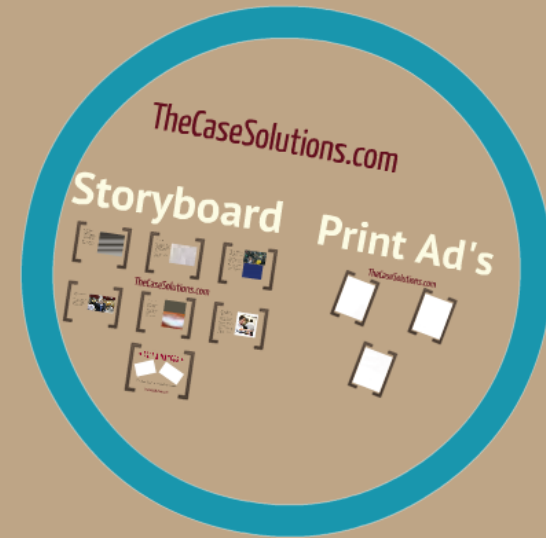
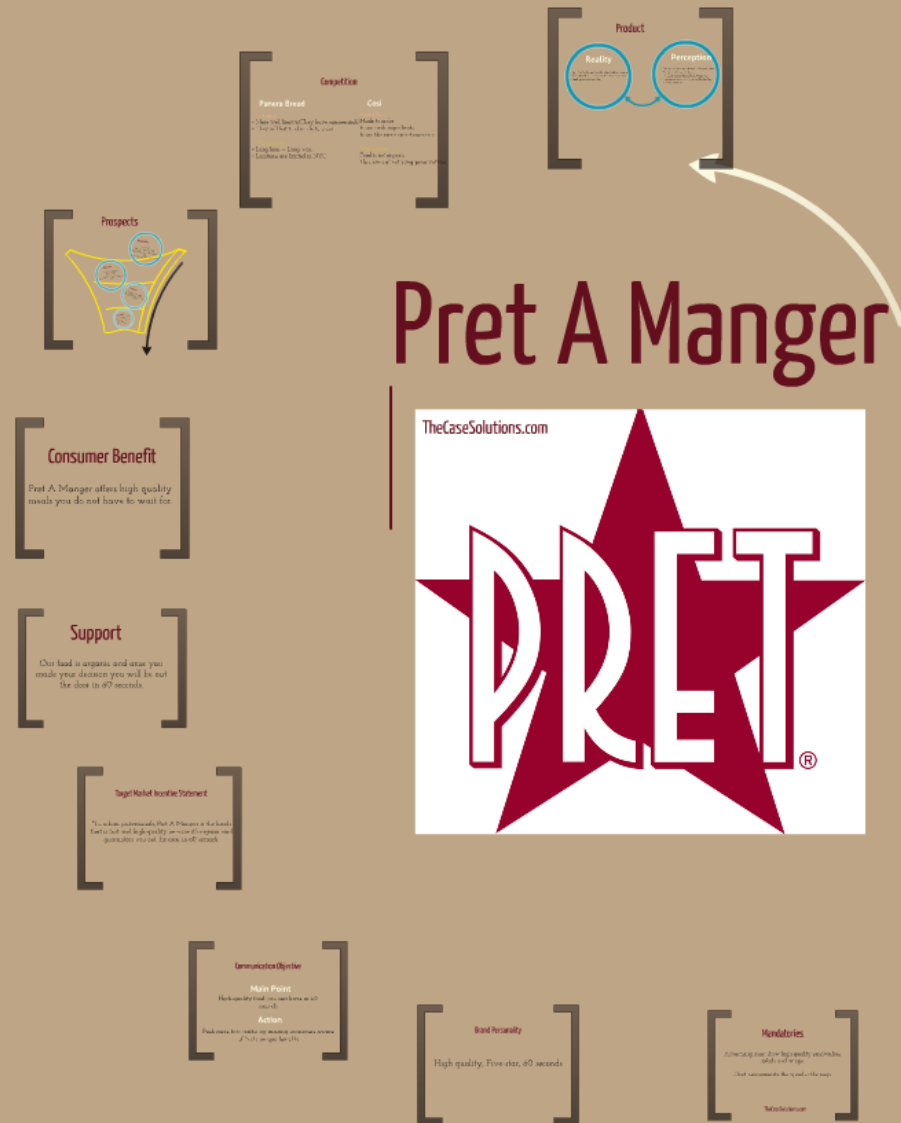
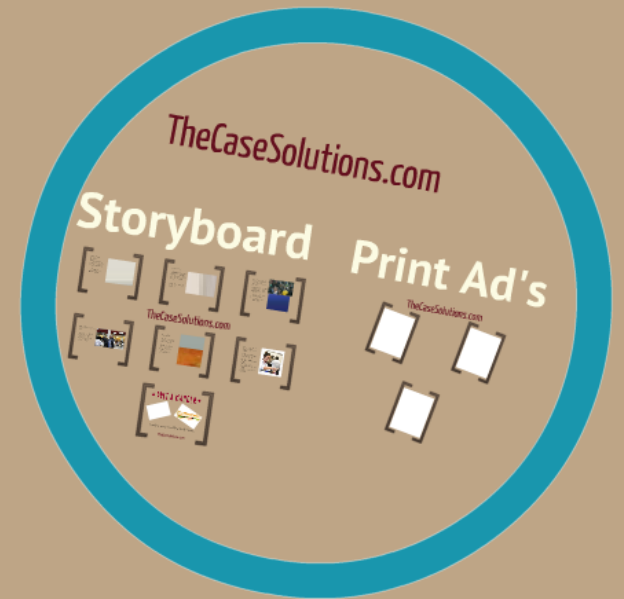
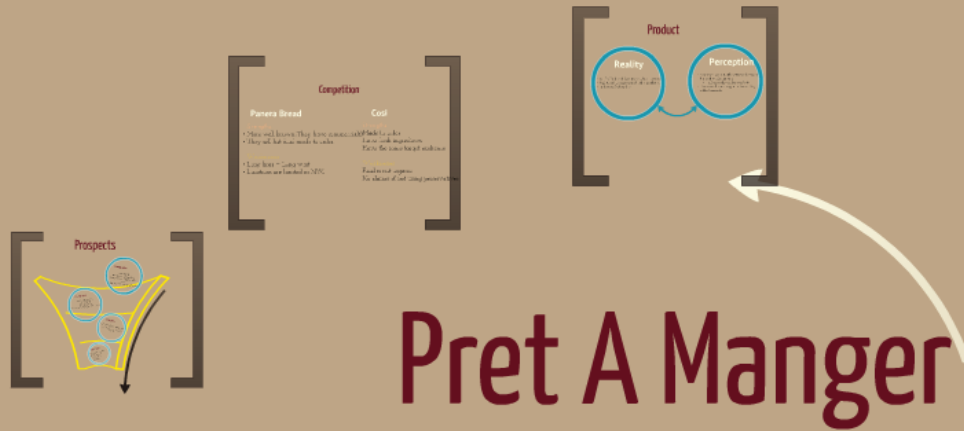


# Executive Compensation at Talent Partners



TheCaseSolutions.com



**Consumer Benefit**

Pret A Manger offers high quality meals you do not have to wait for.

**Support**

Our food is organic and once you made your decision you will be out the door in 40 seconds.

**Target Market Inevitable Statement**

Our sales performance Pret A Manger is the leader that is fast and high-quality because 20% organic and guarantees you are the door in 40 seconds.

**Communication Objective**

**Main Point**  
High quality food you can serve in 40 seconds.

**Action**  
Decrease foot traffic by making consumers aware of high quality results.



**Brand Personality**

High quality, Freshness, 40 seconds

**Manifestos**

Advertising that does not waste anybody's time and energy.

Fast communication speed & location.

TheCaseSolutions.com

# TheCaseSolutions.com

TheCaseSolutions.com

# Storyboard      Print Ad's



TheCaseSolutions.com



# Storyboard

Clock strikes  
12:00pm  
Everyone gets up  
and starts running  
towards the door  
  
(Fast-paced music  
begins to play)



12:00PM LUNCH RUSH

(Music stops)  
  
Last man in the office  
slowly stretches and  
gets up and heads out  
the door at a slow  
pace.  
  
Man: "What's there  
problem?"



THOSE FOOLS!

As the man is walking around  
to get some lunch he is observing  
the crowded streets of  
Manhattan and the lunch lines  
cut the door.  
  
He glides down the streets while  
the people around him seem  
frustrated, hopping their feet and  
impatient.  
  
(Background noise: Loud NYC  
streets, horns honking)  
  
Holiday stand man: "Holiday  
and warm Pretzels"



NYC'S CROWDED STREETS

## TheCaseSolutions.com

He finally arrives to  
Pret.  
  
People are rushing  
out of Pret with  
happy faces and  
lunch in hand.



JACKPOT!

He walks in.  
  
A full view of the  
shop is shown.  
  
Shots of the food  
items (Organic,  
fresh, no  
preservatives)



PRET'S QUALITY FOOD

Grabs his lunch and  
walks straight to the  
register.  
  
No line and a happy  
smiling employee.  
  
Employee: "Will that be  
all sir"  
Man: "Yes, mam"  
Employee: "That will be  
\$8.99"  
"Thank You and have a  
great day"



OUT OF HERE!

# ★ PRET A MANGER ★



Five-Star lunch, In a New York Minute

[TheCaseSolutions.com](http://TheCaseSolutions.com)

# Print Ad's

TheCaseSolutions.com



TheCaseSolutions.com



# Mandatories

Advertising must show high quality sandwiches, salads and wraps.

Must communicate the speed of the shop.

[TheCaseSolutions.com](http://TheCaseSolutions.com)