning. Organize your information in this template.

<p><u>AUDIENCE</u></p> <ul style="list-style-type: none">- Who is your advertisement addressed to?- What would appeal to your audience?- What is important to them?	
<p><u>ADVERTISEMENT</u></p> <p>Plan what features you will promote in your advertisement.</p>	
<p><u>CALL TO ACTION</u></p> <ul style="list-style-type: none">- How will your potential customers find your restaurant?	

Step 2: Having organized your information in the template you can now sketch your rough idea for the advertisement.

Step 3: Produce your advertisement using design software or the graphics features on your word processing software. Remember to check your work over before submitting your final copy.