PIXEL MARKETING STUDIO

TORONTO & GTA

Menu launch content checklist

Prepare one clear brief before you book campaign content.

01 Choose the real menu item

Confirm its name, ingredients, portion, presentation and current price. The content should match what you actually serve.

02 Give the campaign one main job

Introduce a new item, highlight a seasonal dish or answer a customer question. Decide what you want the viewer to do next.

03 Gather the essentials

Have your current menu, a clear photo of the real dish, logo, location and confirmed offer details ready. Check image and people permissions.

04 Choose where it will run

Instagram reel, menu display or paid ad? Confirm the main placement and the actual menu, order, booking link or address it should lead to.

05 Set the date and the decision makers

Choose the preferred launch date, who approves the content and who publishes it. Check names, prices, dates and phone readability before release.

YOUR MINI BRIEF

Business / location

Menu item / confirmed price

Main goal / customer action

Placement / working destination

Preferred launch date

Reviewer / publisher

Still undecided?

Want help turning your brief into campaign content?

DM @pixelmarketingst with your menu item, placement and launch date.

We will confirm fit and scope before quoting.