

Overarching Theme: Connecting with the **Community**
Change to neighborhood, friends and family, etc.

Your neighborhood italian restaurant
Barry's email: bfrechetteoconnellypartners.com

Italian Phrases:

Buon Appetito

Video 1: Connecting through drinks

- Group drinking together
- Laughing; having fun
- Many shots of the cheers
- Maybe position Mida as a post-work drinks spot

Video 2: Connecting through food

- Group eating together
- Shots of sharing food; eating together
- Maybe mimic a date-night shot
- **End with 3 dessert spoons**

Video 3: Connecting with the community

- Lots of group shots; laughing and having fun
- Try to get shots of the group interacting with the service staff
- Try to get shots of people interacting outside of the restaurant
- Position Mida as the heart of the community; everyone's third spot

Notes:

- Drinks video: need a little more interaction
- Logo consistent throughout the video
- Desserts are for sharing
- We have plenty of spoons
- Changing phrase theme per
- Your neighborhood x,x,x,x,x,
- Don't hang on open door too long
- A couple of more together shots
- Shot of the open kitchen

Notes 11/16:

Drinks video:

-add a small tagline that is consistent + very close at the end of each video