

## News at the Café



On Wednesday evening, 15 March, News Café Head Office hosted a glamorous soiree to unveil their new advertising campaign, launch their new look and introduce their new advertising agency, Publicis, to a carefully selected guest list of media, celebrities and News Café franchisees. An elegant cocktail party and movie preview at The Zone in Rosebank left audiences delighted by the innovative new cinema advertising campaign which includes a specific version of the commercial to be entered into this year's Cannes Film Festival.

Guests eagerly anticipated the wow factor that News Café and Publicis have been working on for some time in order to enhance the existing "It's about the vibe" marketing strategy of News Café. In addition to this, a sneak sampling of News Café's new menu also stole some limelight, hinting at what can be expected from the new and evolved News Café menu.

It was a stylish affair to celebrate an occasion that News Café are extremely proud of and the VIP guests seemed equally enthralled to be there and share in the celebration - here's to another exciting chapter in the News Café story!

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