

TORCHED
BAR & GRILL
BRANDING CAMPAIGN 2024

OPERATED BY:
KUSLOCK
HOSPITALITY GROUP

BRANDING CAMPAIGN 2024:



PROJECT TITLE:

TORCHED BAR & GRILL BRANDING CAMPAIGN 2024

PROJECT SPONSOR:

JEREMIAH KUSLOCK

OBJECTIVE:

TO CAPTURE HIGH-QUALITY PICTURES AND VIDEOS OF BOTH THE VENUE AND THE DISH ITEMS AT TORCHED BAR & GRILL FOR BRANDING AND MARKETING PURPOSES.

SCOPE:

- CAPTURE VENUE AND DISH PHOTOS AND VIDEOS
- ADHERE TO A SPECIFIED SHOT LIST
- COMPLETE THE PROJECT WITHIN TWO DAYS OF VENUE ACCESS
- UPLOAD ALL CONTENT TO A SHARED GOOGLE DRIVE FOLDER TITLED "TORCHED BAR & GRILL BRANDING CAMPAIGN 2024" IN RAW AND UNEDITED FORM

DELIVERABLES:

- HIGH-QUALITY PHOTOS AND VIDEOS OF THE VENUE AND 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 Torched Bar & Grill.
- 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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MOOD BOARD:



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SHOT LIST:



IN THE KITCHEN

- (18) BAR APPS & SHARE-ABLES
- (7) SALADS
- (3) TACOS
- (7) BURGERS
- (13) SANDWICHES
- (11) TORCHED ENTREES
- (9) PASTAS
- (5) DESSERTS
- (5) KID'S MENU
- (12) SIDES

ON THE FLOOR

- (10) GUEST ENJOYING THEMSELVES (DO NOT DISTURB PATRONS)
- (10) SHOTS OF BARTENDERS MAKING DRINKS (WE CAN STAGE SOME IF NEEDED FOR COOL SHOTS)
- (10) GUEST AND BARTENDER W/ POSITIVE INTERACTIONS

OF THE VENUE

- (10) OVER ALL VENUE SHOTS (TV'S IN BOOTHS, FRONT DESK, ETC. NOT GAMES ON THE SECOND FLOOR)
- (5) PICTURES OF THE VENUE FROM THE PARKING LOT OR EXTERIOR.
- ANYTHING ELSE YOU THINK CAN WROK FOR MARKETING!

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BRANDING CAMPAIGN 2024:



DAY 1 08/01/24

CAMERA	CREW	RESPOSIBILITIES	DATE	START	FINISH
CAMERA A	YOEL ALVAREZ	PHOTO & VIDEO	08/01/24		
CAMERA B	JESSICA RINCÓN	PHOTO & VIDEO	08/01/24		

DAY 2 08/02/24

CAMERA	CREW	RESPOSIBILITIES	DATE	START	FINISH
CAMERA A	YOEL ALVAREZ	PHOTO & VIDEO	08/01/24		
CAMERA B	JESSICA RINCÓN	PHOTO & VIDEO	08/01/24		

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