

RESERVE WINE & SPIRITS

1.1



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1.2

CREATIVE

Focusing on photography and display, the Advance 360 team was able to source the images directly for the client which helped shape the direction and success of the campaign. The ability to have a creative strategist taking the photos also sped up the process overall and created a holistic vision across every creative element.

The creative team picked two areas to attack that aligned with the goals of the client; a Lunch Campaign, positioning Reserve as a place for a well-priced, quality lunch and a Pretentious Campaign, aimed at changing negative perceptions and driving dinner sales. Both campaigns garnered positive results.

PHOTOGRAPHY
ART DIRECTION
GRAPHIC DESIGN
MESSAGING
DIGITAL STRATEGY

Campaign Developed by Advance 360 Team, dba MLive Media Group



RESERVE WINE AND SPIRITS

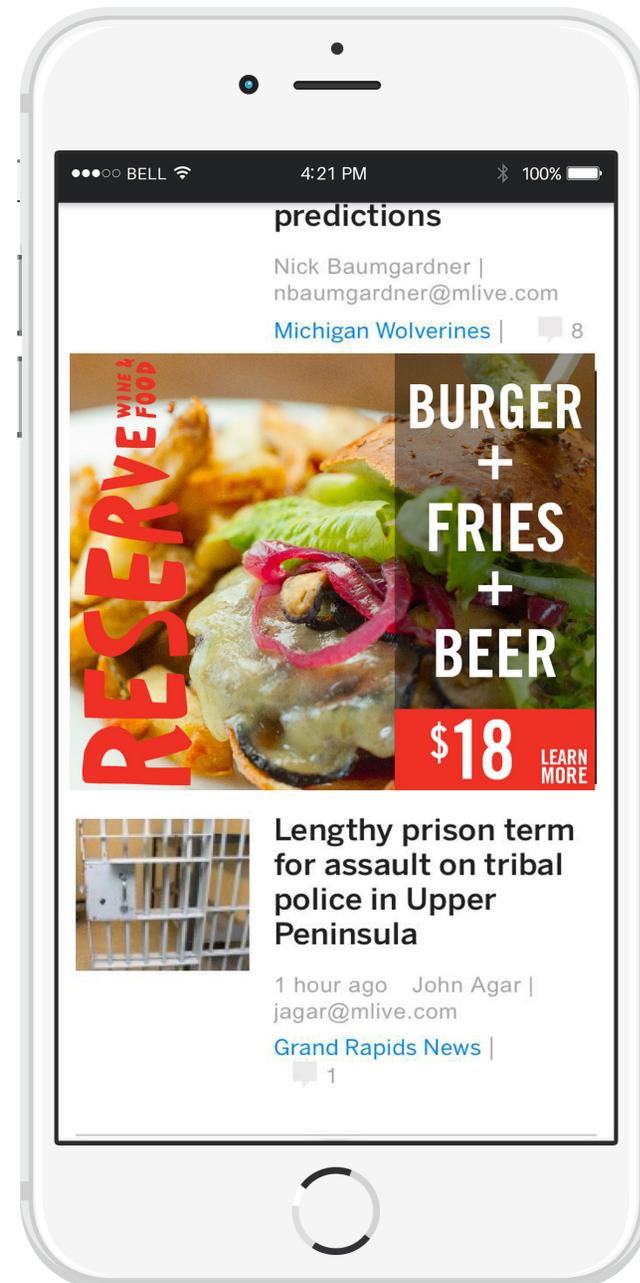
1.3

LUNCH CREATIVE

The lunch campaign featured a variety of creative, positioning Reserve as a desirable lunch choice. In order to spotlight this strategy, popular menu items were paired with pricing in order to shift the perception. Among the most successful of these was the creative that focused on the burger.

A focus on food styling offered the featured protein in a primary, "A" message positioning with ambient fade to surroundings (including, notably, French fries), but also featured asymmetry, vertical logo positioning, and bold, high-contrast sans serif font styles. The use of plus signs within a simple list added to the approachability of the ad — matching the fun and whimsical nature of the subject matter.

This series also bundled burger, fries, and beer for a combined price, appealing to the casual foodie as well as those with limited lunch means. The call to action, a simple "learn more," was the least of the design, though found in high contrast (white on a red field.)



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1.4

RESPONSIVE RICH MEDIA IS DESIGNED FOR INTERACTION WITH THE VIEWER.

Through hovers or clicks, the ad interacts with customers.

This display captures the customer's attention through a bold design that urges them to view the expandable advertisement in its entirety. The expanded version of this display sends the message that Reserve is a restaurant that can (and should) be visited outside of the traditional meal times — there is no set time to enjoy quality food and wine.

It contained links to lunch, dinner, and wine menus, along with sharing capabilities for social media.

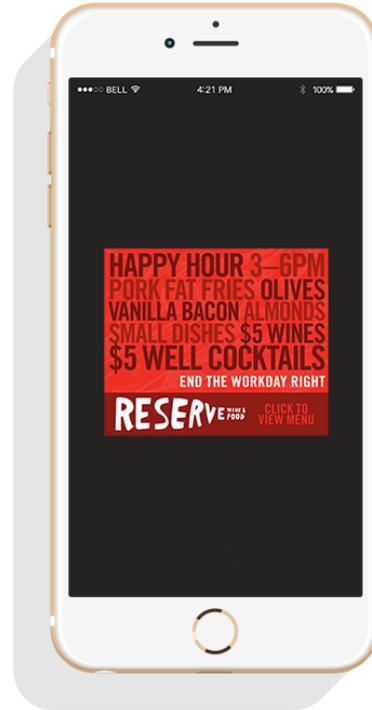
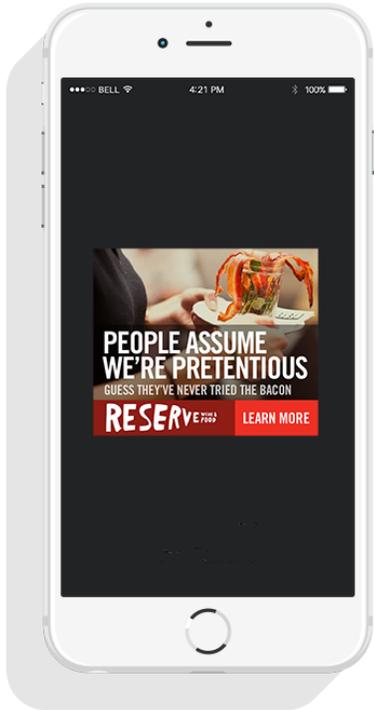


OVERALL: Total Sales Growth
7:1 return on investment
16% growth in sales from previous year

Total Headcount Growth
18/day - Lunch
12.5/day - Dinner
5,347 year over year growth

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1.5



PRETENTIOUS CREATIVE

The second campaign, coined “pretentious,” worked in tandem with the lunch campaign to position the client as inclusive and approachable while driving an increase in dinner sales.

Together, as a collection, these ads painted a picture that would combat the perceived pretension of the restaurant.

2.4
MILLION
PAGE LOADS

60
THOUSAND
PEOPLE
INTERACTED
WITH BRAND

2.5
THOUSAND
CLICKS