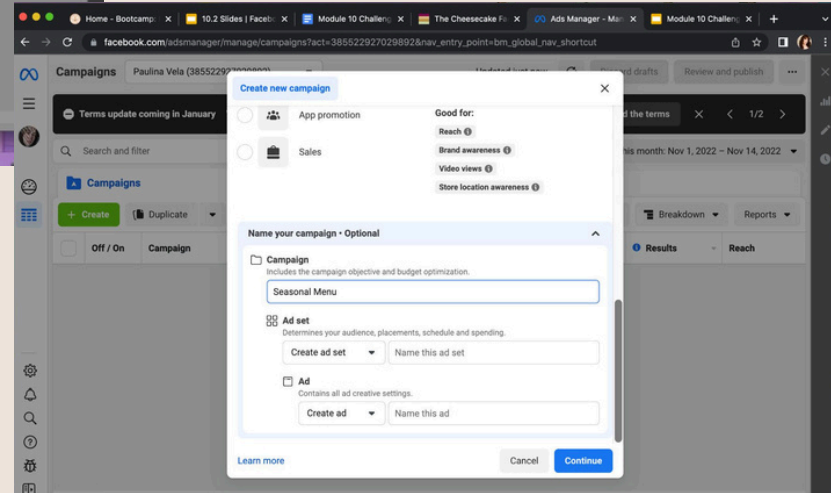
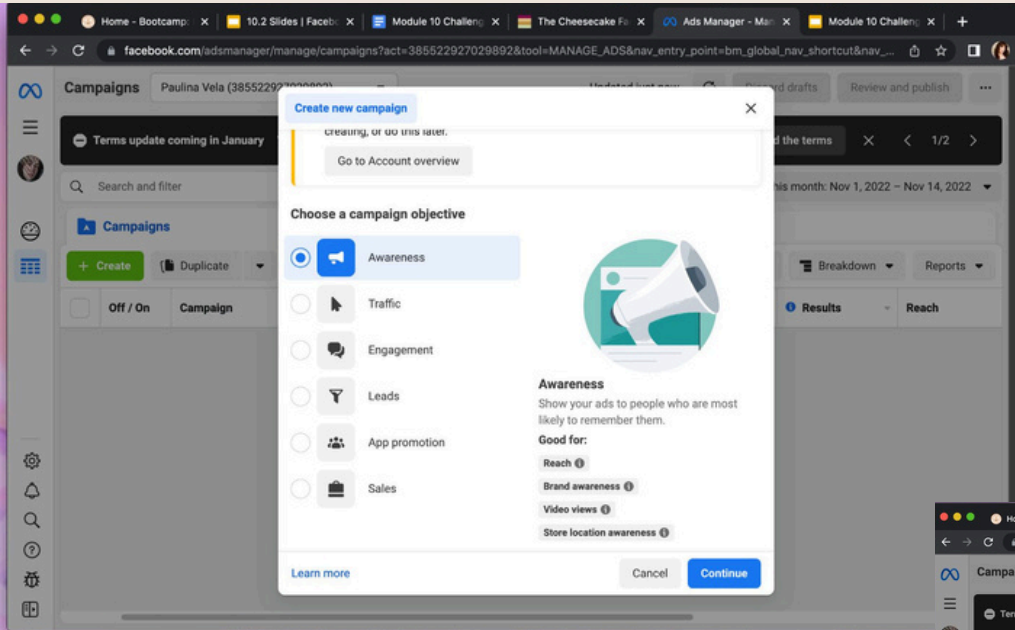


Campaign Platform

I have decided to do campaigns in both Facebook and Twitter. Facebook is a great app to see photos of what your company has to offer as well as linking a shop specific to your company. It would be great to showcase the food and specials the Cheesecake Factory has to offer. Twitter is great for the younger audience as well. It is really good way to use clever dialogue to intrigue new consumers into being interested in the restaurant.

Campaign Objective: Facebook

We will begin the Facebook campaign by bringing awareness to the new fall season menu at the Cheesecake Factory.



Audience and placements

The audience targeting is for specific to a broad age range
Because a lot of Americans love the cheesecake factory and alot
Of people are big fans of seasonal, specifically pumpkin,
flavored items .

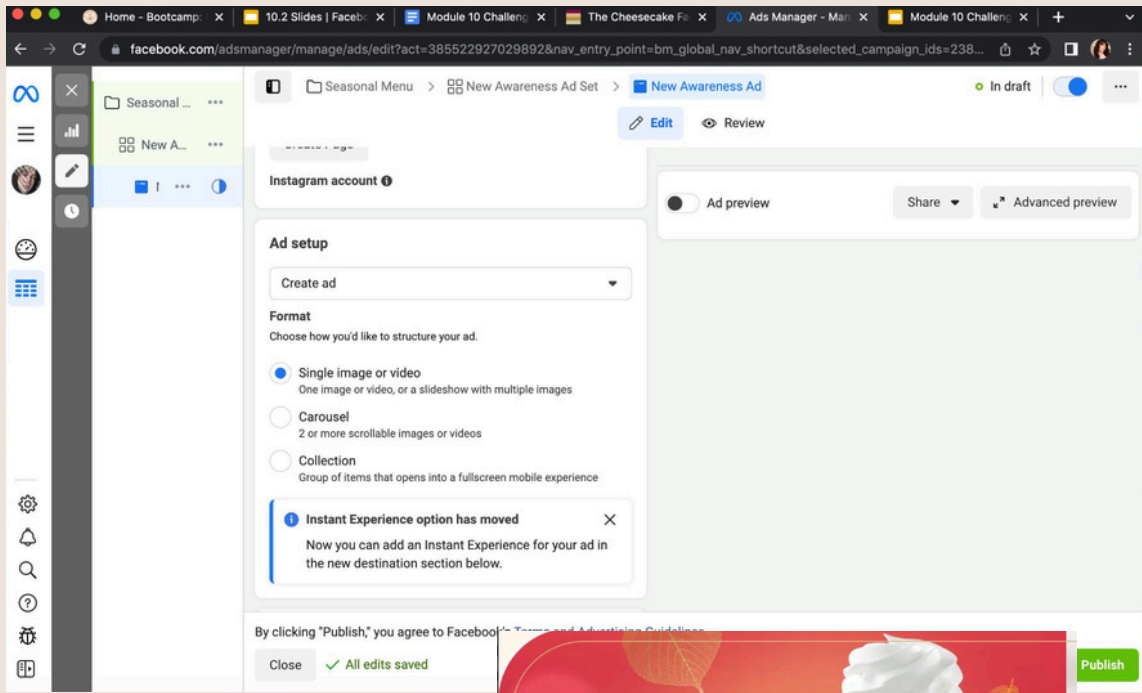
The screenshot displays the Facebook Ads Manager interface for a 'New Awareness Ad Set'. The 'Audience' section is expanded, showing the following targeting criteria:

- * Locations:** United States
- Age:** 18 - 65+
- Gender:** All genders
- Detailed targeting:** Include people who match
- Interests > Additional interests:**
 - Food (food & drink)
 - The Cheesecake Factory (restaurant)

A search bar at the bottom of the detailed targeting section reads 'Add demographics, interests or behaviors' with 'Suggestions' and 'Browse' links.

On the right side, the 'Audience definition' section indicates 'Your audience selection is fairly broad.' and shows an 'Estimated audience size' of 149,100,000 - 175,500,000. Below this, the 'Estimated daily results' section shows a 'Reach' of 3.8K - 11K.

At the bottom of the interface, a 'Close' button is next to a green checkmark and the text 'All edits saved'. A 'Next' button is visible in the bottom right corner.



Ad Creative

An ad creative specifically showing a photo of the pumpkin pie and a CTA to order or to check it out on the website was what i decided to choose for this Ad campaign. Its clear and straight to the point. It will interests everyone excited for the upcoming holidays.



Campaign Objective: Twitter

1 Choose objective 2 Create ad 3 Customize delivery

What's your objective?

Four campaign objective options are displayed in a row, each with an icon, a title, and a description. The 'Reach' option is selected, indicated by a green checkmark in the top right corner of its card.

- Reach**
Get more people to see my ad.
- Engagements**
Get more likes, Retweets, replies and link clicks.
- Followers**
Get more followers.
- Website traffic**
Get more visitors to my website.

Next

The objective for the twitter campaign is similar to the facebook but with reach. We are trying to reach as much new people as we can and since Twitter caters to a younger audience, we are trying to have them interested in our new items

Audience and placements

Since Twitter caters to Millennials and Gen z, Picking a younger demographic for this specific campaign would be beneficial. This campaign is trying to get a younger audience interested in our new menu.

The screenshot displays the Twitter Ads targeting configuration interface. The top navigation bar includes 'Ads', 'Analytics', and user information. The main content is divided into two primary sections: 'Demographics' and 'Audience summary'. The 'Demographics' section allows for narrowing the audience based on gender, age, and location. The 'Audience summary' section provides a high-level overview of the target audience, including reach potential and specific demographic details.

Demographics

Narrow your audience based on their gender, age, and location.

Gender

Any Women Men

Age

All

Age range

18 - 34

Location

Search

Include

Country — United States of America

Audience summary

20.5M - 22.7M
Reach potential

Demographics

Gender	Age
Any	18 to 34
Location	
United States of America	

Targeting Features

Keywords
Food, cheesecake, seasonal, chesecake factory, the cheesecake factory

Operating system
iOS, Android, Desktop, Other mobile

Launch campaign

The screenshot displays the 'Targeting features' section of the Twitter Ads targeting configuration interface. This section allows for targeting the audience based on keywords they use, followers of similar accounts, and their devices. It includes search fields for keywords and follower look-alikes, and a list of included keywords.

Targeting features

Target your audience based on keywords they use, followers of similar accounts, and their devices.

Keywords (optional)

Search

Include

Food, cheesecake, seasonal, chesecake factory, the cheesecake factory

Follower look-alikes (optional)

Search

Ad Creative

For the Ad creative, Having short video showcasing the new seasonal items Would be an effective way to get people engaged. Showing different options For different people is a good way to reach more people.

