



Client: PHỞ HÒA

Creative Design is always the core of Global Media. Every advertisement is custom-made for the client. We first listen to the client's needs. Then, we provide an advertising plan for the client. Tam Le, the manager of Pho Hoa Vietnamese Cuisine, indicated to us that he would like have an advertisement with an exceptional impact for his new restaurant. We decided to give up the traditional way of promoting dishes and offering discount coupon. Instead, we invited a Vietnamese dance troupe "4 Seasons" (well-known in Vietnamese Community) as the model and did a four hours photo shooting on-site. We designed him a slogan of "A Restaurant for All Seasons". This piece of advertisement left the readers an impressive image.

客戶於三月初計劃大規模宣傳，與本公司多次商討宣傳策略後，決定接納本公司為他們設計的宣傳形象。一般餐館業只針對消費者對食品或折扣優惠，我們建議針對家庭消費者，故創意地使用合家共聚晚餐之開心形象。第二部宣傳計劃以針對年輕消費者為主，誠意邀請《四季越南女子舞蹈團》之成員，作為今次宣傳之模特兒。廣告標題設定《一間四季都適宜的越南餐館》，與《四季越南女子舞蹈團》產生聯想之廣告效應。