

What does Virgilio's want in their press release?

- The main purpose is to show customers we haven't forgotten about them and we are hoping re-open very soon,
- Information about we trying out different safety measures
- When we are safe to open to the community again will open
- Reassure the community that it is safe to eat at our restaurant when we re-launch
- Thank the customers for their ongoing support
- Must match the colour scheme of the restaurant and use the branding.

What to include in the Instagram post?

- A hashtag customers can use.
- The best picture showcasing the restaurant/food
- Catchy caption underneath the picture
- Provide a link to our website to drive traffic.

What to include in the promotion?

- Only valid for the first week we launch
- A special offer to include to offers to grab their attention
- Use a image and big text (Not many words)
- It's going to put on our website.