



# Piece Pizzeria and Brewery

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# Insight

The type of food delivery that a business orders dictates the mood of the meeting

# Single Minded Selling Idea

Piece Out affects the outcome of your meeting.

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# Meet Drew

Drew is Piece's Hype Man,  
Business's Secret Weapon,  
Their Go-To Man,  
The Best Closer in the Business



# Video Idea



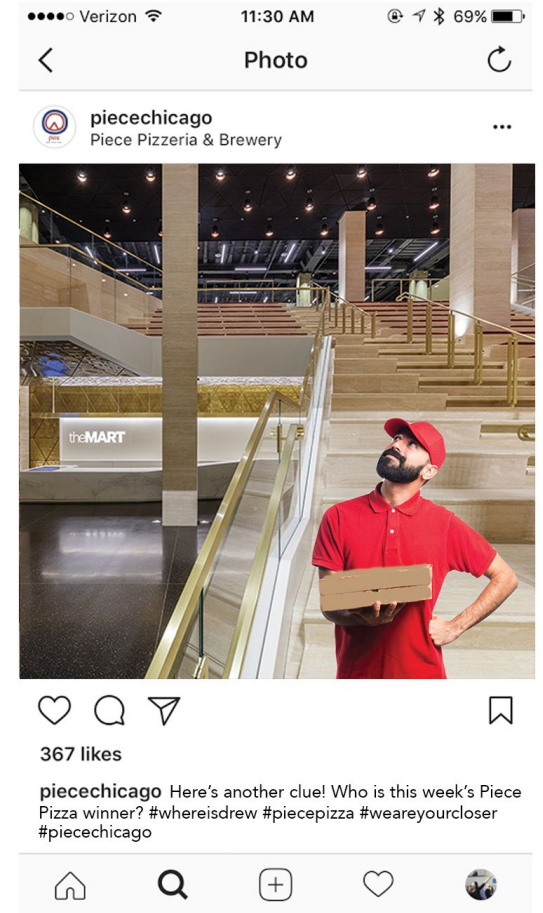
## Office Mockumentary Parody

- We would interview Drew. He would introduce himself; “Uh, hi, I’m Drew. I deliver pizza for Piece”.
- While hearing one of his delivery stories we would see him delivering the pizza to an office downtown.
- During the interview, he would say “It’s weird, they usually send me at the end of meetings. Not too sure why”
- The overall feel would be that of a sitcom.

# Flyer



# Social Media & Word of Mouth: Instagram



# Poster

## How to Close a Deal

- 1) Communicate Clearly
- 2) Make Eye Contact
- 3) Be Positive
- 4) Always smile
- 5) Send in Drew



piece  
out

773-772-4422  
piecechicago.com



Orders Downtown Have a  
5 Large Pizza Minimum

# Send in the closer.



Delivering downtown for a 5 large pizza minimum  
773-772-4422 • [piecechicago.com](http://piecechicago.com)



Social Media:  
Facebook



# Banner

- The banner would have a QR code that anyone can scan.
- Once scanned, the user will be directed to the Piece Website with a tab showing all the information regarding delivery. Also, all the ads from this campaign would pop up as well.



# Table Tents

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- 2) Make Eye Contact
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## Orders Downtown Have a 5 Large Pizza Minimum



Calling us gets you one step  
closer to closing that deal.



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