



Questions for Classroom Discussion

Theme Restaurant

- **What must a theme restaurant consider as it tries to attract customers to come eat?**
 - ⇒ Consider the main themes of the successful “theme restaurants” (local history, cooking styles, entertainment, etc.), and what can be offered to get people excited about those themes and make them come back time after time.
 - ⇒ Consider the target audience—families, businessmen, children, adults—and what might excite them
 - ⇒ Consider the main theme and how that can be portrayed throughout the restaurant (food, decorations, service, entertainment, etc.)

- **What themes are reasonable—and what themes are NOT reasonable—for a restaurant to have?**
 - ⇒ Consider the main factors that determine a “reasonable” theme—cost, audience, safety, labor, space, and so on.
 - ⇒ Consider the usual ways a theme is portrayed at a restaurant (such as food, decorations, service, entertainment, etc.), and how this can determine what is reasonable
 - ⇒ Consider themes that may be impractical for the restaurant due to subject matter that does not fit the dining experience, or it may have safety, size, cost, or other limitations

- **Who is the target audience that would be interested in visiting a theme restaurant, and what is the best way to reach that audience?**
 - ⇒ Consider who will be most be interested in coming (families, businessmen, children, adults, etc.), and how that audience will determine the best way to advertise the theme restaurant.
 - ⇒ Consider possible forms of media to deliver your message: radio spots, TV commercials, social media, brochures, flyers, etc.
 - ⇒ Consider the central message of your advertising campaign and how your theme will be portrayed at the restaurant, and how that should always be essential in your format choice and ad design.