

Block Island Seafood Company

By Mary Rae

December 3rd, 2019



Introduction

I grew up knowing about BISCo. due to it being run by a family member of mine. Having this personal connection to this company only made me appreciate and love the people involved so much more.

The Client

BISCo. is a catering company owned by my godfather, Craig Geraghty. He started this company after being invited to perform a cooking demonstration which was an unforgettable experience for the comedian/actor. While waiting on tables in Southampton, New York, he created BISCo. to honor the annual family vacations to Block Island. Their current goals are to bring in more loyal consumers based in NYC with disposable income and increase their online following while keeping a personal image.

The Consumer

Catering companies consumers lie on a wide range for food is enjoyed by everyone. The consumers for BISCo. mostly come from Long Island, New York. This most likely has to do with the cooking demonstrations the client performs in public libraries across the island to create more brand awareness. The audience from these cooking demonstrations tend to be 45 years old and older which is great but a younger audience is also needed.

The younger audiences get drawn in from their social media presence but a goal of the client is to improve their online presence due to a lack of exposure. This only means not enough of the younger audience is being drawn in. Their current marketing portion is geared towards a more younger audience based in NYC but is currently drawing in the wrong demographic at the moment.

Goal Consumer

Aiming towards a younger audience of age 30 and older in NYC with disposable income.



The Strategy

For this campaign, I wanted to show that BISCo. caters to many different types of (small) events while remaining personal. This campaign explains that while remaining true to their carefree spirit, this company is very reliable and efficient through a more humorous approach.

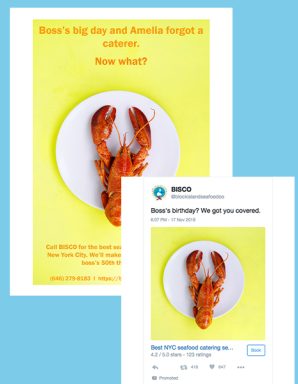
Each ad created during the campaign are targeted towards a younger audience. Two of the three ads are humor based to remain more memorable to those who witnessed the ads. The social media ads were on platforms BISCo. uses often to draw in the proper age range like Twitter and Facebook. These accounts are not doing as well as Instagram which is another reason for focusing on these platforms for ads.



Informative




Persuasive



Narrative

Informative






Plan an event
Create your own menu
Pick your favorite options
And have fun

Choose BISCO and we'll become your favorite option.

A seafood catering service like no other. Let our family feed yours.

(646) 279-8183
<https://blockislandseafood.com/>









 **BISCO**
Sponsored

Plan an event, create your own menu, pick your favorite options, and have fun. Choose BISCO and we'll become your favorite option.

Let our family feed yours.
Improve any event with us!
blockislandseafood.com

[Book Now](#)

   20 562 Comments 311 Shares

 Like  Comment  Share

In this informative ad, I used a list format to catch the reader's attention for it flows easily. Within the list, it portrays the headline in the center so if the reader is only skimming the ad, the brand name will stand out. I used a seafood image in the background to inform without words on what food BISCO serves even though the word "seafood" is in the ad as well. The main focus was to set up the personal connection through using the term "family" since the client is really trying to establish that connection from the get go.

Persuasive


"Everything at the wedding was so beautiful...
The best parts were raw, boiled, and steamed."

- Bride's Mother

Don't let your wedding be forgettable, let BISCO
feed you. Serving from 5 to 125, we know how to
get personal.


(646) 279-8183 | <https://blockislandseafood.com/>



 **BISCO**
Sponsored

Like Page

"Everything at the wedding was so beautiful... the best parts were raw, steamed, and boiled" - Bride's mother



Don't miss out on an unforgettable experience!
Book BISCO for any event today

[BLOCKISLANDSEAFOOD.COM](https://blockislandseafood.com) [Book Now](#)

20 562 Comments 311 Shares

Like Comment Share

The persuasive ad focused on the experience BISCO can give to their customers. Humor was used in this ad to target the audience the client is searching for since younger generations find humor to be a more effective way to advertise. The limit of customers per event is 125 people which is a low number but this ad puts a positive spin on the number by once again, using a personal connection as a tactic.

Narrative

Boss's big day and Amelia forgot a caterer.


Now what?



Call BISCO for the best seafood catering service in New York City. We'll make sure you celebrate your boss's 50th the right way.


(646) 279-8183 | <https://blockislandseafood.com/>



 **BISCO**
@blockislandseafoodco

Boss's birthday? We got you covered.

6:07 PM · 17 Nov 2019



Best NYC seafood catering se...
4.2 / 5.0 stars · 123 ratings

[Book](#)

🔄 416 ❤️ 647 ***

📄 Promoted

For the narrative ad, the background used was chosen to catch attention through colors. By using warm colors, it will create a more welcoming attitude within the minds of the readers who are viewing this ad. Once again, humor was used through a story of an employee who has forgotten to book a caterer for their boss's 50th birthday. Most employees who have a boss that is 50 years old will be much more likely to be younger than 50 which is why this will once again, target an younger audience.

Conclusion

By allowing consumers to have a personal connection with services like Block Island Seafood Company will only help improve their event and create even better memories. Who wouldn't want an event to be so amazing and fun that guests will talk about it for years to come? BISCo. can and will create memories so wholesome, the customers will be back for years to follow for each event they will host and this campaign will help invite the consumers in.