

Welcome to Laziz Cooking Classes



COME AND JOIN US ONLINE TO EXPERIENCE TRADITIONAL AND AUTHENTIC PAKISTANI FOOD

**Book your space now !!!
Every Friday and Saturday
(4-6PM)**

**Address: 123 Street, Cardiff
Email: uwtsd@hotmail.com
Mobile: 0044-12345678**

£30 Per Person

Class include:

- **Cookery Demonstration**
- **Recipe booklet**
- **Explanation of ingredients and spice**
- **Cooking tips**



Posters are tried and tested types of marketing collateral and an effective way to advertise a business and increase sales.

I have designed my cooking class poster for marketing purposes. My target for this poster is to attract the audience who are interested to learn Pakistani authentic and traditional food.

The first thing people get attracted is the color scheme of the poster, I have selected a purple and blue color scheme to give the poster a professional look. I have used the color palette to understand the theme and mood of the colors and brought purple and blue together to make it look vibrant, sleek and professional.

I have used the font "script" for the title to make it look pretty, and used "bold vidaloka" to the middle part of the writing so it can be easily seen; I have used "open sans" to write the contact details including address, email, and contact number. I have used white and black font colors which can be readable on the vibrant background.

I have included the bullet point to make it easy for my audience to understand and to let them know what to expect from the cooking class. The pictures in the posters are good quality and the color scheme of the picture is appropriate according to the theme of the advertisement.

According to my questionnaire marketing research, 60% of the audience was interested in authentic online cookery classes where they can learn about the authentic food, spices and able to cook curry from scratch; I have made this poster based on the virtual classes to achieve Call-to-Action (CTA) approach.