

# A DOPO PIZZA

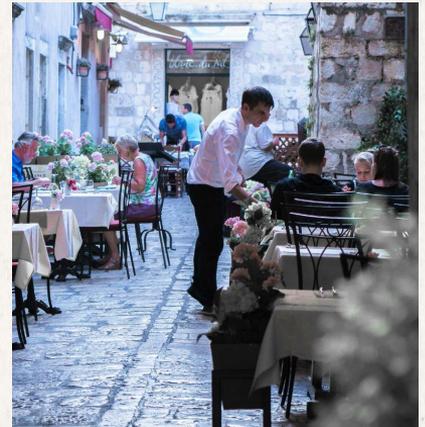
A DOPO MEANS 'SEE YOU LATER,' NOT GOODBYE

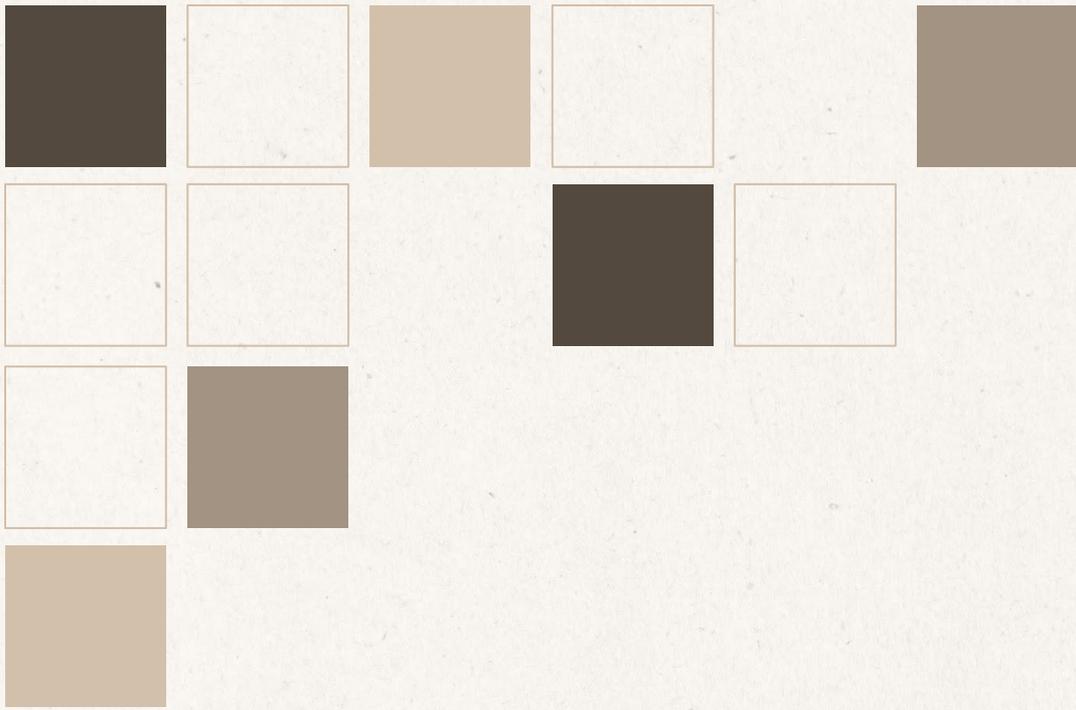


# VOICE



A DOPO IS **COMMITTED** TO THE KNOXVILLE COMMUNITY BY SUPPORTING A PLETHORA OF **LOCAL** BUSINESSES TO SERVE **SIMPLE**, FARM-TO-TABLE MEALS EACH EVENING. THE HIGH-QUALITY DISHES ARE SERVED BY THE HIGH-QUALITY TEAM MEMBERS WHO ARE THERE TO PROVIDE GUESTS WITH A **PEACEFUL**, **JOYFUL** EXPERIENCE.





# TONE

A DOPO **WELCOMES** EVERYONE. THE TEAM VALUES GUESTS TO HAVE A  
**COMFORTABLE, RELAXING** EXPERIENCE IN THE **CLASSIC** SPACE.



# KEY TONE WORDS

## NOSTALGIC

A DOPO BRINGS A NOSTALGIC FEEL TO THE DINING EXPERIENCE AND THROUGH THE BRAND AS A WHOLE. THE SPACE IS THRIFTY IN THE DECOR, KITCHENWARE, FAMILY-STYLE FLOOR PLAN, ETC. THE BRAND VALUES THE TRADITIONAL PRACTICE OF SLOW DINING WHICH PROVIDES A UNHURRIED, INTENTIONAL SERVICE.



# VIBRANT

A DOPO REPRESENTS A VIBRANT ORGANIZATION THAT VALUES COMMUNITY AND PERSONAL CONNECTION. THE BRAND CREATES A VIBRANT SPOT FOR ALL AGES TO ENJOY EXCELLENT FOOD WITH LIVELY TEAM MEMBERS, COLORFUL DISHES, AND RAVISHING DECOR.



# AUTHENTIC

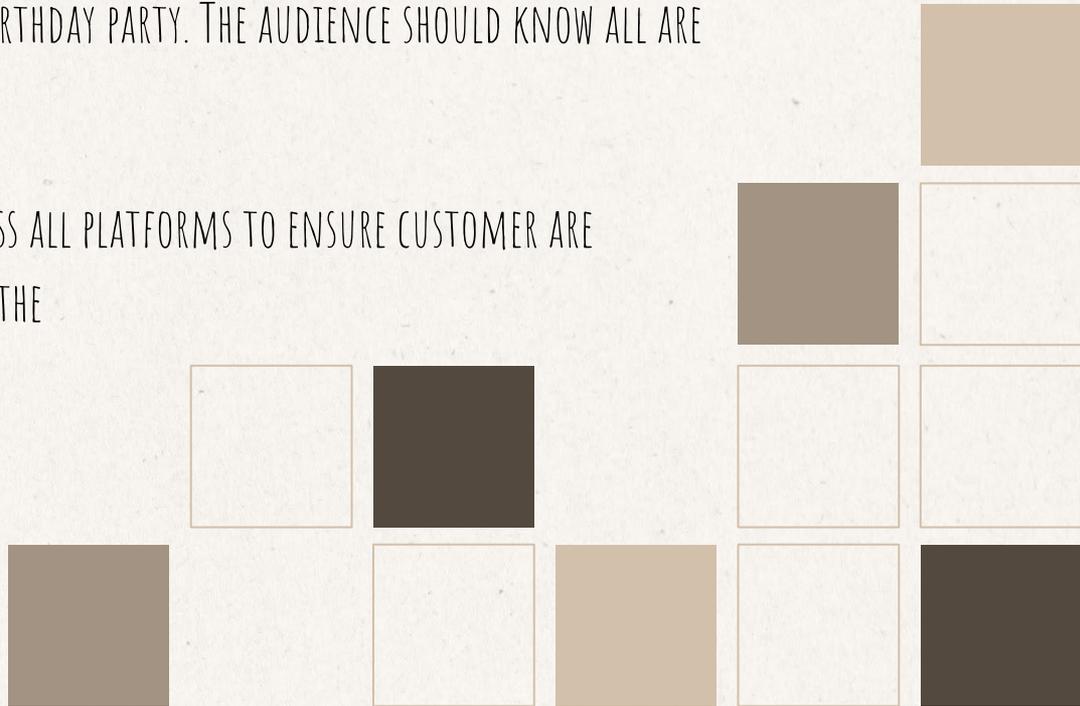
A DOPO NOT ONLY BRINGS AUTHENTICITY THROUGH TONE BUT ALSO TO THE TABLE. THE OLIVE OIL AND WINE ARE SOURCED FROM ITALY AND THE PRODUCE, DAIRY, AND OTHER ESSENTIALS ARE LOCALLY SOURCED. THESE ARE FACTS THAT A DOPO PRIDES ON BECAUSE THEY ARE A TESTAMENT TO THE BRAND'S GENUINE LOVE FOR ORIGINAL DINING AND LOCAL DEVOTION.

**INSTAGRAM** ALLOWS FOR **CHEEKY** POSTS ABOUT THINGS SUCH AS PIZZA SPECIALS WHICH ARE CAREFULLY CRAFTED BY A TEAM MEMBER EACH WEEK. OVERALL, THE PLATFORM IS **INFORMATIVE**, BUT IN A FUN, CUTESY WAY.

AN **INVITING** TONE IS USED THROUGHOUT THE **WEBSITE** TO ENCOURAGE GUESTS TO TRUST THE BRAND TO BE THE PLACE FOR A ROMANTIC DATE NIGHT OR INTIMATE BIRTHDAY PARTY. THE AUDIENCE SHOULD KNOW ALL ARE WELCOME AT A DOPO.

OVERALL, THE BRAND IS **RELAXED** AND **GENUINE** ACROSS ALL PLATFORMS TO ENSURE CUSTOMER ARE ENGAGED ONLINE, AT COMMUNITY EVENTS AND IN THE RESTAURANT SPACE ITSELF.

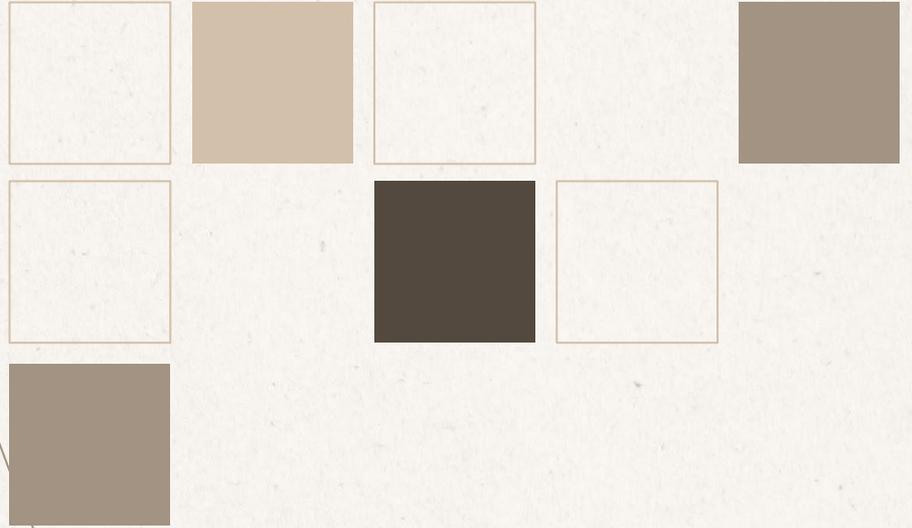
## AUDIENCE TONE



WORDS & PHRASES THAT FIT  
AND DON'T FIT IN THE A  
DOPO WORD BANK ARE AS  
FOLLOWS...

\*SPECIFICALLY ON SOCIAL MEDIA

# DO'S & DON'TS



"SLINGING"

"LESS IS MORE"

"CLASSIC STUNNER"

"THRU"

"COLLAB"

"WALK DON'T RUN..."

"IT'S A BRAT SUMMER AT A DOPO!"

"VERY DEMURE, VERY MINDFUL"

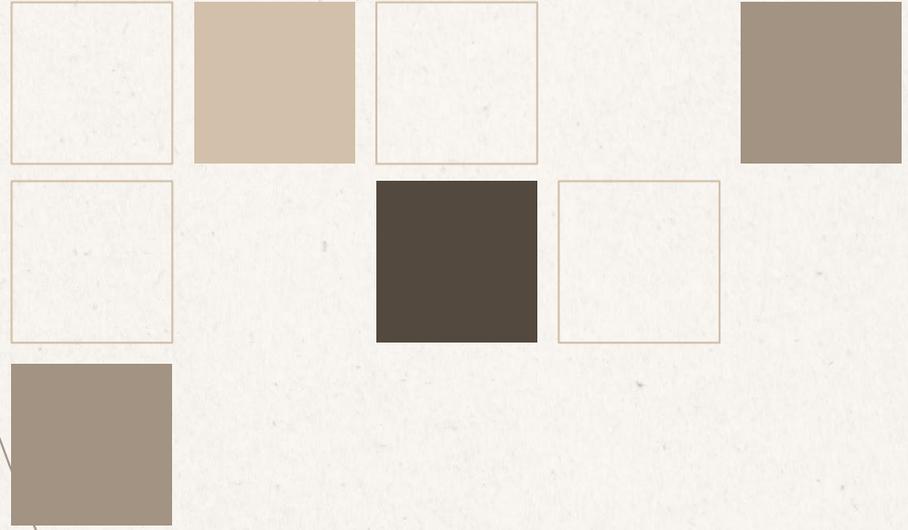
'RIZZ"

"GOATED"

"FROZEN... PIZZA..."

USE SOCIAL MEDIA TO BE AN ENGAGED, UNIQUE VOICE. TAKE A MORE PERSONALIZED, GENUINE APPROACH ON PLATFORMS LIKE INSTAGRAM.

## DO'S & DON'TS



EXAMPLES:

"THANK YOU TO @JACK FOR CRAFTING UP THIS WEEK'S SPECIAL WITH LOCAL PEACHES, MOZZ, N BASIL"

EXAMPLES:

"WE HAVE THE BEST PIZZA IN TOWN!"  
"TRY OUR DEEP DISH DELUXE! YOU WON'T REGRET IT!"