



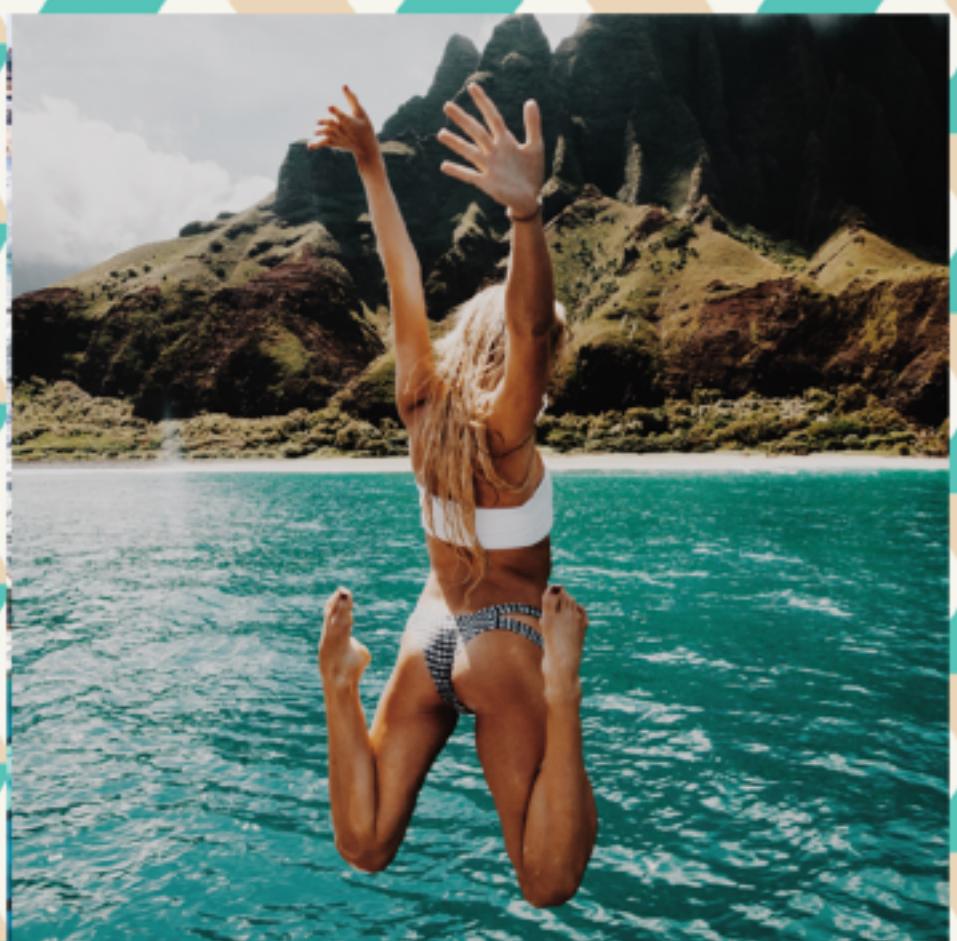


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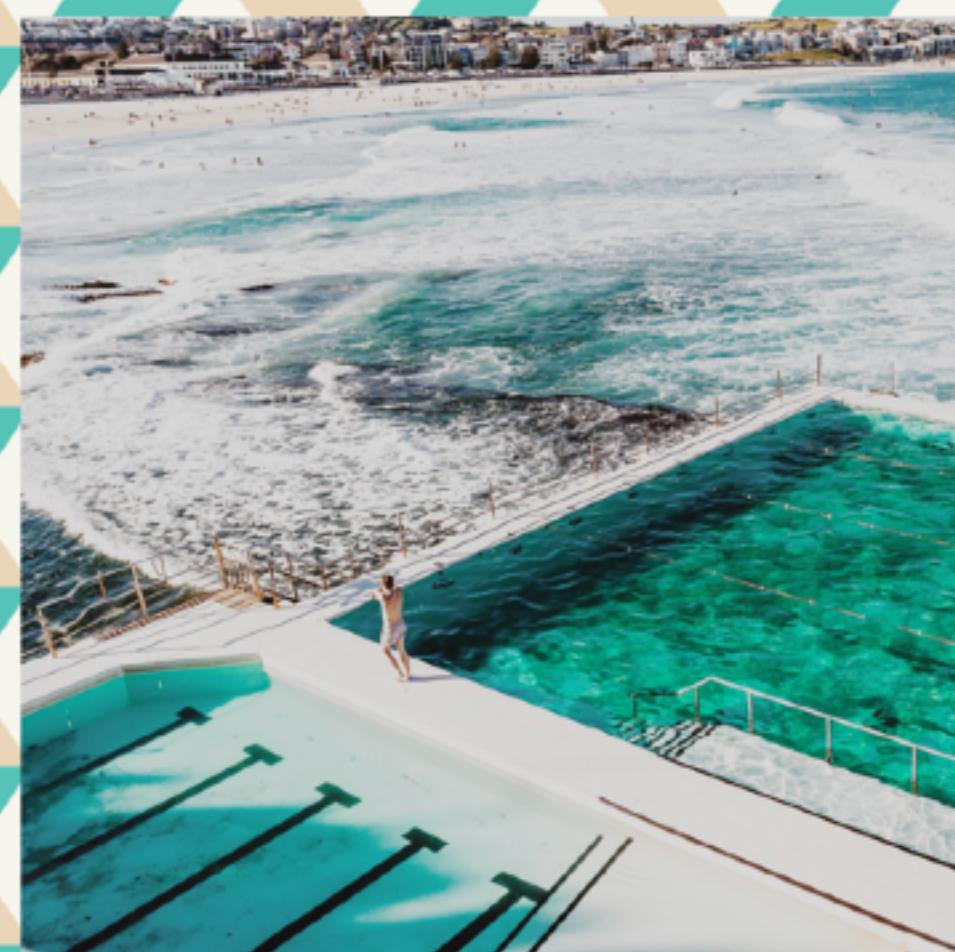
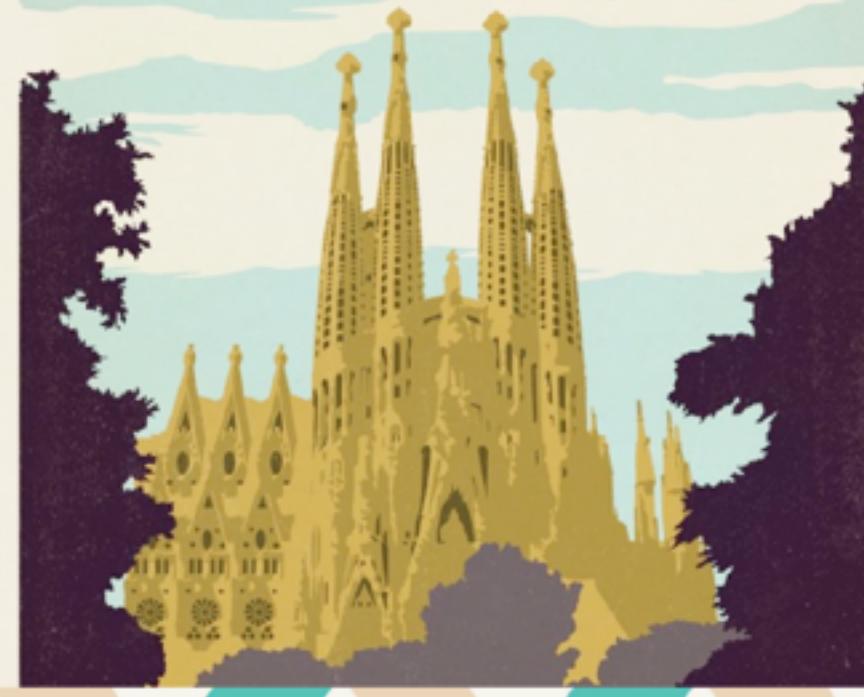
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TRANSPORT YOUR AUDIENCE TO SEAFOOD

CITIES WITH ASPIRATIONAL, VACATION VISUALS

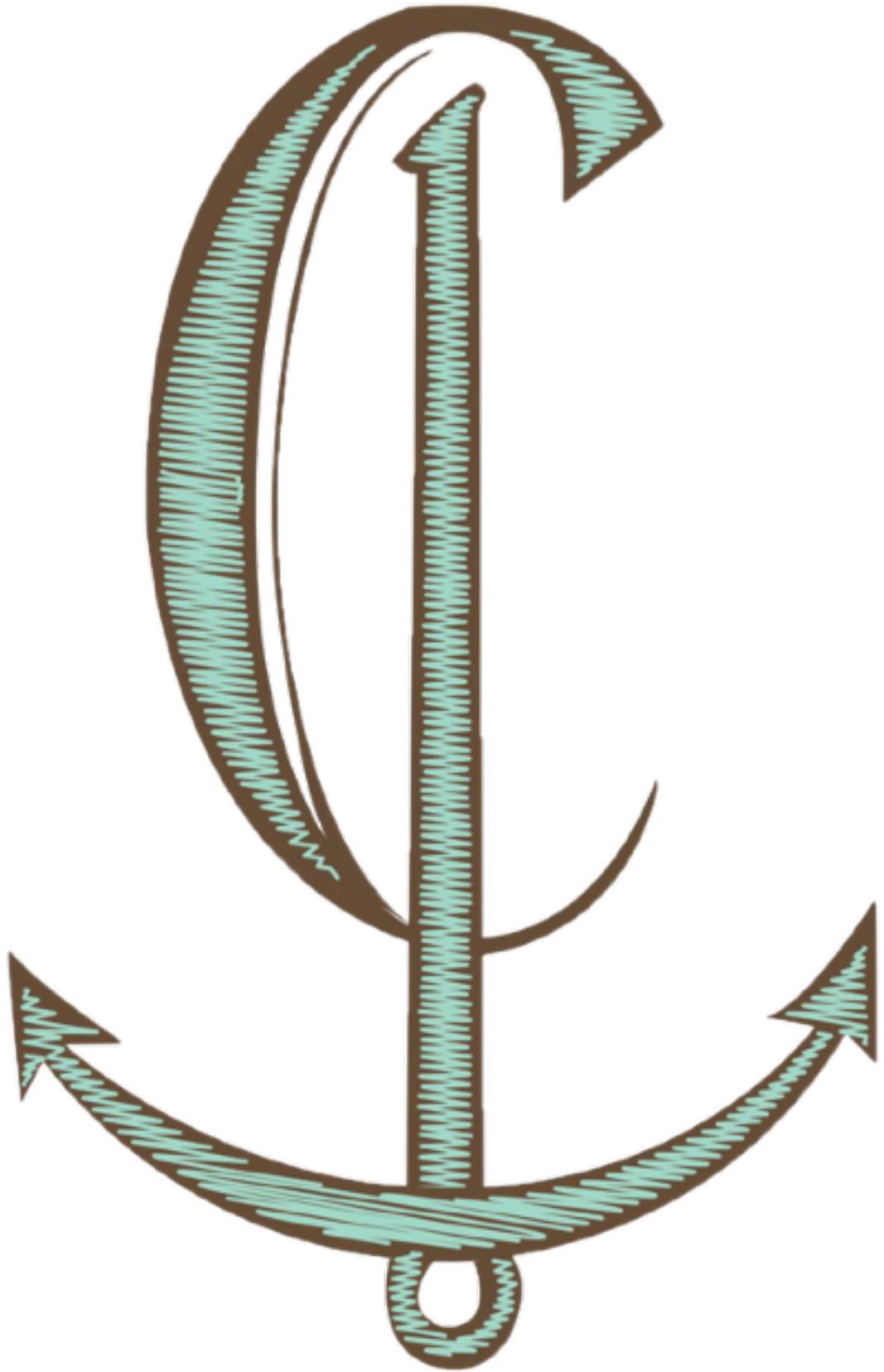


**BARCELONA**  
SPAIN





- Instead of showing food preparations of grilled fish, let's tell a story about where the dish was inspired or sourced from
- Bring them to vacations in Hawaii, Australia, Spain, and Greece. These destination visuals are especially powerful in the fall/winter when everyone is craving warm weather and exotic destinations outside the city
- The Catch logo can inspire the look of this campaign - it's reminiscent of vintage postcards and “Greetings From...” signs. This also breaks up monotonous food posts on the feed, and gives you the opportunity to share your team's personal food stories and adventures.







# SIMPLY GRILLED

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# CATCH FROM SCRATCH

## SHOWCASE RAW, LOCAL INGREDIENTS FOR EACH SAUCE USING CATCH'S INTERIOR DESIGN

- Everyone has seen silky, finished sauces getting drizzled on entrées and time-lapse “making of” videos — let’s show off raw vegetables, fruits, and spices for specific sauces with **flat lay shots that leverage the restaurant’s beautiful interior design**
- Use raw sauce ingredients to re-create the “C” logo
- Show off a single, bold ingredient in front of the same backdrop: a white brick wall, a wall covered in ivy/foliage, etc.
- Visual consistency is key: it makes the #CatchfromScratch hashtag into its own brand, and continues to build stronger awareness for the restaurant’s interior design

