



I'M DREAMING OF A
*Family
Restaurant*

OPENING IN
LONDON

EVERYDAY | 8AM-8PM
BREAKFAST-LUNCH-BRANCH-DINNER

**FREE WELCOME
DRINK**

The Table of Taste

34 LONDON STREET | 619. 615. 8754

Posters are a crucial element for any organisation that is going to be public and open for commercial use. Posters allow the organisation to reach its intended customers so that they can get some market presence and revenue earning (Singh and Angal, 2020). The above illustration is the poster for the restaurant called "The Table of Taste". The restaurant is going to be opened in London recently. The rationale selected design of this poster has been stated below,

The restaurant is going to offer various kinds of food items for the people in the target destination and it is a restaurant. Hence, the cover of the poster carries the illustration of various food items.

This will be able to provide an overall idea to the potential customers and foodie people who will come across this poster. Thereafter, the poster highlights the prime feature of the restaurant "family restaurant". This kind of restaurants is quite popular recently that allows the families to enjoy their quality time without being interrupted to anything (Jeon, 2017). Hence, this adds an extra edge to the poster attracting people who intend to get something similar to the family restaurant.

It has been witnessed that the posters also contains the quote of "free welcome drink". The rationale behind this is that people like to have free items and this is a great fundamental of promotional strategy. Therefore, it is applicable for the effective poster for advertising in the social networking sites as well as it contains the features and characteristics of a social media promotion tool.

Reference

List

Jeon, Y.M.,

2017. A study on the influence of family restaurant image on satisfaction, trust and revisit intention. *Culinary Science and hospitality research*, 23(2), pp.74-85.

Singh, M.K. and Angal, S., 2020. How

to Prepare a Poster. In *Roberts Academic Medicine Handbook* (pp. 381-388). Springer, Cham.