



**Mi Casa Es Tu Casa**

Campaign

Creative Brief Presented By  
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## Background & Mission

“Mi Casa Es Tu Casa” is a campaign created to promote and advertise the opening and the services of Tu Casa Food Restaurant and Pantry to the San Francisco public of lower income and those in need of food services.

Tu Casa Food Restaurant and Pantry is a new food service with many locations around San Francisco that addresses the needs of each specific community. Realizing that regular business hours of operation are not accessible for much of the working class, Tu Casa provides flexible hours that work around most work schedules for clients to come in and receive their food needs. Tu Casa is open early mornings and late afternoons to cater to the needs of those working early and late shifts. All clients are provided with both a meal and with access to the food pantry—stocked with fresh produce and dairy products daily.

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The mission of the “Mi Casa Es Tu Casa” campaign is to create a warm and inviting environment through printed posters and pamphlets that generate awareness about the new food service that understands the necessities of the people and directly caters to the people.



Fresh  
Produce

# Deliverables

The deliverables that will be used to give the target audience the message are 24"x18" posters and 5"x7" pamphlet mailers distributed across the city of San Francisco. These deliverables will radiate the vision of the organization and will be designed to be clear and understandable so that all people can receive the message.

Target audience = those with lower income levels and those in need of food services.



# Mandatory Elements

Mandatory elements that are to be included in the deliverables are:

Tu Casa Food Restaurant and Pantry mission statement

Organization logo

Organization locations, addresses, phone numbers, and hours of operation

Line that reads "Produce, dairy, and other products generously donated by Whole Foods Market."

# Timeline

Research and Planning—3 weeks

Creative Approach— 4 weeks

Finalizing a Design— 3 weeks

Print Deliverables— 2 weeks

Campaign Period— 8 weeks

## Budget & Approvals

Since Tu Casa Food Restaurant and Pantry is a relatively new service, working on a low budget is ideal and necessary. The organization is simply looking to advertise their services.

The Mi Casa Es Tu Casa campaign needs to be approved by the board of the organization—that includes the board president, vice president, treasurer, and secretary.



Eating is a natural right...no one should have to go hungry.