

CAFÉ  
PLENTY



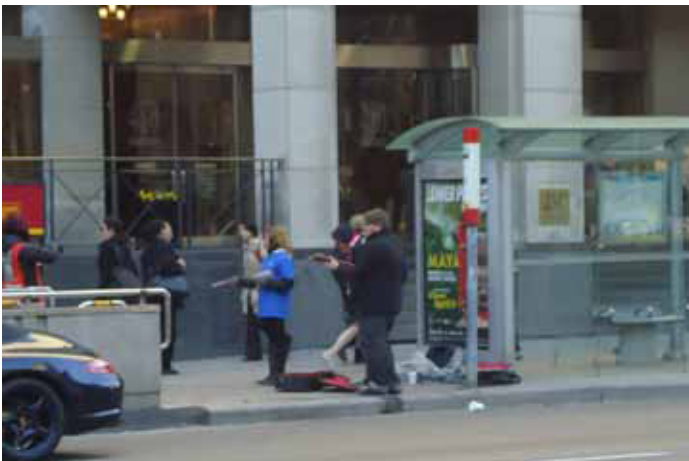
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## BUSKER-TISING

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**PROBLEM:** Café Plenty is a small independent café opening up in an area dominated by larger corporate competition.

***How do we get people to stray off the beaten path and try a new morning café alternative?***

Café Plenty has gourmet food that is superior to the larger corporate cafés in the area.

***How do we get people through the door and initiate a trial purchase?***

**FLYERS:** Running in tandem with the buskers is a group of Café Plenty reps that are handing out flyers with coupons for free coffee.

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## SCENARIO

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**BUSKERS:** The flow of people through that area stems from St. Patrick station. By placing buskers at the subway exits at street level we are able to capture the audience as they hit the streets and decide where to purchase their coffee and breakfast in the morning.

The buskers sing famous songs, which have had the lyrics altered to promote the café. Songs include: If I had a Million Dollars, Summer of '69 and Bobcaygeon by the Tragically Hip.