



**ASYNK**

The word "ASYNK" is written in a bold, black, sans-serif font. A grey arrow points from the dot of the 'A' towards the top of the 'S', indicating a sequence or relationship between the two entities.

# ***Heroic Campaign: The Breakup week (14th of feb - 21st of feb)***

## **Influencer Marketing:-**

- ▶ 5-7 influencer collaboration with a minimum of 10k followers, with alternate day postings for a week till 21st feb.
- ▶ We will generate a google review form to get their feedback.
- ▶ We will keep offers on each day for your star dishes, so for 7 days each dish will have an offer.
- ▶ With this we will proceed with the instagram ads so that we can get more engagement with the help of reels that is been created by influencer's , with social media offer postings.

## **To Target I.C .colony :-**

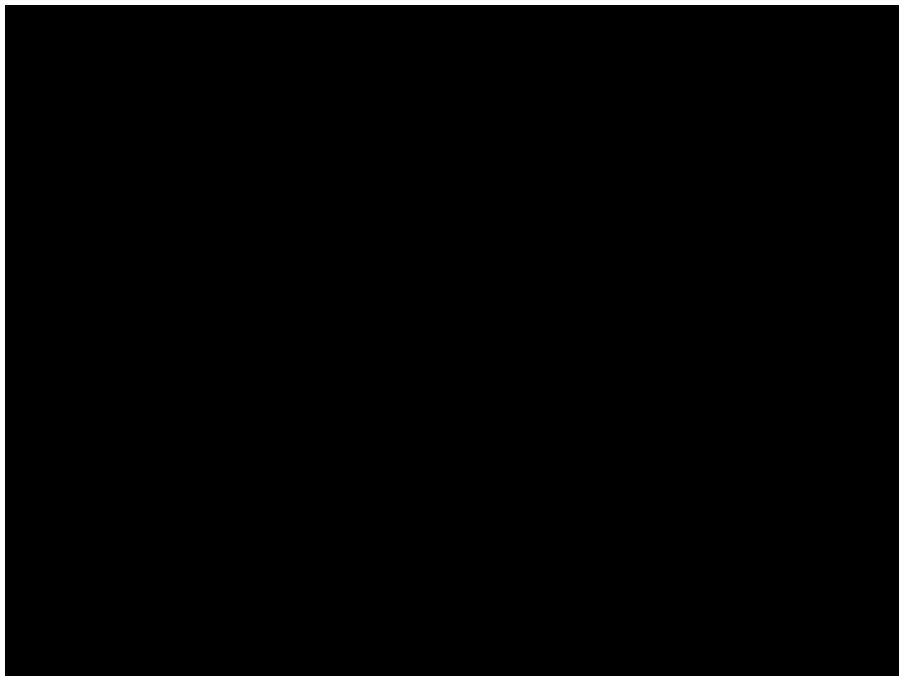
### **Offline Marketing:-**

- ▶ We will distribute pamphlets about Madrasi Central with the help of newspapers
  
- ▶ With the help of this we will be able to publicise the offer that we are running in the Heroic campaign



## Phase 1:

### Influencer Marketing (Wait for a second after clicking)



<https://www.instagram.com/p/C3IN13xBVLF/>



<https://www.instagram.com/p/C0JvnWfN25T/>

 JAIPUR



## **Types of Influencer marketing:**

### **► *Barter Collaboration***

Offer influencers a complimentary meal or a food tasting experience in exchange for them creating content (such as posts, stories, or videos) featuring your restaurant.

### **► *Paid Collaboration***

Discuss compensation with the influencer, whether it's a flat fee, free meals, gift cards, or a combination of these. Negotiate terms that are fair and mutually beneficial for both parties.

## Phase 2:

### 1. Content Marketing:

Plan your content in advance by creating a content calendar outlining the types of posts you'll share, as well as the frequency and timing of your posts. Mix up your content with a variety of formats, including photos, videos, stories, and user-generated content.

BAUs



Topicals



Hero Content



Bangalore's Famous The  
Rameshwaram Cafe Now In  
Hyderabad



<https://www.instagram.com/p/C3HU0hMPV56/>

Product Shoot

We can make this type of video for our  
New outlet For custom Outreach

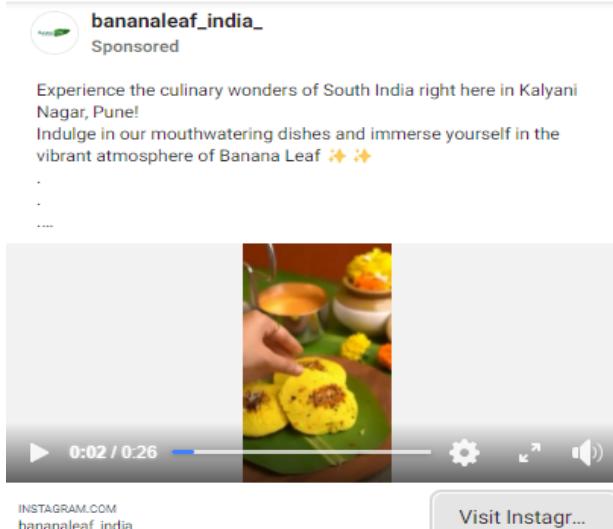


<https://www.instagram.com/p/Cz3epeDRpj/>

## 2. Performance Marketing:

Using Digital advertising platforms, such as Facebook Ads, Google Ads, or Instagram Ads, to reach potential customers who are likely to be interested in your restaurant

Launched in February 2024



Launched in February 2024

**bananaleaf\_india\_**  
Sponsored

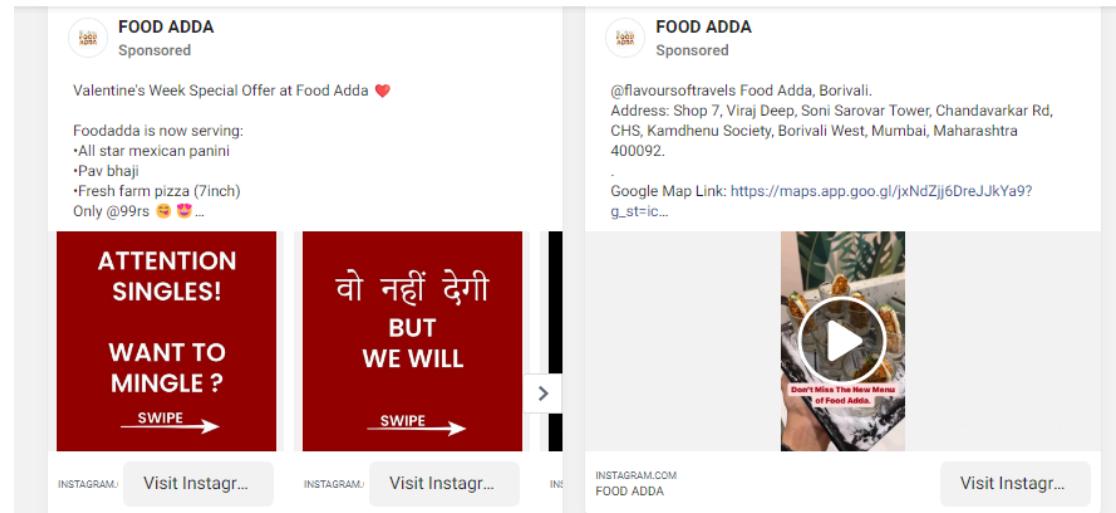
Experience the culinary wonders of South India right here in Kalyani Nagar, Pune! Indulge in our mouthwatering dishes and immerse yourself in the vibrant atmosphere of Banana Leaf ♡ ♡

0:02 / 0:26

Visit Instagr...

INSTAGRAM.COM  
bananaleaf\_india\_

Launched in February 2024



FOOD ADDA  
Sponsored

Valentine's Week Special Offer at Food Adda ❤️

Foodadda is now serving:  
•All star mexican panini  
•Pav bhaji  
•Fresh farm pizza (7inch)  
Only @99rs 😊😋...

ATTENTION SINGLES!  
WANT TO MINGLE?  
SWIPE ➡

वो नहीं देगी  
BUT  
WE WILL  
SWIPE ➡

@flavoursoftravels Food Adda, Borivali.  
Address: Shop 7, Viraj Deep, Soni Sarovar Tower, Chandavarkar Rd, CHS, Kamdhenu Society, Borivali West, Mumbai, Maharashtra 400092.

Google Map Link: [https://maps.app.goo.gl/jxNdZjj6DreJkY9?g\\_st=ic...](https://maps.app.goo.gl/jxNdZjj6DreJkY9?g_st=ic...)

INSTAGRAM.COM  
FOOD ADDA

Visit Instagr...

Visit Instagr...

Visit Instagr...

## Phase 3:

### 1. Website:

A website provides a digital presence for your restaurant, making it easier for potential customers to find you online.

Customers can find essential information about your restaurant, such as your menu, hours of operation, location, contact details, reservation options, and special events.

A website enables you to showcase your menu in detail, including descriptions, pricing, dietary information, and high-quality images of your dishes.

Integrating an online reservation system into your website streamlines the booking process for customers, allowing them to make reservations conveniently from any device.

A well-designed website contributes to building your restaurant's brand identity and reputation.



**2 Countries  
50+ Cities  
100+ Outlets**

10Million#smilesatfoodadda

• India's tallest Burger



• India's tallest waffles

## About us

We are a pure vegetarian luxury fast food chain in India that offers fusion cuisine at affordable prices.



**40+**

**10L+**

Our menu includes a variety of dishes from different cuisines, and we have over 40 outlets across India, serving more than 10 lakh unique customers with love.

High Quality, Safety & Hygiene . Affordable Prices with the Mind-Blowing taste

Here at Food Adda, We are focused on how to best help our customer, employees, and partners as the pandemic continues to evolve. We're here to take care of everything.



### Prajwal Kather

Loved the vibe . We visited the borivali outlet. They have over 75+ outlets in all over india. Soon launching for Dubai fans. We tried their strawberry season spcl. Waffle, shake n ice cream . Also tried the 349/- combo offer with 4 mocktails, 3 pizzas,3 garlic breads n 3 fries. The hospitality is very good . The presentation of the dishes is eye catching. Must visit . A lot of unique food combos to try from .



### TOASTIES

Choco Choco Toast (1)	75
Chilli Mayo Pedro Toast (1)	75
Kochumber Toast (1)	95
Handbook Power Toast (1)	125
Food Adda Special Nutella Toast (1)	125
Melting Cheese	80

### BURGERS

BBQ Honey Burger	45
Simply Crispy Veg (1)	55
Double Veggie Burger (2)	65
Veggie Burger (1)	65
Holla Melonlicious Burger	75
Pikachu Spinach Burger	75
Tomato Bacon Burger	85
Powser Burger	95
Walla Wala Panner Burger (2)	125
Thicknked Burger (2)	125
Tomato Burger	145
London Burger (2)	155

### FRIES

Salted Fries	65
Pani Puri Fries	75
Chipotle Fries	85
Beef Fries	105
Choices Fries	105
2 Cheese Fries	115
BBQ Chipotle Fries	115
Chipotle Cheese Fries	115
The Nacho Fries	125

### CARLIC

Extra Mayo, Cheese, Sauce, BBQ, Chipotle Pre-Save 2 25/- Any Size	95
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### CRUNCHIES

Onion Rings	65
Maggi	95
Modde Modde Maggi	95
Vegetable Maggi	95
Super Spicy Maggi	95
Tandoori Maggi	95
Jungle Maggi	145

### MAGGI

Modde Modde Maggi	95
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### MOCKTAILS

Moskaa Thermos	65
Moskaa Ispira	65
Moskaa Lemon Soda	65
Virgin Mojito	95
Peachy Mojito	95
Watermelon Mojito	95
Dark Pine Mojito	95
Max Iceman Cooler	95

**TASTE OF मुंबई**

## 1. Google ads:

Google Ads allows your restaurant to appear at the top of search engine results pages (SERPs) when potential customers search for relevant keywords, such as "restaurants near me" or specific cuisines.

With Google Ads, you have control over your budget and bidding strategy, allowing you to set a maximum budget for your campaigns and pay only when users click on your ads

Google Ads provides detailed analytics and reporting tools that allow you to track the performance of your campaigns in real-time.

Google Ads supports a variety of ad formats, including text ads, display ads, and video ads, allowing you to choose the format that best suits your marketing goals and target audience.

## Phase 4:

### SEO:



SEO helps your restaurant's website rank higher in search engine results pages (SERPs) when potential customers search for keywords related to your restaurant.

By optimising your website for relevant keywords and phrases, you can attract more organic traffic from search engines.

Unlike paid advertising, SEO is a cost-effective long-term strategy for driving traffic to your restaurant's website.

Websites that appear at the top of search engine results are often perceived as more trustworthy and credible by users. By optimising your website for SEO, you can improve its visibility and authority, building trust with potential customers and encouraging them to dine at your restaurant.

# Competitors:

## 1. The Banana Leaf:

bananaleaf\_india\_ [Follow](#) [Message](#) ...

1,244 posts 14.9K followers 121 following

**Banana Leaf**  
bananaleaf\_india\_ ✓  
South Indian Restaurant  
Experience the distinct South India inspired by, Tamil Nadu, Karnataka, and Kerala experience an array that surely will transport you to the south.  
[linktr.ee/bananaleaf\\_](https://linktr.ee/bananaleaf_) ✓

Onam Navi Mumbai New menu Happy Custo... Dosa Ambiance Idli



## 2. The Rameswaram cafe



therameshwaramcafe

Follow

Message

...

1,078 posts

45.6K followers

114 following

The Rameshwaram Cafe

@therameshwaramcafe

Restaurant  
@therameshwaramcafe a Premium Veg Dakshin Bharatiya Cafe located at  
Indiranagar  
JP Nagar  
Brookfield  
Rajajinagar  
Madhapur at Hyderabad  
[swiggy-direct.onelink.me/Gw8X/384316ig](https://swiggy-direct.onelink.me/Gw8X/384316ig)



Highlights



### 3. South Side Mumbai



southsidemumbai

Follow

Message

...

137 posts

2,018 followers

65 following

South Side Mumbai

Entrepreneur

Home Chef - Sarada Krishnan ||South Side Mumbai || South Indian Food || Sadhya || Catering  
||Curated foods

🔗 [www.moneycontrol.com/news/trends/lifestyle/top-places-in-mumbai-delhi-bangalore-for-a-grand-onam](http://www.moneycontrol.com/news/trends/lifestyle/top-places-in-mumbai-delhi-bangalore-for-a-grand-onam)



Weddings



Sneak Peak



Sadhy set up



22 - 2023



Catering story



Green coop



Tabs



## **Phase 1 Commercials:**

12 to 15 Posts in total which will contain-

- 4-6 Influencer marketing
- 6-8 BAUs
- 2-3 Topicals(if any in that month)
- Additional hero content if any required