

# PROMOTIONS

Marketing & Entrepreneurship 10



# COMBOS & SPECIAL MENU ITEMS

Sometimes promotions are food based. Imagine you're halfway through the day with minimal sales and food that won't keep until your next day of sales.

What do you do?

The Lime Truck, which we talked about last week, offers something they call "Taste the Truck".



Any ideas what that is?

Consider how you might advertise a special or combo for your truck.



# SOCIAL MEDIA

Instagram is a go-to for food truck advertising. The ability to hashtag, tag locations and businesses, and stories allows for trucks to always have their location on blast.

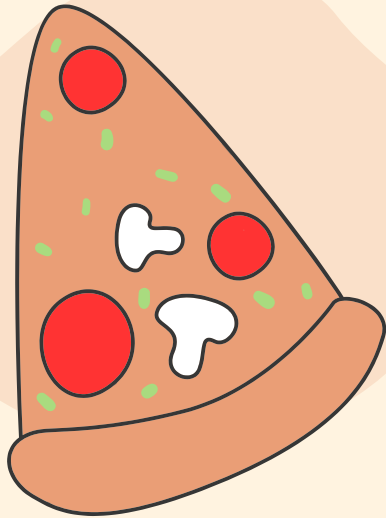
Designing social media posts that explain where you are and for how long are important. Images/videos on the post or reel could be range from the truck exterior, the location, food pictures, or even customers (with permission).

## OTHER STREAMS OF MEDIA



While not the most popular for the younger target market, many people do still passively listen to the radio. Contacting the local radio network to share your participation at large events could be beneficial.

If you did advertise this way, what would the radio script say?

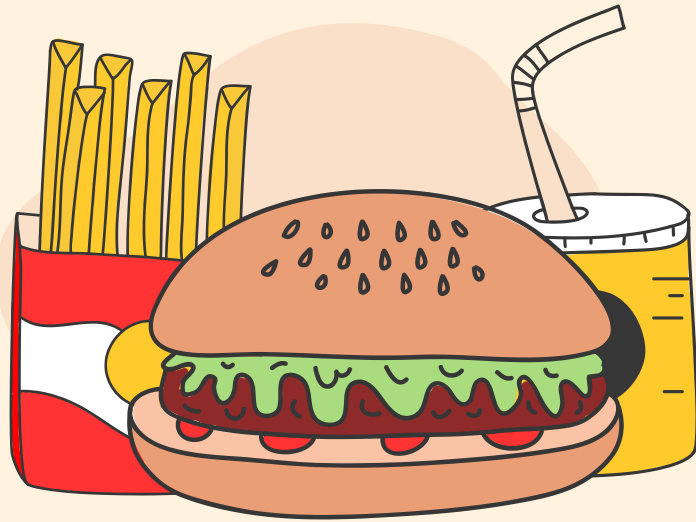


# Work Mode

Create 3 different  
promotional materials that  
advertise food specials,  
locations, deals, or events.



**FREE TIME**



# UNIFORMS

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## MARKETING



## BRANDING



## UNIFORMS - WHY?

### SAFETY



### EQUALITY





# YOUR TASK

## ACCESSORY

Consider  
bandanas, ball  
caps, chef hats,  
etc.

## APRON/COAT

Chef coat, full  
apron, half apron,  
etc.

## SHIRT/COAT

For under your  
apron, and for  
your front man!

You need to design **3** pieces of uniform for  
your truck. Make sure to explain your  
choices!