

A NIGHT OUT WITH IRISH FLAIR

Enjoy live music and great food at John Cowley & Sons.



Mix things up this weekend by throwing in a little Irish flair. At John Cowley & Sons. Restaurant and Pub, you'll find the Irish recipe for a fun night out. The unique building layout allows you to try some new beers, hear live classic rock music, dance a wee bit, and have a meal cooked from scratch.

What people are saying:

- A place with a large beer variety, including local Michigan micro-brews.
- A variety of music on Fridays and Saturdays.
- Music wise, anything goes. Just watch for the weekend schedule.
- Food cooked from scratch give the place a more authentic feel.
- Traditional Irish design and layout makes you feel like you are out of the country.
- Great place to watch sports.



Local bands play on Fridays and Saturdays

Make the most of your weekend by stopping by John Cowley & Sons. Restaurant and Pub

Located at 33338 Grand River Ave. Farmington, MI 48336

Hours:

Monday-Wednesday: 11am-12am

Thursday-Saturday: 11am-2am

Sunday: 12pm-12am

REASONING

Headline: "A NIGHT OUT WITH IRISH FLAIR"

I chose this because I wanted one that stood out to readers a bit more by being unique, but also gave a slight indication that the place is Irish and fun. Below are a few other options I had contemplated, but they seemed either too generic, too lengthy, or not specific enough for my liking.

- Come enjoy Irish classics at
- Come enjoy Irish staples at
- Be Irish for a night
- Live music and great food, what's not to enjoy?
- The perfect night out: live music and great food
- A great night out with live music and great food
- A night with the Irish

Subhead: "enjoy live music and great food at John Cowley & Sons."

I wanted to have something that went straight to the point following the header so the reader could identify what type of ad this was. Because the header is fun and seems almost like an article headline or an advertisement for some sort of local event/party, I wanted a call of action to help direct the reader in the right direction.

Description of Graphic 1: Shows the picture of the pub from the outside so people who want to go will know what to look for while driving. For those who have seen the place but didn't know what it was, the rest of the ad will explain what that blue building actually is.

Description of Graphic 2: Shows a live band performing and people dancing to the music. This makes the place look active in business, lively, and fun. The goal here is to make people feel. The image should invoke some excitement because readers will see that the ad that promises fun can actually live up to the expectation. The alternative image I considered was a picture of the traditional Irish ambiance. I wanted to show the beauty and uniqueness of the place but I decided against that because the first graphic shows the place already (granted, it's from the outside, but it may still be overkill) and I felt I needed an image that actually showed what is being promised and needed to evoke a feeling of fun. I also decided against having an image of food because it is generic and is hard to always make food look appetizing in a picture

Body Copy: The message itself I wanted to keep short and sweet. I also added a bulleted section of things people generally like about the place (read a good amount of reviews from third party websites). I restated the call of action at the end of the ad and mentioned the location and hours for easy clarification (which was not readily available information on the pubs site)