

Menu copywriting, Domino's new store local launch collateral

With Fresh Ingredients as the focus of Domino's national messaging campaign, agency Paprika briefed me to write copy for the promotional menu template announcing the arrival of new stores. Direct, punchy and disarmingly informal, my copy for the brand talks directly to prospects, painting the picture of the fresh Domino's experience to come. Copy: Ian Castle, Freelance Copywriter. Agency: Paprika Design

DM Card Extracts:

Cover:

At last. Something fresh in town.

Inside:

Domino's. A taste of things to come

Hello. It's us. You know, us. The pizza delivery people. Domino's.

We're your new Domino's store team in High Street, Epsom. We've just opened. And there are great things to come.

Forget anyone you've tried before. Seriously. Domino's is different.

Fresh dough. Natural, GM-free ingredients. Meals prepared and oven-baked to order, by hand. HeatWave™ technology keeping food piping hot, right to your door.

Great meals, great choice, great value. Delivered free. On time. Every time.

It works for us. We've a hunch it'll work for you, too.

Our menu (complete with special opening offers) is inside. Call today. And we'll drop by.

The Domino's Epsom,
Store Team

Handmade

Once you place your order, that's when your pizza is prepared. Not a second sooner. The dough ball is stretched and rolled to shape.

Toppings and sauce are dressed by hand. Your pizzamaker ensures it's baked to perfection. We'll tell you when to expect delivery - usually 40 minutes or less.

GM free

The jury may still be out on GM food - but not for us.

All our products are regularly tested to guarantee they contain no genetically modified organisms. Period.

For Sale. Persuasion.™



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