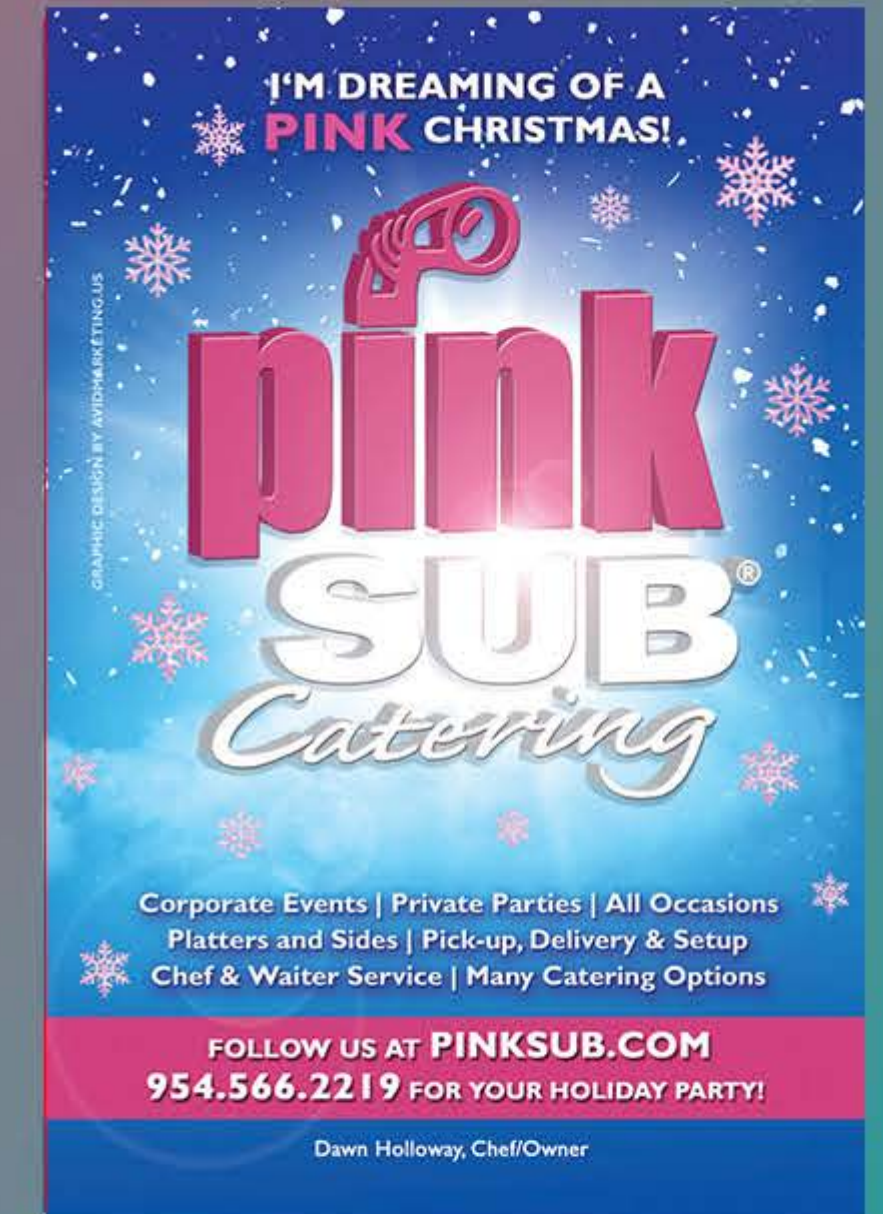
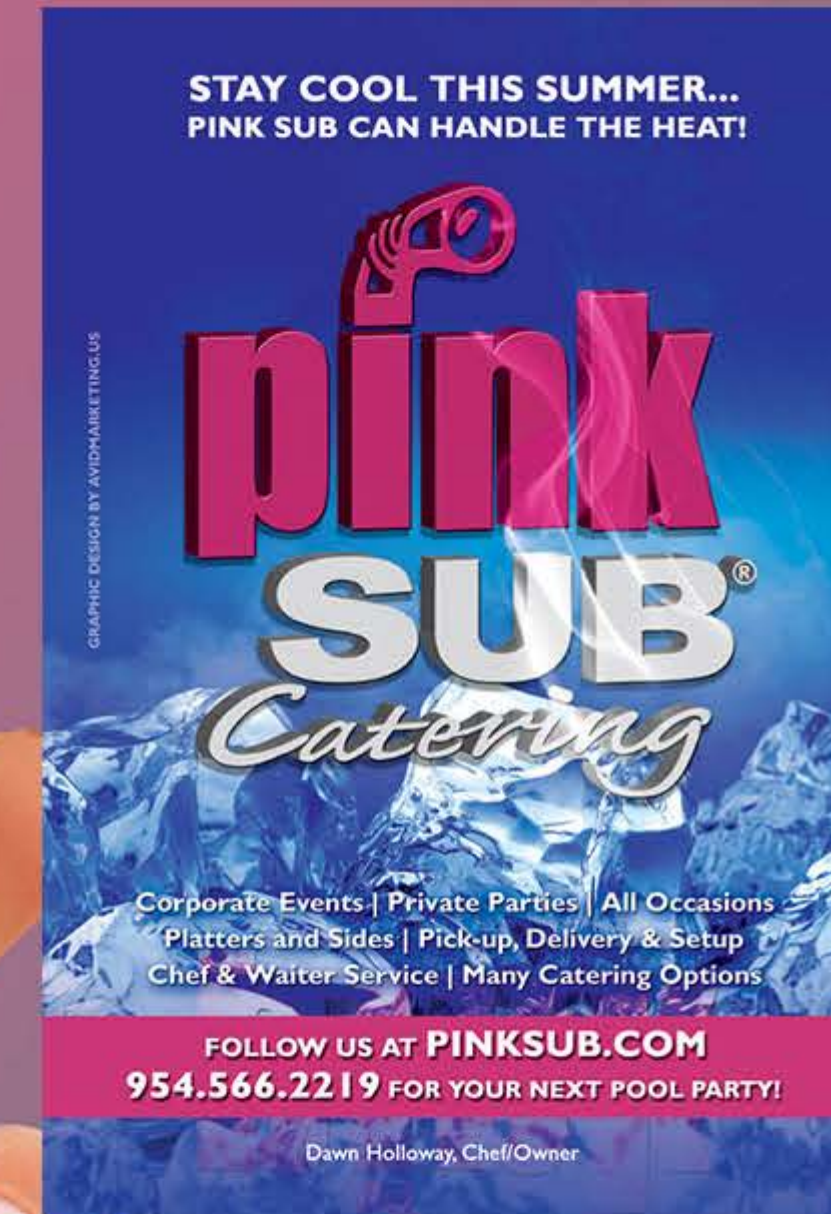


# PINK SUB'S "GRAND OPENING" PRINT AD CAMPAIGN & WEBSITE

Pink Sub is a unique sandwich shop and catering service, formerly of Wilton Manors. In addition to table tents and posters alerting their loyal customers at Pink Sub that they would be moving to Oakland Park, we planned a campaign, continued to use their signature pink color in promotions, and evolved a catering logo based on Pink Sub branding.

The goal of the print campaign was to introduce their catering service while keeping Pink Sub in the minds of customers as they have had to deal with moving and construction at their new location in Oakland Park. In addition, the website would be built around enhancing their social media presence and growing their mailing list in preparation for their grand opening day e-blasts and promotions.

The website uses the WordPress platform and a mobile responsive theme, reducing the need for an app. Online order processing will be added to the site in July 2019.



PROJECT: PRINT ADS & WEBSITE DESIGN  
CLIENT: PINK SUB & PINK CATERING