

**Client:** Papa's Pizzeria

**Voice:** Fun, family friendly and witty

**Audience:** Traditional Midwestern middle-class families

**HHI:** \$45,000

**Goal:** Increase dine-in sales

**Channels:** Facebook, Instagram, Twitter, Blog

**Papa's Pizzeria: IG post**

We know life is busy and family schedules can be hectic; it can be so much easier to order in. With that convenience though comes the disconnection of family members staring at screens in opposite ends of the house. And then there's the dishes. You don't want to have to do dishes again, do you?

Come on in to Papa's Pizzeria this Sunday, and every Sunday, for #ScreensAwayDay. It's one day in the week where the emails can wait until tomorrow and texts can wait until later. It's one day in the week to reconnect with your loved ones and share the latest news.

Click the link in our bio to reserve your table now. Come on in, enjoy a slice, and we'll do the dishes.



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**Papa's Pizzeria: Twitter Post**

It's #ScreensAwayDay! Instead of bringing Papa's delicious, brick-oven pizza home to your family, bring your family home to us. Disconnect from the chaotic world around you and reconnect with your whole world in front of you.

#PapasPizzeria #LoveInTheOven #FamilyTime



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**Papa's Pizzeria: Twitter Post (additional idea)**

Hungry? Instead of eating our delicious brick-oven pizza at home, then doing the dishes & the laundry, come on in to Papa's to enjoy our delicious brick-oven pizza here. We'll even do the dishes! Not the laundry though. That's on you.

#PapasPizzeria #LoveInTheOven #FamilyTime

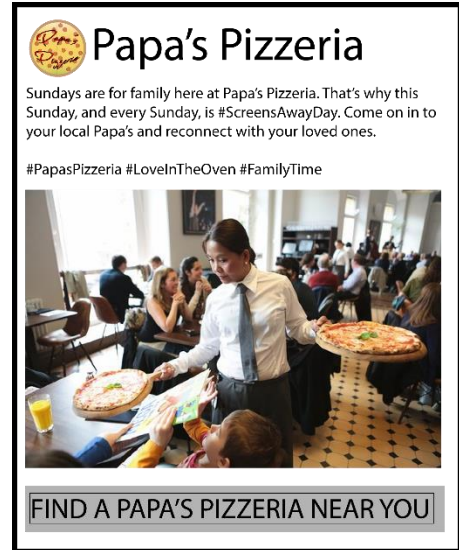


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**Papa's Pizzeria: Facebook Post**

Sundays are for family here at Papa's Pizzeria. That's why this Sunday, and every Sunday, is #ScreensAwayDay. Come on in to your local Papa's and reconnect with your loved ones.

#PapasPizzeria #LoveInTheOven #FamilyTime



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**Papa's Pizzeria: Blog Post**

Papa's Pizzeria was built on a solid foundation of family. We've always been a family business and we always will be. It's not a surprise then to tell you that we care about your family just as much as we care about our family. Without you, we would not be where we are today, and so we feel as though it's our responsibility to give back. We feel it's one of our duties to help grow a feeling of togetherness and community between our family and yours. As many studies show, such as from The Center on Addiction, one of the best ways to strengthen family unity is to eat dinner together. No TV; no texting; no email; just great food and great conversation. That's why every Sunday is #ScreensAwayDay at every Papa's Pizzeria franchise. The TVs are turned off, the lights are dimmed, just a bit, and light music and the sounds of family conversation is in the air.

We realize that life happens, we all get busy. Work gets crazy; school and extra-curricular events have us running all over the place, and eating on the go, or in separate corners of the house while staring at screens. We're texting, emailing, or Netflixing. Then, before you know it everyone begins to drift apart as a family. It happens to everyone.

#ScreensAwayDay is a day dedicated to slowing down and enjoying life, and enjoying each other's company. It's a day to set aside emails, texts, the TV remote and video games. It's a day to reconnect as a family and solidify familial bonds.



We invite you to come dine with us, at any time, but most importantly we invite you to come dine with us on #ScreensAwayDay. Click here to find your local Papa's Pizzeria, where #FamilyTime matters more than anything.