

## 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.



# SIMPLY GRILLED

## TRANSPORT YOUR AUDIENCE TO SEAFOOD CITIES WITH ASPIRATIONAL, VACATION VISUALS

- 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.

