

PLANET PIZZA

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MOME 747 - Multiplatform Network
Branding And Design
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CONCEPT

Concept:

The second brand and company that I am using for project A is Planet Pizza, a Pizzeria restaurant that has made multiple delicious foods. The reason why I use this food company is because we eat to survive, this company provides great food that people like to eat, pizza is a favorite food, and Planet Pizza is one of my favorite pizzerias. Planet Pizza has more than just good pizza, they have Garlic knots, sandwiches, wings, and a friendly attitude. My idea for the motion media Brand would start off with a pizza slice rocket ship blasting off into space and flow across stars and planets, then the moves across the logo of the company. I will be using the company colors of red, white, yellow, and dark gray. The music will be cheerful music or sci-fi music.

Research:

The Planet Pizza company was founded by Joe, Mike & Frank Rocco who had pizza experience when they were growing up as the children of Italian immigrants in the 1970's Bronx. The brothers are proud that their parents worked harder than anybody, and the brothers help try to make the best pizza. So Planet Pizza was a combination of four family-owned stores and seven licensees operating under family guidance. The Rocco brothers would make their pizza out the best items to get the best flavor. So as the Rocco brothers develop the pizza, they develop their company to be cutting edge.

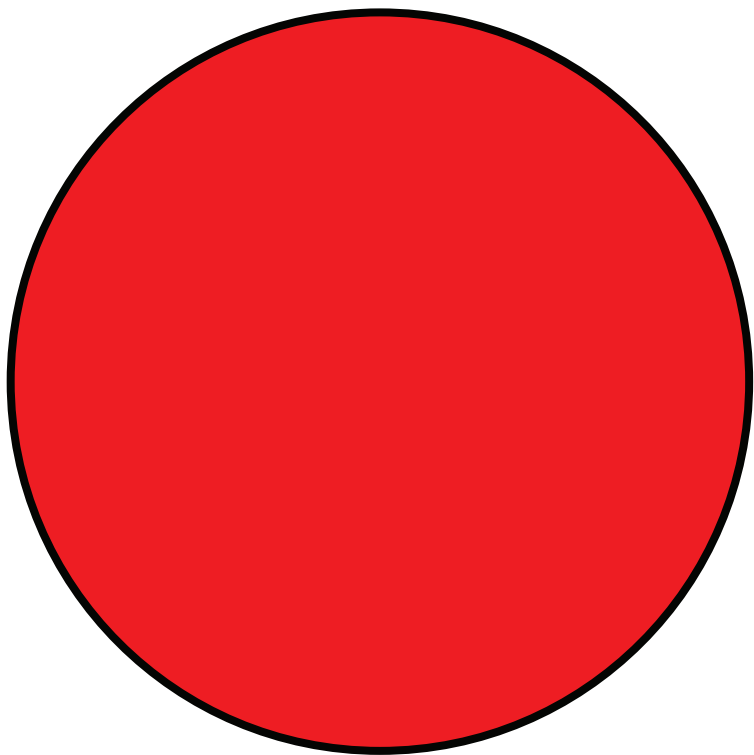
Locations:

White Plains, NY 290 Tarrytown Road
Greenwich, CT 28 Railroad Ave
Stamford, CT 920 Summer Street
Westport, CT 383 Post Road East
Norwalk, CT 607 Main Avenue

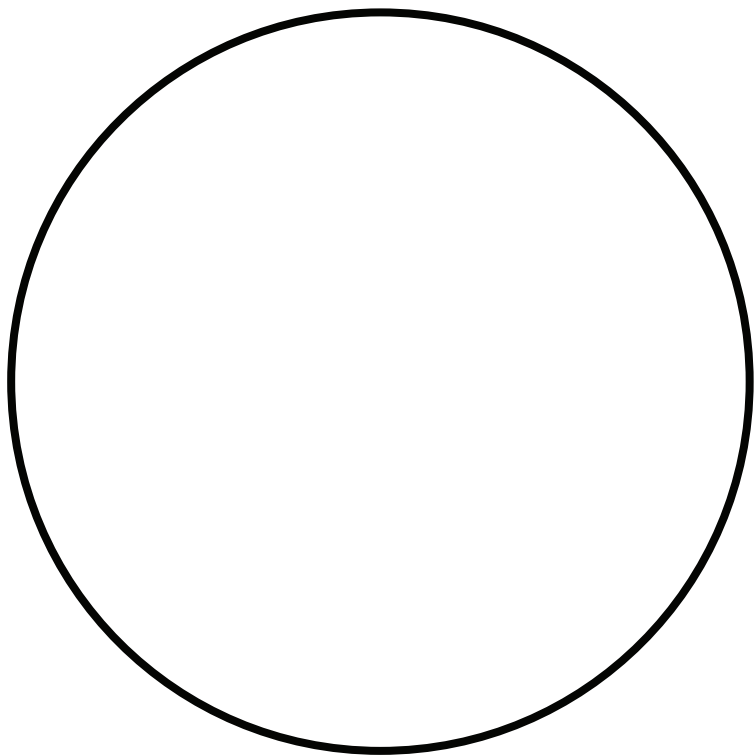
Ridgefield, CT 411 Main Street
Shelton, CT 350 Bridgeport Avenue
Danbury, CT 71 Newtown Road
Fairfield, CT 733 Post RD



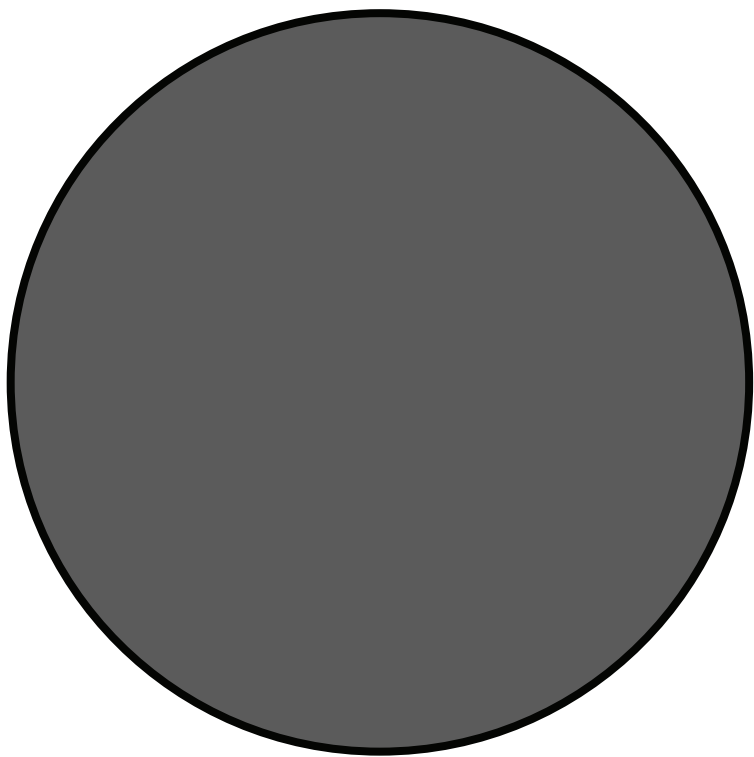
MOODBOARD



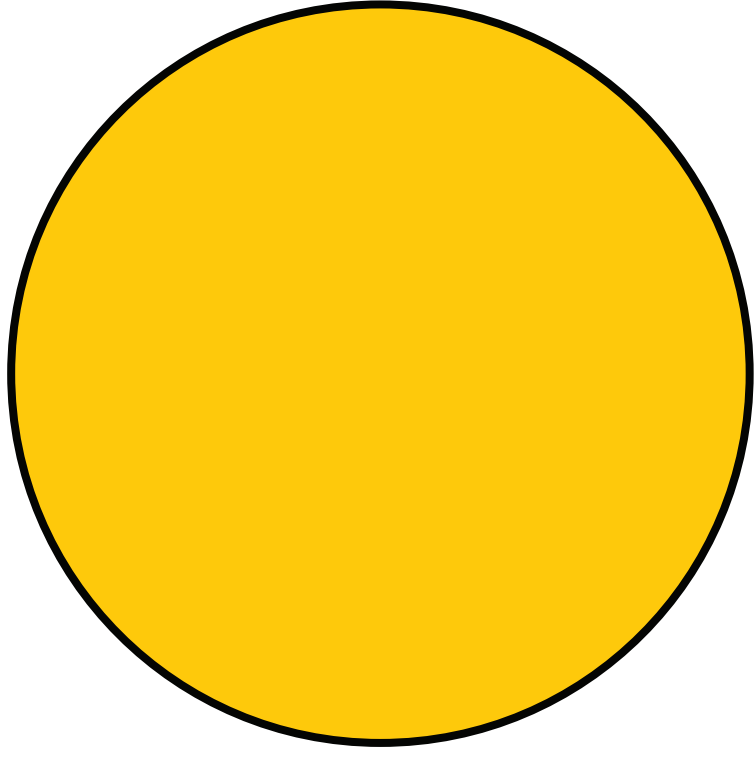
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#ffc906



THUMBNAIL 1



Panel 1: It will be a galaxy of Planet Pizza food orbiting a pizza pie along with the logo.