



TITLE: Office Crash
BRAND: Gino's East
FORMAT: Monthly Activation & Branded Content
DISTRIBUTION: Social Media, Microsite
TAGLINE: Gino's East brings its world famous atmosphere, pizza, and personality to an office near you.

CONCEPT: Gino's East and Content Solutions team up to create a pop-up restaurant inside a quiet office space. This monthly live experience will create a fun and flavorful moment for some lucky employees. The captured video and photo images will supply the Gino's East marketing team with a great deal of shareable content.

THE FIVE SENSES: The experience will bring the all five senses to the workplace. The aroma of Gino's fantastic pizza will drift throughout the office, restaurant sound effects and Italian music will turn some heads. The sight of the red/white table cloth and graffiti cluttered backdrop will transport the staff, the touch of the old wooden chairs, hot plates, and worn out wood floor will offer a brief escape, and finally, taste buds will dance to the delicious pizza and salad offerings.

EVENT DETAILS: A small activation team will bring a graffiti back drop (standard step & repeat, floor panels, a foldable table, a couple **Office Crash** signs, a pizza maker, some Gino's East props, the makings for one custom pizza (for a few lucky staff members), and enough prepared food to feed 40 more people. With the office manager's help, the team will set up the restaurant and cooking area quickly

COUPON TAKEAWAYS: Employees will walk away with much more than full stomachs, the **Office Crash** team will leave behind coupons, inspiring all in attendance to visit their local Gino's East, and enjoy the complete experience.

OUR HOST/WAITER: A critical member of the activation team will be our dynamic host/waiter. This individual should have improve experience, and will know how to interact with the entire staff. For the video content, our host will narrate the action and offer a humorous distraction for both the office and the online audience.

OFFICE REGISTRATION: Office managers can discretely register their company up to participate on the **Office Crash** microsite, www.ginoseast.com/officecrash. As part of the registration, the office manager will select 2-4 employees to sit at the VIP table. These special guests will have their meal prepared specifically for them, and be the center of attention. The office manager will also have the opportunity to select from a limited menu, including deep dish and thin crust pizza, pasta choices, and fresh salads.

CONTENT & SOCIAL MEDIA: In addition to the activation team, a small film crew and social media specialist will also play a role. Every part of the day's events will be captured on video to create a fun and shareable 1:30 video. The video will be edited following the event, and will be used to promote the campaign, drive registration, and eventually lead guests to Gino's East. Photo images of the event will be captured and shared instantly on the Gino's East Facebook, Twitter, and LinkedIn pages by the social media specialist and most likely the staff of the participating business.

