

Copy for Restaurant Owners

S.N.	TARGET	VISUAL IDEA	COPY
1	Restaurant Owners		<p>Headline:</p> <p>Running a restaurant is not easy. Don't let delivery costs run away with your profits!</p> <p>Bodycopy:</p> <p>With Fotato's flat fee and zero onboarding costs, your restaurant keeps its profits while we help you deliver Hyderabad's favorite foods and happiness to your customers.</p> <p>CTA:</p> <p>Join us today – easy and quick! Download our App (qr code) Sign up on the web https://fotato.co/restaurant/apply (qr code)</p>
2	Restaurant Owners		<p>Headline:</p> <p>Food delivery that delivers happiness not costs... for you and your customers.</p> <p>Bodycopy:</p> <p>With Fotato's flat fee and zero onboarding costs, your restaurant keeps its profits while we help you deliver Hyderabad's favorite foods and happiness to your customers.</p> <p>CTA:</p> <p>Join us today – easy and quick! Download our App (qr code) Sign up on the web https://fotato.co/restaurant/apply (qr code) X§</p>

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3	Restaurant Owners		<p>Headline:</p> <p>Keep your profits on your plate while delivering to your customers' palates!</p> <p>Bodycopy:</p> <p>With Fotato's flat fee and zero onboarding costs, your restaurant keeps its profits while we help you deliver Hyderabad's favorite foods and happiness to your customers.</p> <p>CTA:</p> <p>Join us today – easy and quick! Download our App (qr code) Sign up on the web https://fotato.co/restaurant/apply (qr code)</p>

Copy for End Users of App

S.N.	TARGET	VISUAL IDEA	COPY
1	Consumer	Cartoon style Animated	<p>Father: Order Fotato Son: Ok Father: Paneer and Bhindi fry Son: But you said Potato Father: Yes Fotato Son: Potato yes Father: No Panner and Bhindi fry on FOfato App</p> <p>It's QUICK & EASY on Fotato and great food!</p> <p>DOWNLOAD THE FOTATO APP NOW</p> <p>Hyderabad's easiest and cheapest food delivery app</p> <p>(End with <i>Fotato Mascot entering frame on a delivery scooter</i>)</p>
2	Consumer	Holy Grail diggers take a break to order on Fotato with Fotato mascot in shape of a drone delivering the food	<p>It's QUICK & EASY on Fotato and great food!</p> <p>DOWNLOAD THE FOTATO APP NOW</p> <p>Hyderabad's easiest and cheapest food delivery app</p> <p>(End with <i>Fotato Mascot entering frame on a delivery scooter</i>)</p>
3	Consumer	Engineer on Windmill, servicing it and takes a break to collect a delivery through Fotato mascot in shape of a drone.	<p>It's QUICK & EASY on Fotato and great food!</p> <p>DOWNLOAD THE FOTATO APP NOW</p> <p>Hyderabad's easiest and cheapest food delivery app</p> <p>(End with <i>Fotato Mascot entering frame on a delivery scooter</i>)</p>

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4	Consumer	Astronaut doing space walk and Fotato mascot delivers food to him	<p>It's QUICK & EASY on Fotato and great food!</p> <p>DOWNLOAD THE FOTATO APP NOW</p> <p>Hyderabad's easiest and cheapest food delivery app</p> <p>(End with <i>Fotato Mascot entering frame on a delivery scooter</i>)</p>
5	Consumer	Titanic movie scene - jack and rose are floating in the water - about to say final good bye - just then fotato delivery arrives and they all break to have dinner.	<p>It's QUICK & EASY on Fotato and great food!</p> <p>DOWNLOAD THE FOTATO APP NOW</p> <p>Hyderabad's easiest and cheapest food delivery app</p> <p>(End with <i>Fotato Mascot entering frame on a delivery scooter</i>)</p>