

# 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

