



creative collaboration is in our DNA. fifty & five partnered with Buca di Beppo, a top national account, to conceptualize & produce a collaborative, branded social campaign, featuring our client Stemmari Wine & Buca di Beppo Italian Restaurant.

- STEP 1. DEFINE CAMPAIGN OBJECTIVES.**
- STEP 2. CREATE WINE & FOOD PAIRINGS.**
- STEP 3. DEVELOP SHOT LIST & CREATIVE BRIEF.**
- STEP 4. EXECUTE PHOTO SHOOT ON LOCATION.**
- STEP 5. SELECT & EDIT IMAGES FOR SOCIAL.**
- STEP 6. PEN CREATIVE COPY & SCHEDULE POSTS.**

RESULTS

- +200+** high quality images.
- +106k+** organic impressions.
- +1.5k+** total organic engagements.

