

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



AUTUMN IDEAS

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



Cinemagraph examples

