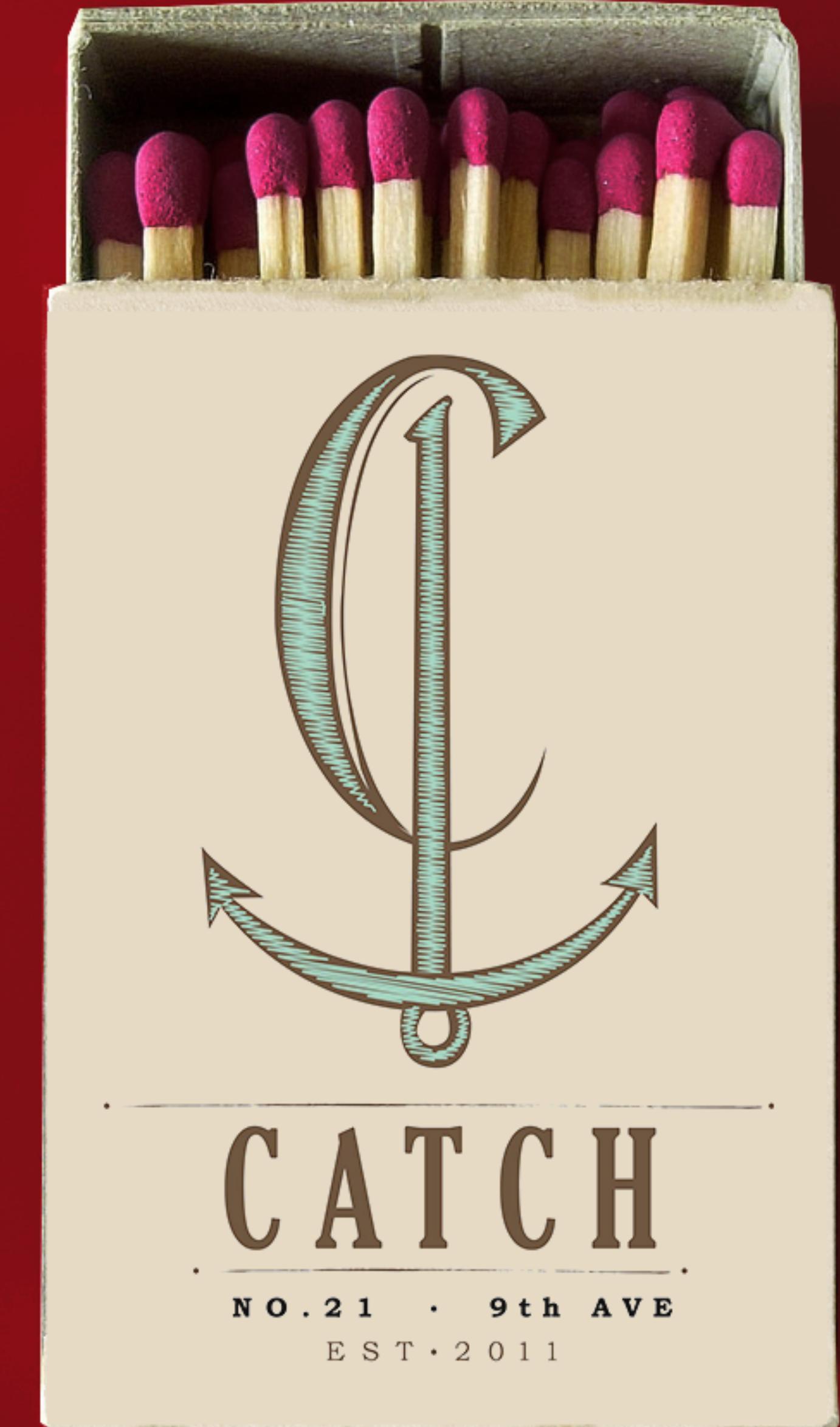


BUILD A 360-DEGREE, LIFESTYLE BRAND BY LEANING INTO THE CATCH TEAM'S STORIES, VENUES, AND FOOD

Instagram foodies are no longer just concerned about good food at restaurants — they go for the entire experience. They look for places with Instagrammable backdrops, lavish dining rooms, restrooms with beautiful mirrors, fun bartenders and servers, and killer cocktails and food.

Catch has it all, but diners only see a glimpse of the brand on social. People know the “Hit Me” cake and LA’s show stopping entrance - the 2020 strategy should give diners a full, 360-degree look into the brand. Followers should know the people behind Catch, know where they shop & vacation, be able to recognize the interior of every Catch venue, as well as the diverse menus of Catch and Catch Steak.

CATCH



OVERALL BRAND STRATEGY IDEAS

Lean into the Catch interior style, logo, and colors. Currently, Catch's photos and videos look like any other food Instagram. Use the blues from Catch (and red from Catch Steak) to keep every piece of content instantly recognizable. We can easily accomplish this with consistent filters, borders, patterns, or logos on every post.

Highlight new “Instagrammable” restaurant areas and menu items. Each restaurant has beautiful, intricate details that rarely get photographed. Let's showcase flourishes like custom floor tiles and restroom wallpapers, and creative food items like the tartare trio and potato churros — you create more visual content that diners want to share and experience themselves.

Move video content like “Steak School” and “Steak Shopping” over to Instagram stories. People rarely watch videos in their feed - Instagram stories is where you go to watch video content. Focus on strong photos and GIFs in-feed to engage followers better, and use data/analytics to build upon content with the highest engagement.

