

Actors’ Summit

creative brief

1 The Proposal//Background

Their mission is to enrich Northeast Ohio’s culture through professional theater.

Professional nonprofit theater, puts on shows ranging from classic tragedies to modern comedies

Value education, art, and respect

Located in Akron, Ohio

professional
family
based
theatre
community
&
unique
Distinctions

prestige
talent
nonprofit
local
volunteers
Keywords

2

Strengths

Thrust stage—a viewer can be a few rows away from the stage.

Produces its own seasons which can include original plays.

One of the only professional theaters in Akron.

Weaknesses

Smaller and lesser-known than its competitors.

Very little footage of its talent online.

Poorly designed website and brand identity.

Could potentially have a better online and brand presence than it’s competitors.

Can offer more learning opportunities to students unlike many of it’s competitors.

3

Oppurtunities

Goals

Objectives

Threats

Middle-aged adults with families.

Those who have artistic interests.

Well-read and educated, enjoy a live, professional form of entertainment.

Kent State students and theater students around Akron.

//

In the future I would have wished to see our target extend more towards young adults.

Target

4

If you were a play, what type would you be?
“We would be a comedy.”

What is your favorite part of Actors’ Summit?
“The ability to tell any kind of story to our audience and to excite imaginations.”

What kind of experience would you like your customers to have?
“We would like them to feel like a movie star at a premier. They should feel special.”

What makes Actors’ Summit different from your competitors?
“We pride ourselves on creating unique stories never heard or seen before.”

How do you get people involved?
We offer many volunteer opportunities and encourage people of all ages to help and get involved in their local theater.

Q & A

5



TWISTED MELTZ

TARGET

They want their restaurant to target families and family-oriented people. Although they are located in a college town, the students are not always there to bring in revenue. When the university is on break and the students have gone home, they rely on the locals to bring in business. There are many local families living outside of downtown Kent and they love visiting their local businesses and enjoying a great meal. Even though the restaurant is located in the heart of the younger generation, they try to reach families or even alumni of the college with their unique sandwich-naming theme.

PAST CAMPAIGNS

In the past, they have done a few different things in order to get their brand out there. They are consistently in the Entertainment Coupon Book, they have a VIP card for loyal customers, and have appeared on Fox 8 News several times. Those efforts have been very successful and are still bringing in new customers. The extent of their print ads was in the newspaper, which they claim to have no been as successful. They definitely feel as if the coupon promotions, VIP Membership card and TV appearances are what keeps their business thriving.

OBJECTIVE

The client's main objective is to achieve a more recognizable brand and in doing so expand in location. Twisted Meltz is looking to brand themselves as local, which they have successfully done in the downtown Kent location. They have done this by decorating the restaurant with a Kent State theme, naming their menu of sandwiches after famous alumni, and employing a staff of mostly Kent State students.

If Twisted Meltz were to grow to new locations, it is expected for them to take on the surroundings of its' neighboring community (it would not make sense to have sandwiches named after Kent State alumni if the new location was outside the Kent area).

An advertisement campaign focused around the quality of sandwich they make rather than their local Kent identity would appeal to a higher demographic of people and not just the Kent location. The advertisement could be aired on local Kent television channels and on local channels where they wish to expand to generate buzz. The commercial could also be cut down into a speculative advertisement to be shown on various social medias. To measure the success of the commercials you could survey customers asking what they thought of the advertisements and if it encouraged them to come to the restaurant.

FUTURE

In the upcoming future, Twisted Meltz is opening a new location. It will be a slightly different environment than the Kent location, but they want to continue the same concept. The location is already secure in Cuyahoga Falls and will be opening within the next year or two. The surrounding elements of the location are similar to Kent. There is a small downtown vibe and the restaurant is located in a small plaza along with three to four other shops.

BRAND

Twisted Meltz is a small restaurant located in the heart of Downtown Kent. They have a unique sandwich list in which each one is named after Kent Alumni that have gone on to do recognizable things. A few customer favorites are the Michael Keaton, Lou Holtz, and Nick Saban. They also offer soup to accompany their sandwiches and the other side of their shop is an ice cream parlor for dessert. They have done a great job establishing the feel of the restaurant and supporting the local university. Their interior is decorated Blue and Gold, which is accompanied by Kent's very own Alumni sandwiches on the chalkboard wall. Overall, great atmosphere to enjoy meal with friends or family.

.BRIEF DESCRIPTION OF AD CONCEPT, TARGET AUDIENCE, MESSAGE STRATEGY

COMMERCIAL FOCUSES ON THE INGREDIENTS OF A SANDWICH AS THEY ARE PUT TOGETHER AND THEN PULLED APART (BOTH IN MOUTH-WATERING FASHION). THE AUDIENCE WOULD BE ANYONE IN THE KENT AREA LOOKING FOR A TWIST ON THE GRILLED .CHEESE. THE COMMERCIAL FOCUSES ON THE PRODUCT AND IS TRYING TO GET THE AUDIENCE TO DESIRE THE SANDWICH

AUDIO	VISUALS/TEXT
<p>CAMERA UP ON HAND OF COOK DICING A] [.PIECE OF CHICKEN</p> <p>CUT TO CHICKEN BEING PLACED ON THE GRILL. MORE INGREDIENTS OF THE SANDWICH .TO BE ARE ADDED TO THE GRILL</p> <p>THE INGREDIENTS ARE STEAMING ON THE GRILL. A SPATULA IS FLIPPING THE INGREDIENTS EVER SO TEMPTING AS THEY MARINATE .IN THE BBQ SAUCE</p> <p>CUT TO BREAD BEING TOASTED ON GRILL WITH .THE INGREDIENTS ON TOP</p> <p>CUT TO THE PIECES OF BREAD BEING PUT TOGETHER ON COUNTERTOP. THE SANDWICH IS THEN CUT IN HALF AND PULLED APART. AS THE SANDWICH IS PULLED APART, THE CAMERA FOCUSES ON THE INGREDIENTS SEPARATING. THE CHEESE IS THE LAST PART OF THE SANDWICH TO BE SPLIT</p> <p>CUT TO SANDWICH ON SERVING TREY, WHILE GOLDEN BROWN FRIES ARE BEING PLACED ON .TREY</p> <p>THE TREY IS PLACED OUT ON WINDOW AND IS READY TO BE SERVED. "IT'S OK. WE FEEL IT TOO" APPEARS IN THE MIDDLE OF THE .SCREEN</p> <p>THE TEXT HOLDS AS THE SCENE TRANSITIONS .TO THE LOGO FOR TWISTED MELTZ</p> <p>END COMMERCIAL</p>	<p>[MARVIN GAYE SINGING: LET'S GET IT ON]</p>

