

C A T C H.





HIGHLIGHT SEASONAL COCKTAILS AND FOOD ITEMS WITH ‘ROOFTOP SEASON ISN’T OVER’ MESSAGING

- **Use cinemagraphs to bring to life fall-inspired menu items like the “Up in Smoke” cocktail and Apple Cobbler Crumble.**
Cinemagraphs are essentially moving images - between a photo and a video - that are more exciting than a traditional photo, yet quick enough to capture an IG user's short attention span
- **Fall is an underrated season for New York rooftops** - “The calendar may say autumn, but Catch Rooftop season is endless”
- Photos with local diners get the most engagement - so we should leverage rooftop photos with diners wearing fall clothing like sweaters, plaid, leather boots, to further build the idea of the “Catch” lifestyle

• CATCH ROOFTOP
@emilydepasquale





Cinematograph examples









AUTUMN IDEAS

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Cinemagraph examples





THANK YOU
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