

Task 1: Design a Social Media Campaign

Description:

I decided to create a social media campaign for my selfmade restaurant known as **Soul Says** where I designed everything from scratch. From LOGO to social media posts, it has been a terrific experience. I wanted my campaign to give aesthetic vibe which is a new thing I have tried here. With a bit of aesthetics and succinct texts, I feel it attracts much greater audience.

Tool used: Canva

LOGO



Instagram post - 1



Caption: Introducing our new menu loaded with Boba Tea YUM! Come try out our enriched TARO BOBA TEA!

No, this is not it. Keep waiting for the big news!!!

@soulsays
#soulsays #soulsaysoffers

Instagram post - 2



Caption: Who doesn't love chocolate? Introducing people's all time favorite CHOCO BOBA TEA with a TWIST.

PS: You're gonna love it!

@soulsays
#soulsays #soulsaysoffers

Instagram post - 3

Time for **GIVE AWAY**

FIRST 15 CUSTOMERS TO ORDER BOBA
GETS A PACK OF DONUT FOR FREE!



Caption: What's not satisfying than a free donut? Hurry up and be one of the first 15!!

GIVE AWAY ALERT >> GIVE AWAY ALERT >> GIVE AWAY ALERT >>

No, this is not it. Keep waiting for the big news!!!

@soulsays
#soulsays #soulsaysoffers

Instagram post - 4



Caption: BIG NEWS is here!!!

It's Alison Shey, social media influencer who is visiting Soul Says for a Meet and Greet! Who knows she might grab a BOBA with you too. Don't miss the chance. Let us gather us for a wonderful day to remember.

@soulsays

#soulsays #soulsaysoffers

Instagram story - 4



Facebook post

New Menu

BOBA MILK TEA

BUY 1
GET 1

GRAB YOURS NOW!

Call for enquiries
898753257

@soulsays

The image is a Facebook post for a bubble tea shop named 'Soul Says'. It features a central graphic with two hands holding bubble tea cups (one tan, one green) against a light background with orange wavy shapes. To the right, the words 'New Menu' are written in a stylized font above 'BOBA MILK TEA'. A circular badge in the center says 'BUY 1 GET 1'. Below the badge is a speech bubble with the text 'GRAB YOURS NOW!'. On the left, there's a red phone icon followed by the text 'Call for enquiries 898753257'. On the right, there's a yellow circular logo with the word 'SOUL' and a small plant icon above it. At the bottom right, the handle '@soulsays' is displayed next to a wavy orange line.

Caption: Introducing our new Soul Says menu! Grab your now!!

@soulsays
#soulsays #soulsaysoffers