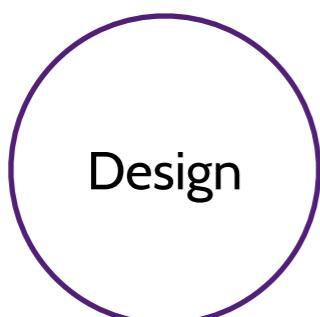


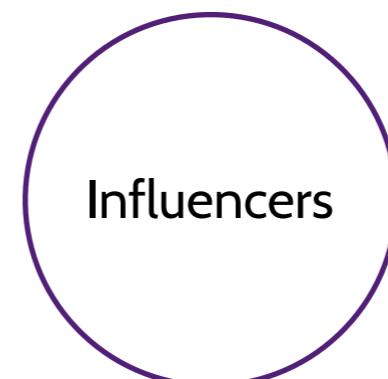
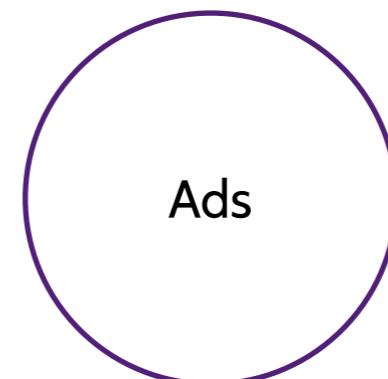
crave

# OUR CONTENT PHILOSOPHY

We have studied over **500 social media pages** and have identified 6 core strategies that make every page unique.



By focusing on only **ONE** strategy for a page, we distribute the content through either one approach:



# SAMPLE CONTENT STRATEGIES

---

4 content philosophies that have worked for our clients

# ENGAGING CONTENT

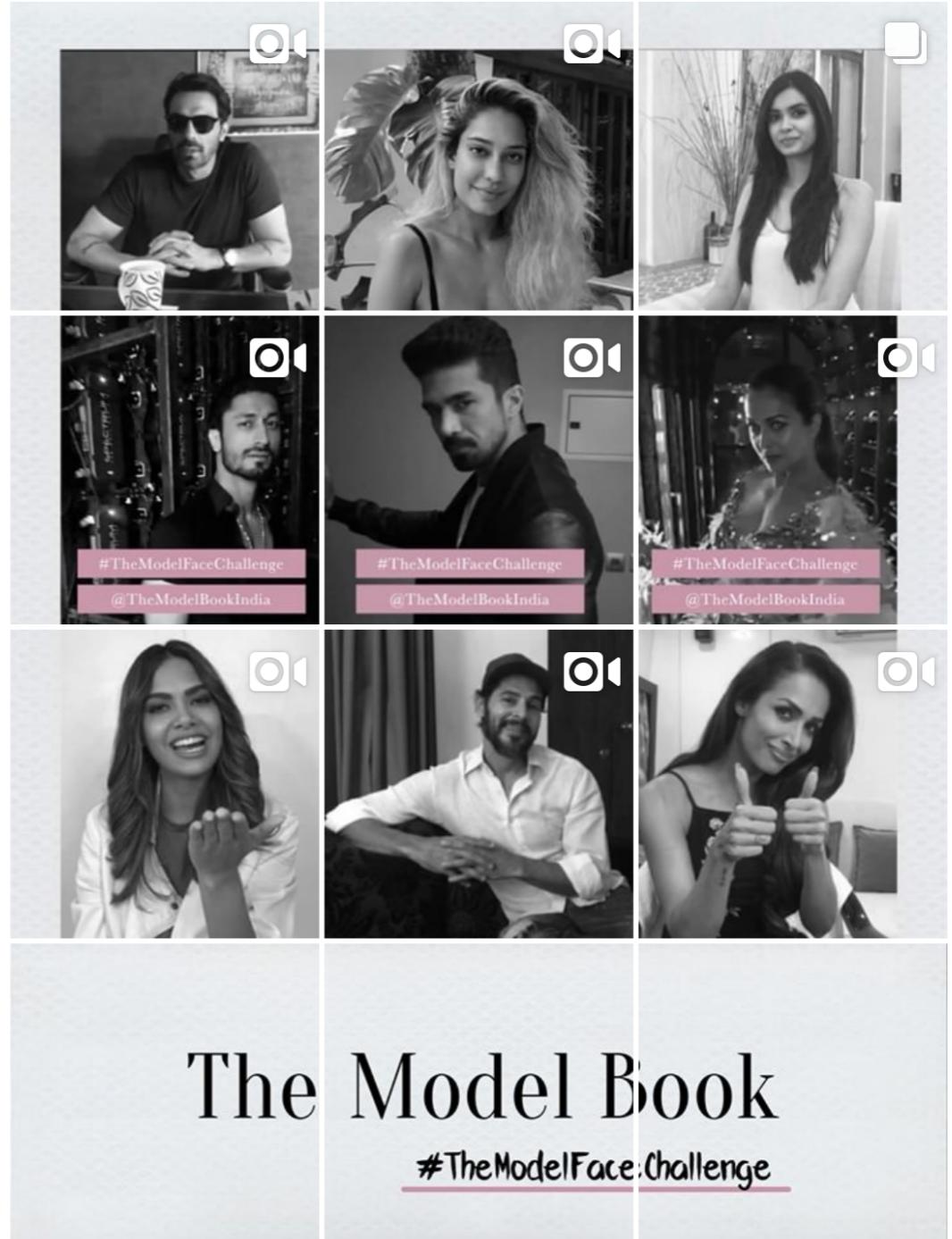
We launched The Model Book on social media with a successful campaign called **#themodelfacechallenge**.

**23 Influencer Collaborations**  
**27m + overall reach!**

Through influencer marketing:

**1500 followers** in less than a week!  
**300 unique entries** for the website

Ads:  
**113k** total reach  
**4.5k** page likes  
**5.5k** clicks to their website



\*Click on the grid to see The Model Book's Instagram page

# ASPIRATIONAL/TRENDY

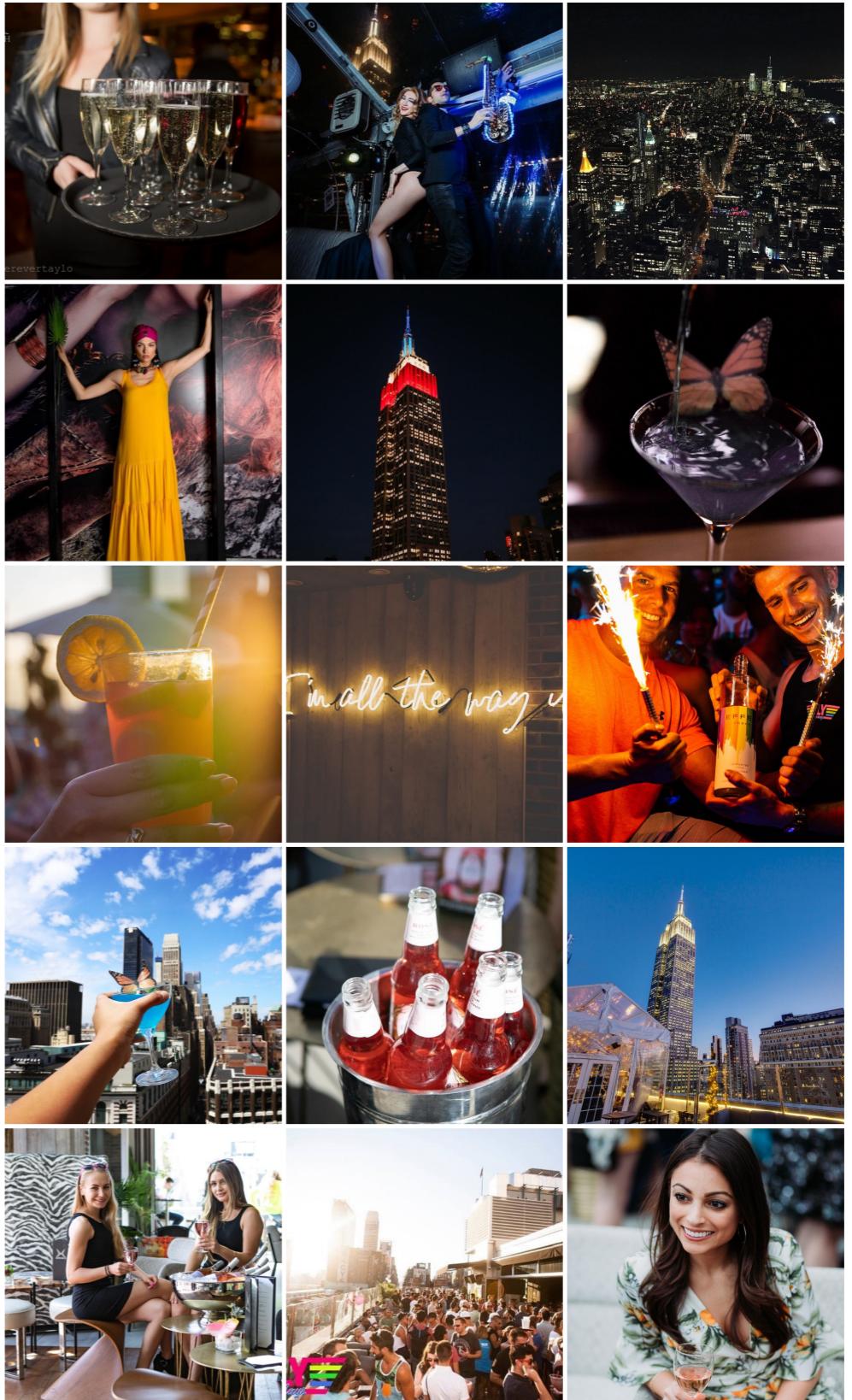
Monarch is a *stylish rooftop bar & lounge* that offers unbeatable views and premium table service.

Picked out particularly styled shots to create a theme that takes the audience from bright day-time shots to a lively nightlife rooftop bar.

**17** influencer collaborations

Total reach of over **621k**

Engagement of over **18k** on their content



\*Click on the grid to see Monarch's Instagram page

# CRAVE-WORTHY

This content theme makes the audience  
immediately want your product.

Through refined, elegant photography, we  
have created a theme for TsuruTonTan that  
replicates their tasteful food making people  
*crave their dishes!*

**11+** Influencer collaborations  
**554k** total reach  
**10k +** engagement on their posts



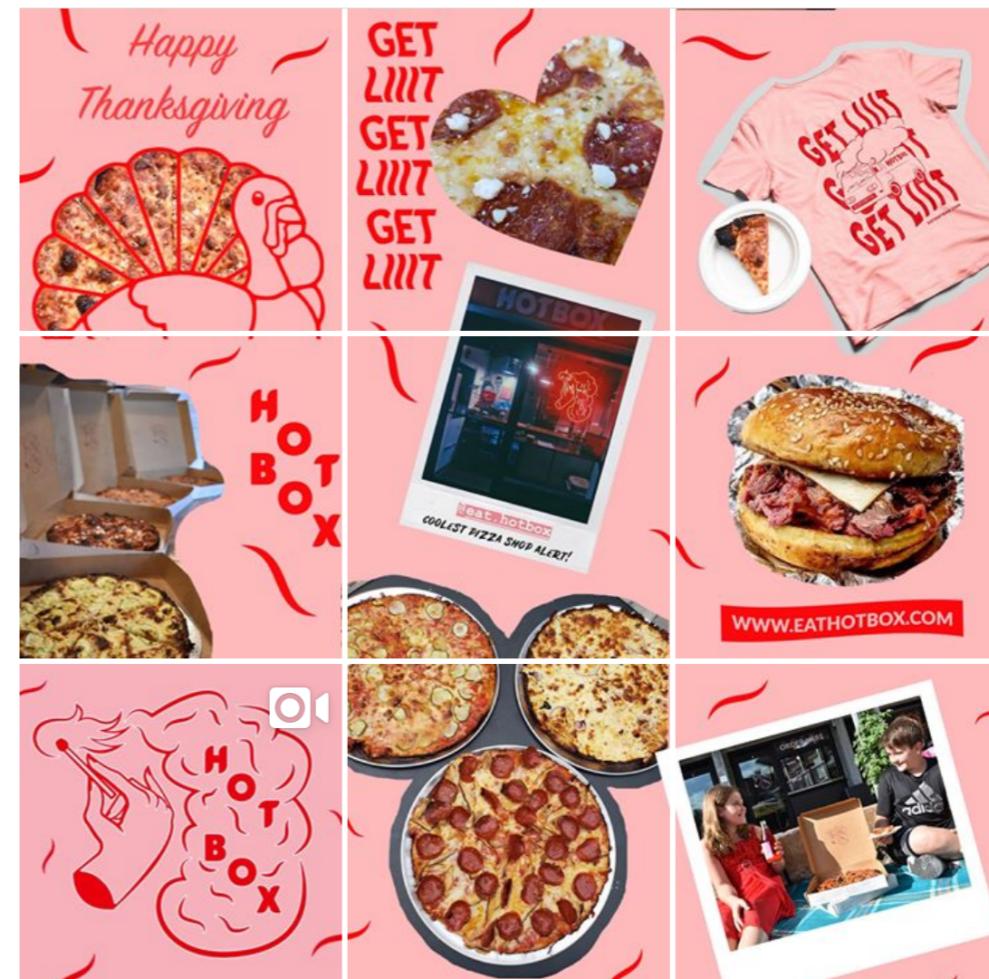
\*Click on the grid to see TsuruTonTan's Instagram page

# DESIGN

The approach we chose for Boston's brand new late-night pizza and sandwich place, Hot Box, was to magnify their branding through their feed with a **focused aesthetic.**

We believe choosing and sticking to one look is key to grabbing people's **attention.**

To distribute this content, we partner with young food influencers and have them host giveaways for Hot Box's trendy merchandise.



\*Click on the grid to see HotBox's Instagram page

# BEST OF OUR WORK

---

# PHOTOGRAPHY

---



@CHALKPOINTNYC



@MOMSMIDTOWN



@THEBEANNYC



@TARALLUCCINYC



@GRUNHAUSNYC



@AUGUST1FIVE

# GRAPHIC DESIGN



@MATTO



@THEGRAYSONNY



@EAT.HOTBOX



@MOMSMIDTOWN



@MONARCHNYC



@NEWYORKBEERCO

# INFLUENCER COLLABORATION

We also help organize influencer events.

#BrunchBeat was one such event, in collaboration with [Red Bull](#) and [Indie Fork](#).

Crave was responsible for inviting all influencers and managed to get 65 to attend, with an average following of **60k** on IG, reaching over **3.9m** of their followers!

It gained a ton of traction on social media - with over 300 photos posted with the hashtag #BrunchBeat on Instagram!



# RECOGNITION

---

Galerie de Cafe Video  
Engagement over **25k!**

This allowed us to reach out to online publications that led to the collaboration with Zagat who have a reach of more than **260k!**



**ZAGAT**



**BuzzFeed**

One of our photos for **Junzi Kitchen** was reposted by **Buzzfeed Food** who have a total reach of **3.5m!** It got over **20k** likes and resulted in the page gaining over **200 followers** overnight.

**FIN** ■