

Subnomination: Y5 Copywriting

Creative concepts for the food delivery brand *Mnogolososya*:

- 1) text for outdoor printed advertising;
- 2) texts for radio advertising campaign;
- 3) scenario for OLV.

Purpose: to convey to customers that when ordering food in the brand's app, you will really be surprised by the variety of high-quality and delicious food with looooooots of delicious fish.

# 1) Text for outdoor printed advertising

*Mnogolososya* brand has so many quality and delicious food that it might surprise the customer. When the quality and taste of our product a priori does not raise any questions, we decided to please the audience with the fact that we really have a loooooots of this yummy things. As part of the urban format, we came up with a series of banners with people of different genders, ages (within our target audience), nationalities who spread their hands.

The text on the banners is "Loooooots of salmon."

Locations: Moscow House of Books, city banners in high traffic areas in the center of Moscow.

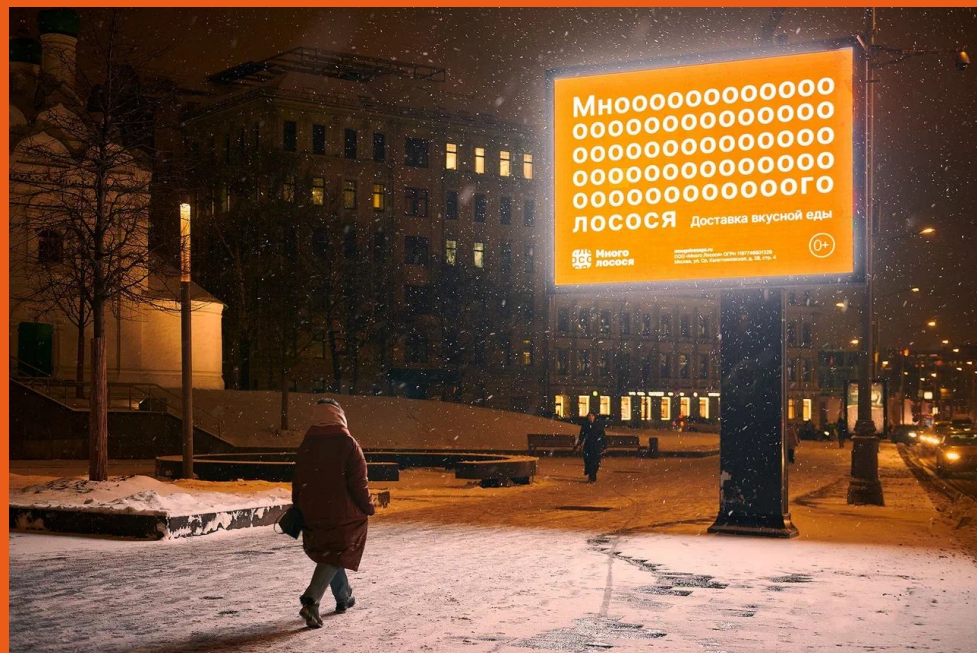
Мноoooooooooooooooooooo  
oooooooooooooooooooooooooooo  
oooooooooooooooooooooooooooo  
ЛОСОСЯ

Доставка вкусной еды




ООО «Много Лосося», ОГРН 1197746601326,  
Москва, ул. Ср. Калитниковская д. 28, стр. 4

[mnogolososya.ru](http://mnogolososya.ru)



Subtitle: Loooooooooooooots of salmon. Delivery of delicious food.

[Link to the video](#)



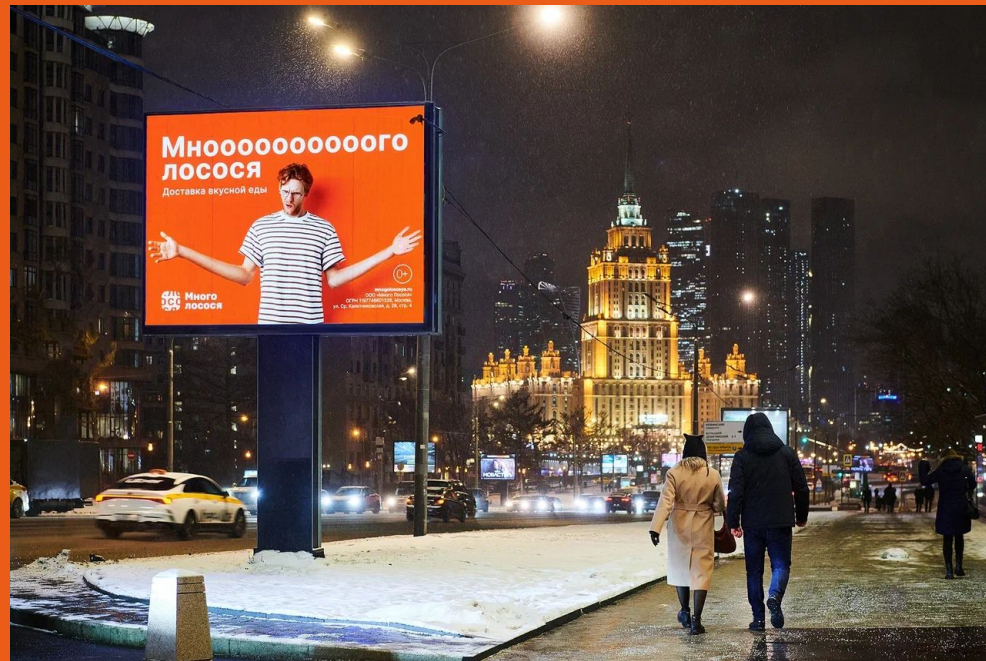
**Мноooooooooooooooooого  
ЛОСОСЯ**

Доставка вкусной еды

**Много  
лосося**

**0+**

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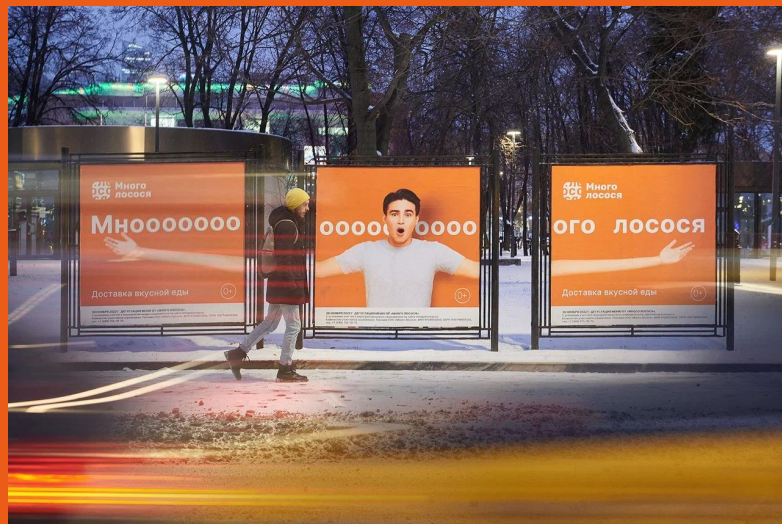
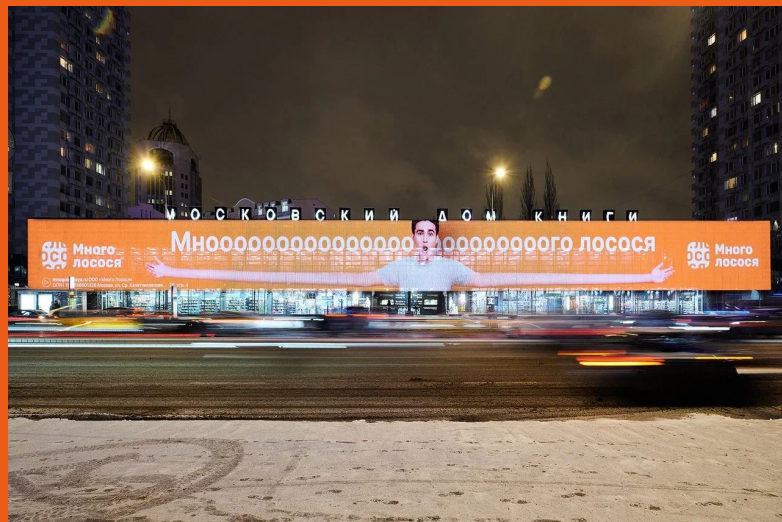
0+



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## 2) Texts for radio advertising campaign

### 1) **URNS**

*Are you going to turn right? Or to the left? While you are just getting ready, delicious tom yam and rolls are ready so that you can order them in the MnogoLososya app with a 25% discount using the MNOGO promo code.*

*The promotion is valid until 08.12.2022 in the mobile application MnogoLososya. Details on mnogolososya.ru  
OOO Many Salmon OGRN 1197746601326, Moscow, 0+*

### 2) **MEDITATION**

*And now some meditation. Open your mouth and slowly inhale the suuuu energy. Breathe out shii energy. Suu shi. Other tasty practices in the MnogoLososya app with a 25% discount using the MNOGO promo code.*

*The promotion is valid until 08.12.2022 in the mobile application "A lot of salmon". Details on mnogolososya.ru  
OOO Many Salmon OGRN 1197746601326, Moscow, 0+*



### 3) Scenario for OLV



Subtitles:

- Mnogolososya!
- Stop! Not enough scale! Let's shoot differently. Started!
- Mnooooogolososya. Delivery of delicious food.

[Link to the video](#)

# Results

The copywriting of this campaign organically reached its target client and vividly proved that it is still possible to surprise the audience even in a market that plays by completely different rules.

The campaign is in full swing, lots of jokes are appearing on Telegram channels, and preliminary results are ahead of schedule. The main goal of the campaign was to increase awareness of the brand, stand out from the rest of the city's advertising and create awareness of "Mnogo Lososya" as an open brand with a sense of humor. We have achieved it by using copywriting skills.