



NOT FINAL LOGO THIS WILL BE REDONE

DELIVERY BRANDING CAMPAIGN 2024

OPERATED BY:

KUSLOCK
HOSPITALITY GROUP

BRANDING CAMPAIGN 2024:



PROJECT TITLE:

PI THEORY PIZZA DELIVERY BRANDING CAMPAIGN 2024

PROJECT SPONSOR:

JEREMIAH KUSLOCK

OBJECTIVE:

TO CAPTURE HIGH-QUALITY PICTURES OF THE DISH ITEMS AT PI THEORY PIZZA FOR DELIVERY APP BRANDING AND MARKETING PURPOSES.

SCOPE:

- CAPTURE DISH PHOTOS
- ADHERE TO A SPECIFIED SHOT LIST
- COMPLETE THE PROJECT WITHIN ONE DAY OF VENUE ACCESS
- UPLOAD ALL CONTENT TO A SHARED GOOGLE DRIVE FOLDER TITLED "PI THEORY CAMPAIGN 2024" IN RAW AND UNEDITED FORM

DELIVERABLES:

- HIGH-QUALITY PHOTOS OF DISH ITEMS
- ALL SHOTS FROM THE SHOT LIST COMPLETED
- CONTENT UPLOADED TO GOOGLE DRIVE IN RAW AND UNEDITED FORM

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SOP INSTRUCTIONS:



1. Arrival and Introduction:

- Upon arrival, introduce yourselves to Jeremiah Kuslock, the owner of Pi Theory Pizza.
- Have Jeremiah explain where you can place your equipment and belongings.

2. Venue Orientation:

- Request Jeremiah to walk you around the venue.
- Ensure he shows you the kitchen and a designated corner for shooting dishes as they are completed.

3. Setup and Organization:

- Set up your equipment in the designated corner for shooting dishes.
- Organize your setup in a manner that minimizes disruption to the venue and owner.

4. Business Flow and Staff Interaction:

- Avoid disturbing the organic flow of business.
- Do not hinder waiters or staff members who are working for tips.
- Be mindful of your surroundings and stay out of the way of the restaurant operations.

5. Shooting and Content Creation:

- Ensure all shots on the shot list are completed within the two-day access period.
- Capture both the venue and dish items as specified in the shot list.

6. Content Management:

- At the end of each day, upload all captured content to the shared Google Drive folder titled "Torched Bar & Grill Branding Campaign 2024."
- Upload content in RAW and unedited form.

7. Time Tracking:

- Fill out your time in and time out of the venue on the project charter.
- Maintain accurate records of your working hours.

8. Business Etiquette:

- Never touch money, receipts, or anything related to the business operations.
- Maintain professional behavior and respect the business environment at all times.

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SHOT LIST:

MOOD BOARD:



IN THE KITCHEN

- (6) STARTERS
- (8) SUBS
- (5) SALADS
- (9) PASTA
- (14) PIZZA
- (4) STROMBOLI



BRANDING CAMPAIGN 2024:



DAY 1 08/14/24

CAMERA	CREW	RESPOSIBILITIES	DATE	START	FINISH
CAMERA A	YOEL ALVAREZ	PHOTO & VIDEO	08/14/24		
CAMERA B					

DAY 2 N/A

CAMERA	CREW	RESPOSIBILITIES	DATE	START	FINISH
CAMERA A					
CAMERA B					