



DA PIZZA DUDE



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## SERVING UP A RECIPE FOR SUCCESS

Like any food truck startup, there are many obstacles - one of the biggest is gaining a loyal following. Blu Sky helped Da Pizza Dude develop a branding strategy that mirrored the fun, authentic Italian personality of the owner. We created a new logo, business cards, menu, apparel and food truck design to get the brand name out there and gain recognition. One of the most important tools we built was a new website, featuring a real-time location tracker for the food truck. Combined with a heavy social media campaign, this new mobile pizzeria has quickly attracted foodies and fans.

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