



Presented By Brand Talk

# Mestizo Cantina

P I T C H   D E C K



# About The Brand

Mestizo Cantina is a luxurious Mexican-Latin American restaurant and bar located in Priya's High Street, Vasant Vihar. With a vibrant fusion of modern flavors, an extensive range of signature cocktails, and a versatile ambiance, it's perfect for relaxed daytime brunches or lively evening hangouts.

Blending earthy tones with tropical elements, Mestizo Cantina offers a warm, sophisticated environment where every detail, from the cuisine to the playlist, invites you to savor life's finest moments. A place where playfulness meets elegance, Mestizo Cantina promises a dining experience that's as unforgettable as it is indulgent.



## Our Vision.

To be the epitome of modern luxury dining, where vibrant Mexican-Latin American culture meets elevated culinary artistry, creating a space that inspires unforgettable moments and connections.

## Our Mission.

To create a social experience showcasing our mouth-watering dishes, signature cocktails, and inviting atmosphere. Through engaging content, we aim to spark curiosity and excitement, making every follower feel like they're part of the Mestizo experience and tempting them to visit and share in the fun.

# *Brand Voice*

Through our social media channels, we aim to transport you to the world of Mestizo Cantina, where every detail, from the impeccable service to the thoughtfully curated ambiance, is designed to create an unforgettable dining experience.

# *Brand Identity*

**Social Hub, Fine-Dining, Luxury, Delectable Cuisine,  
Unforgettable Experience, Instagrammable,  
Mexican Flavours, Latin-American Cuisine**

THESE USP'S WOULD BE REPEATED OFTEN IN OUR SOCIAL MEDIA COMMUNICATION AND ADS

# *Target Audience*

## **Corporate Creatives & Professionals**

Emphasis on after-work hangouts, brunches, and a mix of sophistication and relaxation.

## **Entrepreneurs & Business Owners & Date Night Seekers**

Focus on networking, meetings, and an exclusive, stylish environment ideal for business and celebration.

## **Expats & Diplomats**

Highlight global flavours, luxurious ambiance, and a cosmopolitan vibe, making it a home-away-from-home.

## **Social Seekers & Weekend Explorers**

Showcase vibrant weekend vibes, fun nightlife, and Instagram-worthy experiences with great food and cocktails.

# *Content Buckets*

## Behind-the-Scenes & Team Spotlights

Share the hard work and dedication of the staff, chefs, and service team. This could include cooking processes, staff introductions, and fun team moments that give followers an inside look at the restaurant's culture.

## Customer Experience & UGC

Feature user-generated content, such as customer reviews, photos, and videos from guests enjoying their meals. You can encourage followers to share their experiences, which will build community and social proof around the brand.

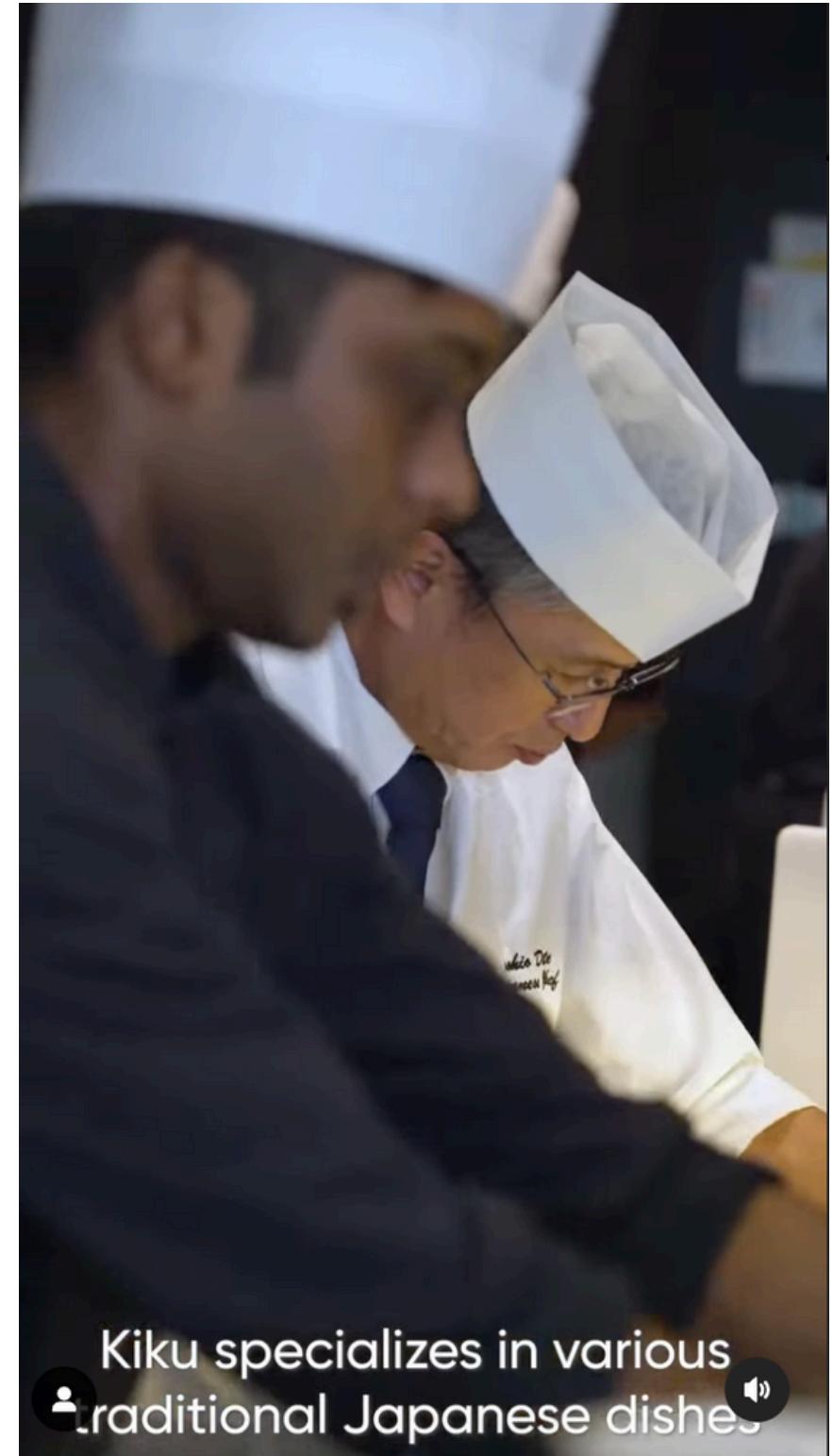
## Food Highlights & Specials

Focus on showcasing the signature dishes, new menu items, and daily specials. High-quality photos or videos of the food, along with vibrant captions, can entice customers to visit and try the dishes.

# Campaign Ideas

## #LetTheFiestaBegin

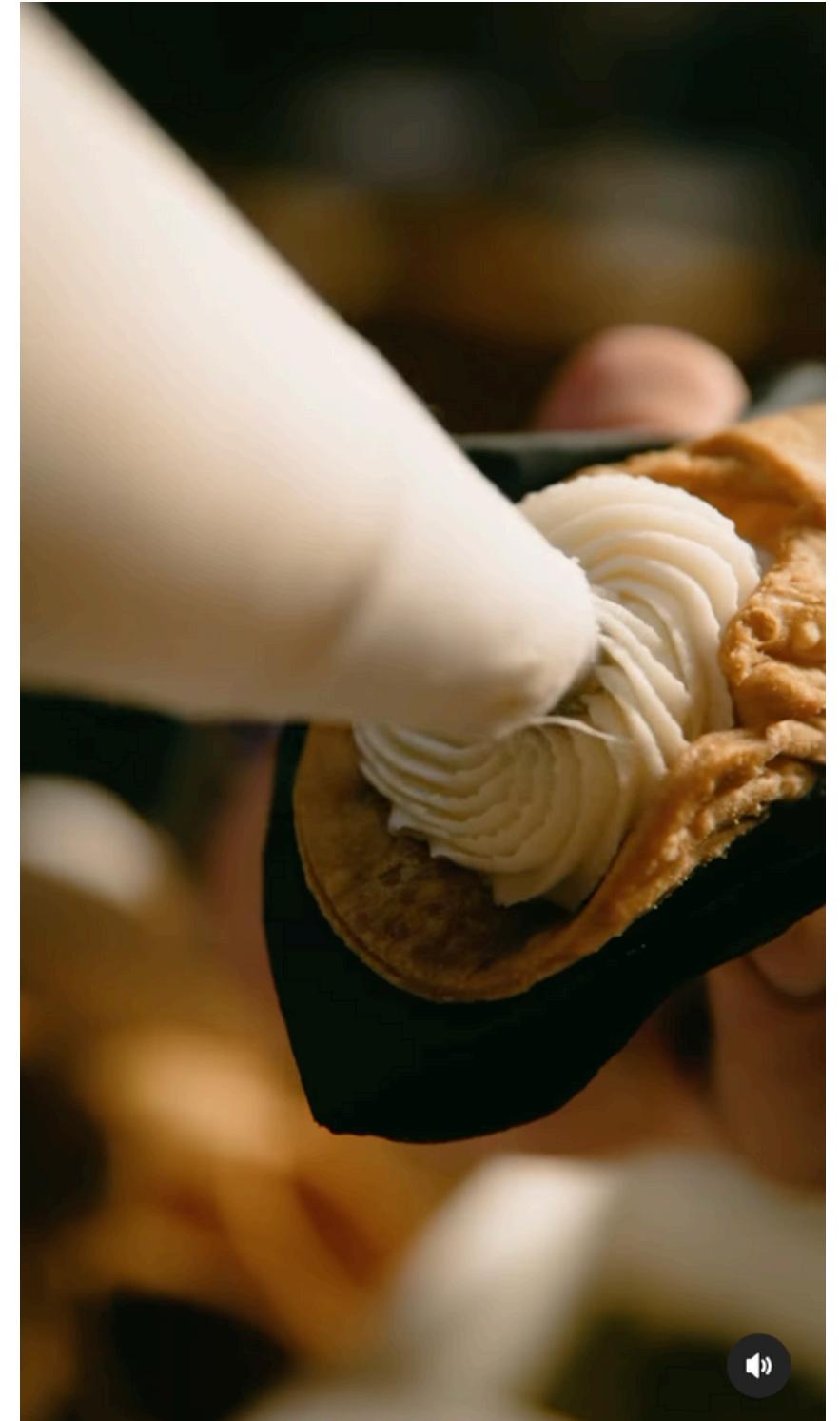
We can bring the story of Mestizo Cantina to life by creating a series of engaging videos that reveal the people and passion behind it. First, we'll introduce the chef, highlighting his expertise and excitement to serve his modern Latin-American creations. Then, we can showcase the management team's journey and dedication in bringing this dream to reality. Finally, a fun Q&A with the founders will let them share the inspiration behind Mestizo's theme and vision. These videos will build curiosity and anticipation for the big launch.



# Campaign Ideas

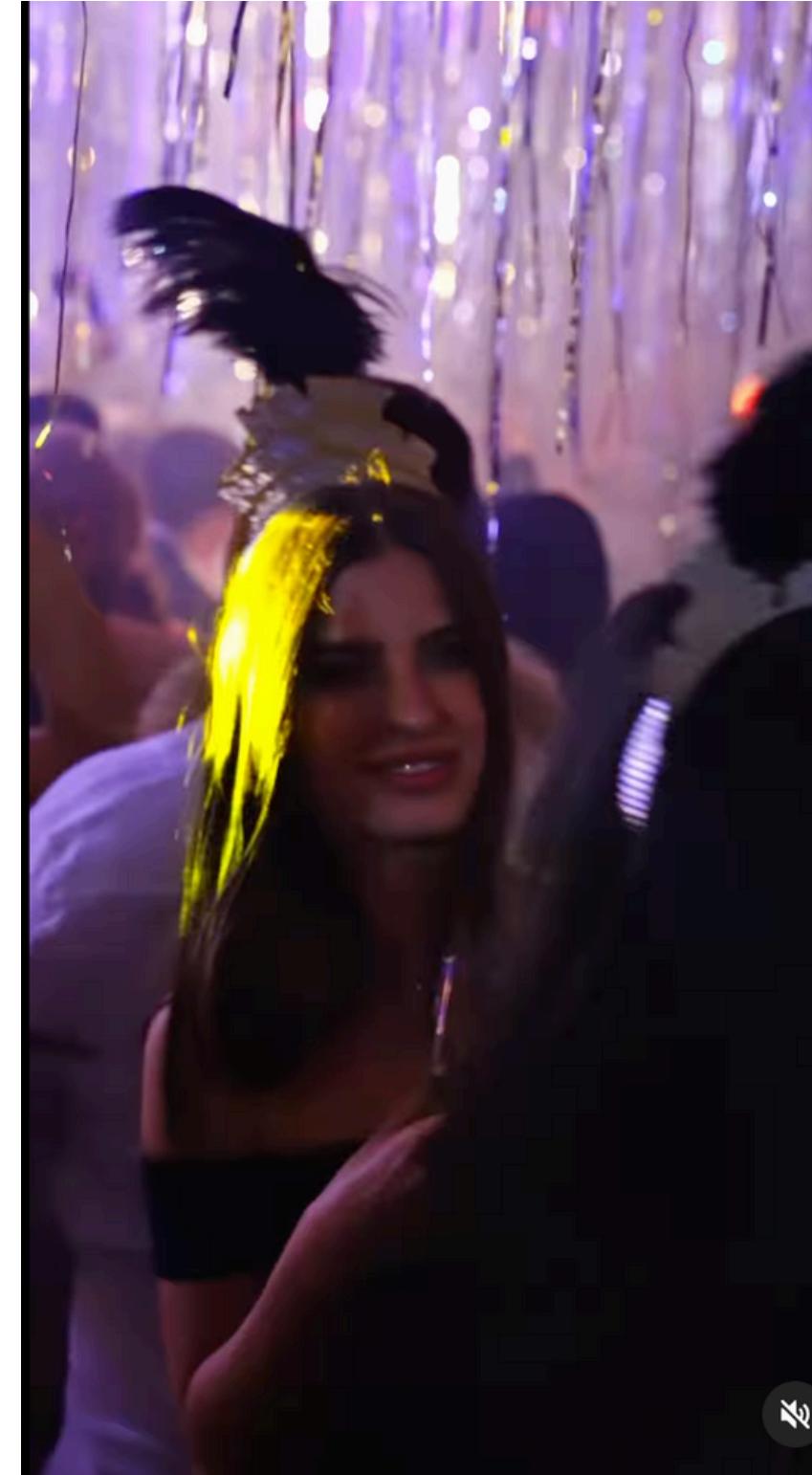
## #MestizoMadeByYou

For the first month of launch, we can invite guests to unleash their creativity by customising their very own taco or burrito. This fun, interactive campaign will let customers choose their ingredients, creating a personalised experience that aligns perfectly with Mestizo's playful vibe. We can promote this through vibrant and enticing visuals on social media, showing off the delicious combinations and encouraging customers to share their creations. It's a great way to engage the audience while adding a fun, memorable twist to the launch.



# Content Ideas

## Launch/Event Coverage



Event coverage with highlights and snippets capturing the essence of the event.

(Click on the creative to view)



We can share a quick BTS reel of us roaming around and asking our guests, "What's in your glass?"

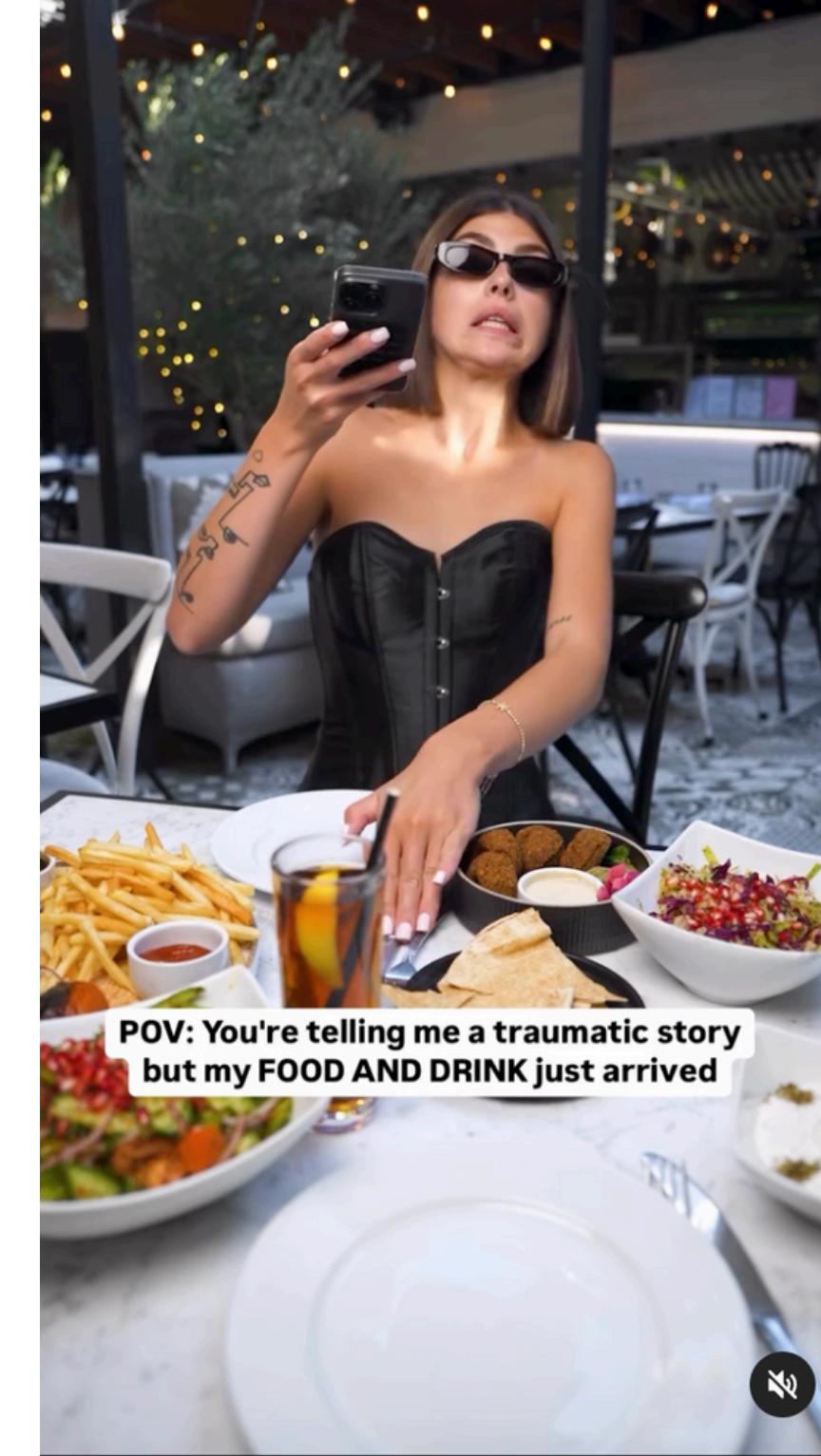
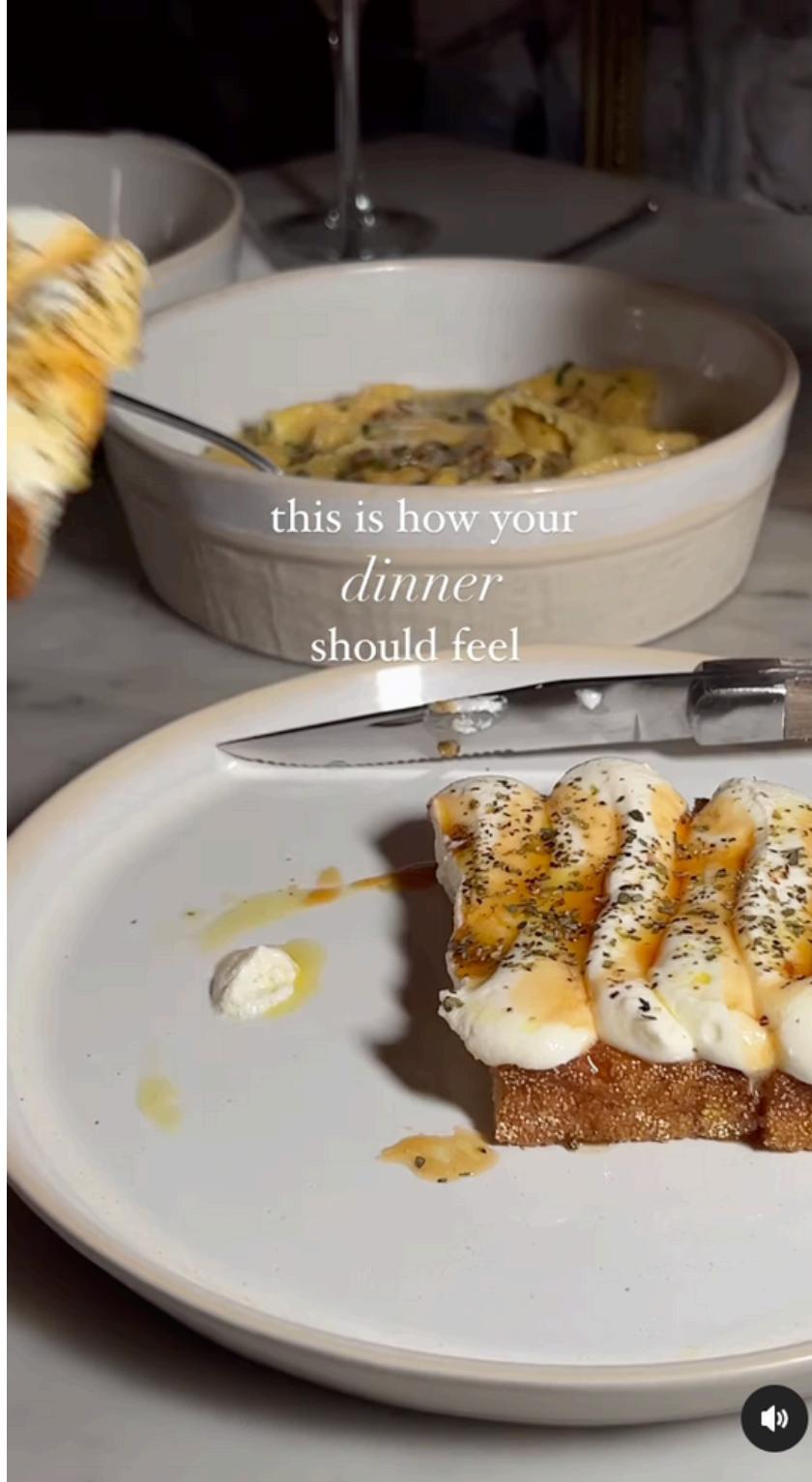


A behind-the-scenes glimpse of the team's packed schedule, capturing the hourly hustle, like Saulé at 2:00 PM, 3:00 PM, and so on.

# Content Ideas

User-  
Generated  
Content

(Click on the creative to view)

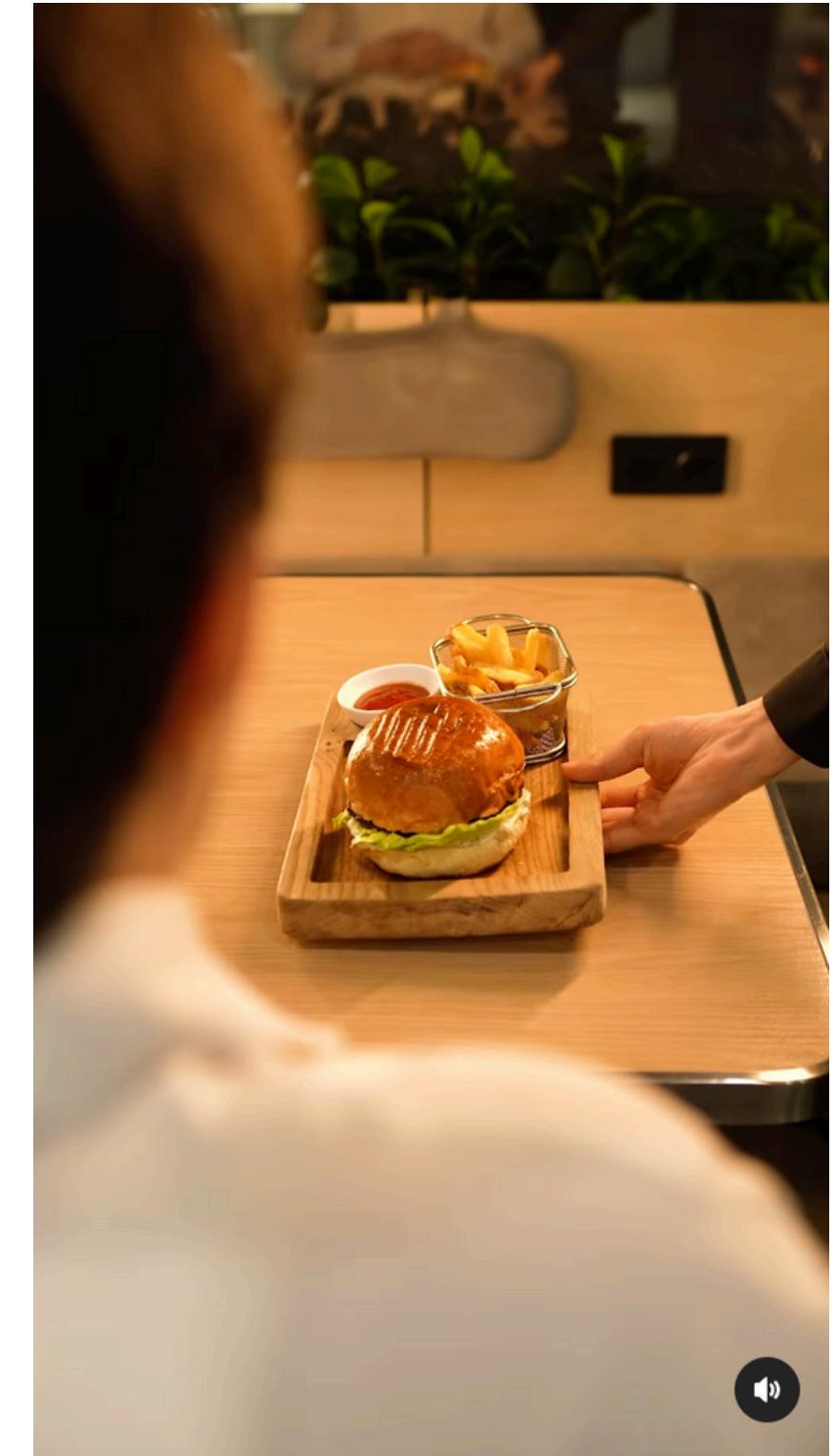
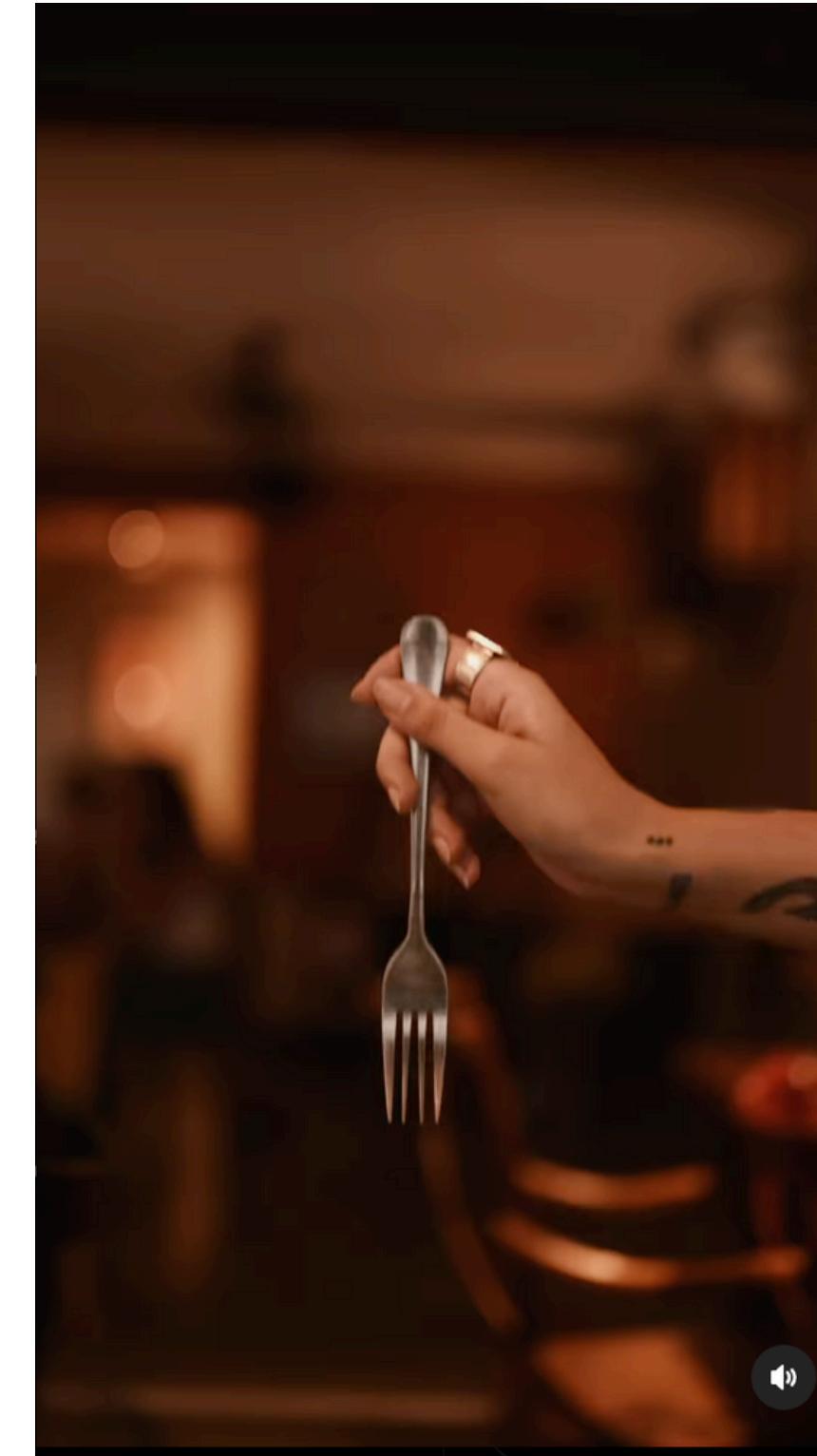
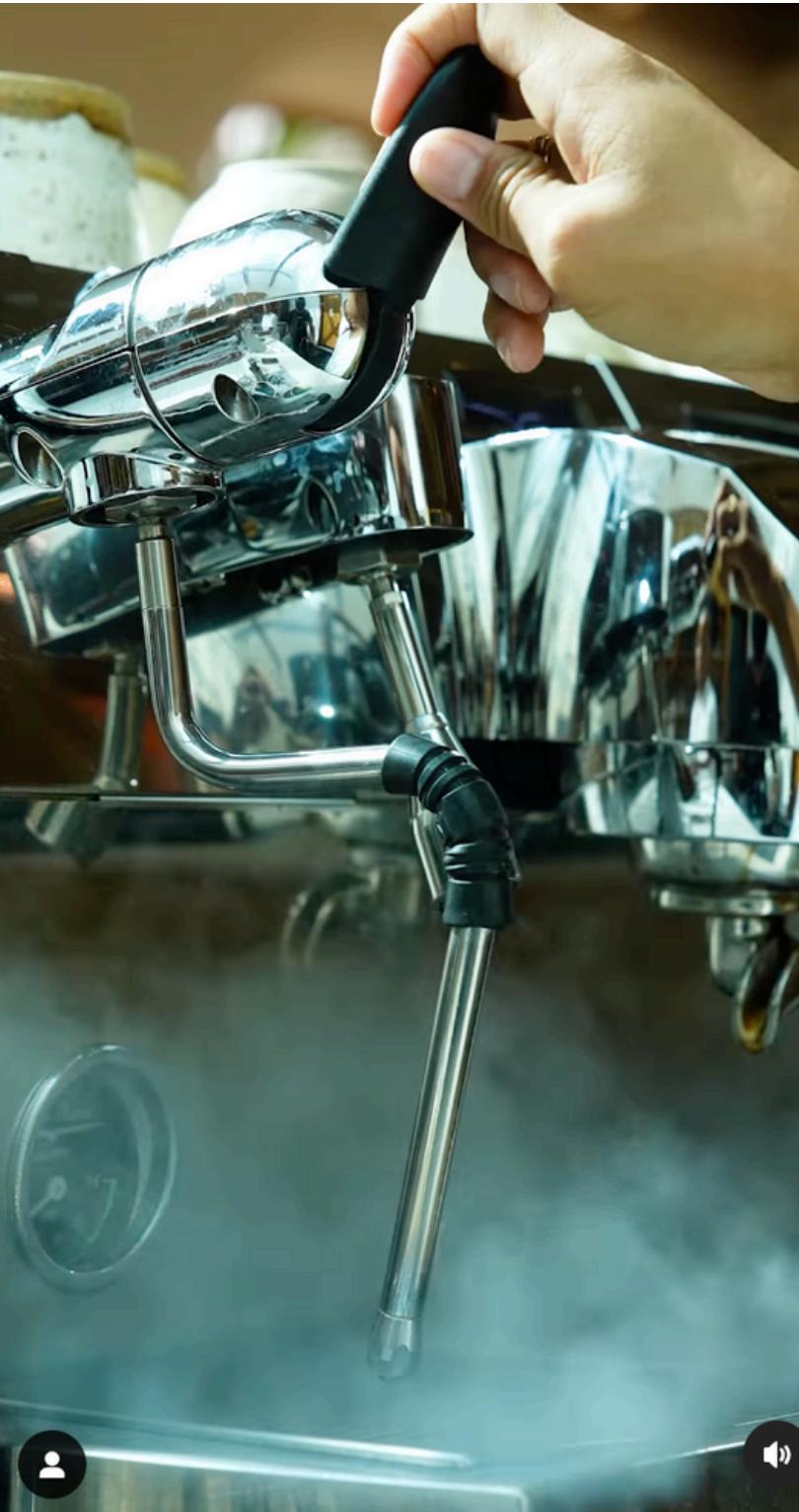


We'll capitalise on trends and UGCs to boost brand awareness and generate excitement around the brand.

# Content Ideas

Trends &  
Moment  
Marketing

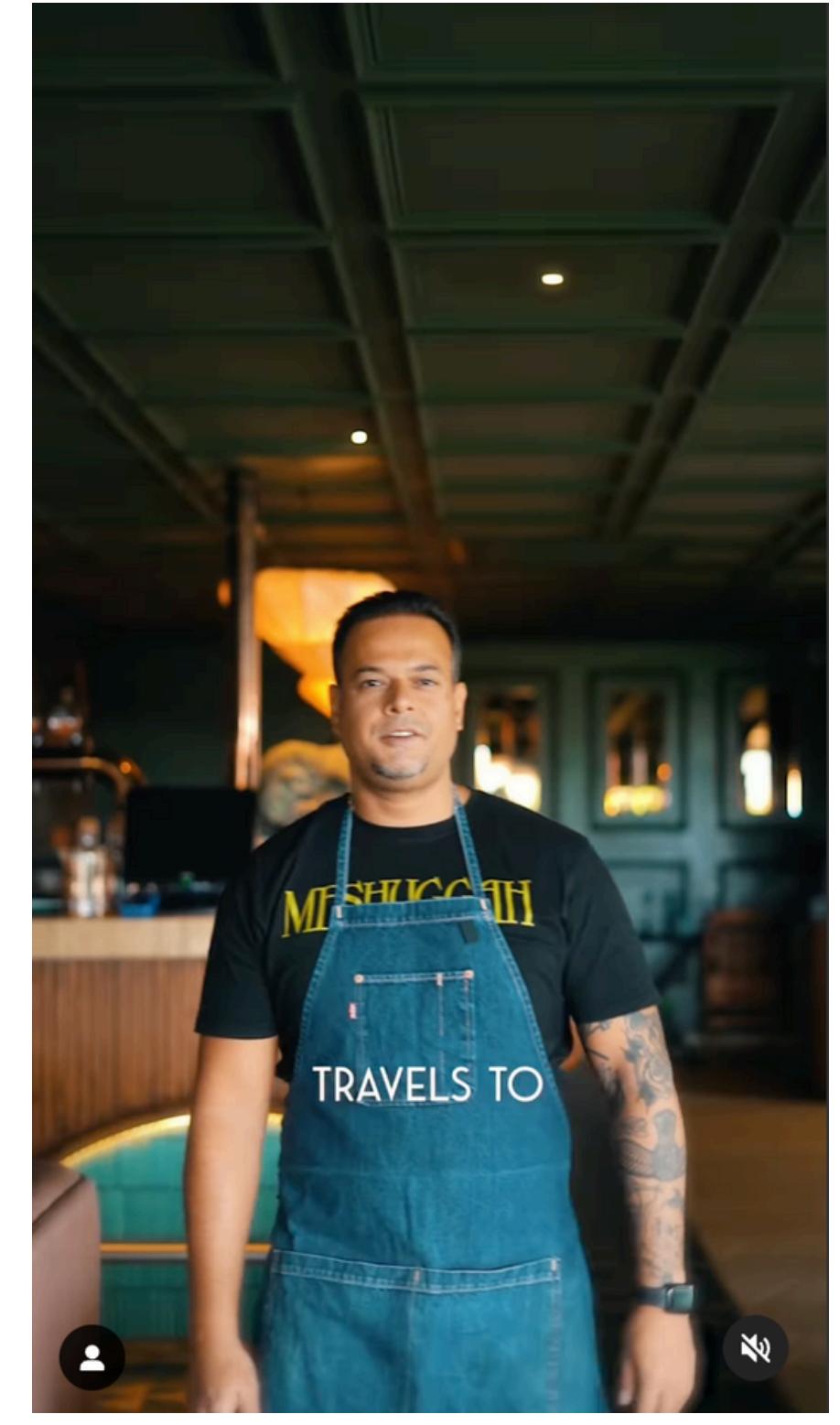
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These reels blend fun and playfulness while maintaining a premium vibe, showcasing the space and highlighting our cuisine.

# Content Ideas

Behind-The-Scenes



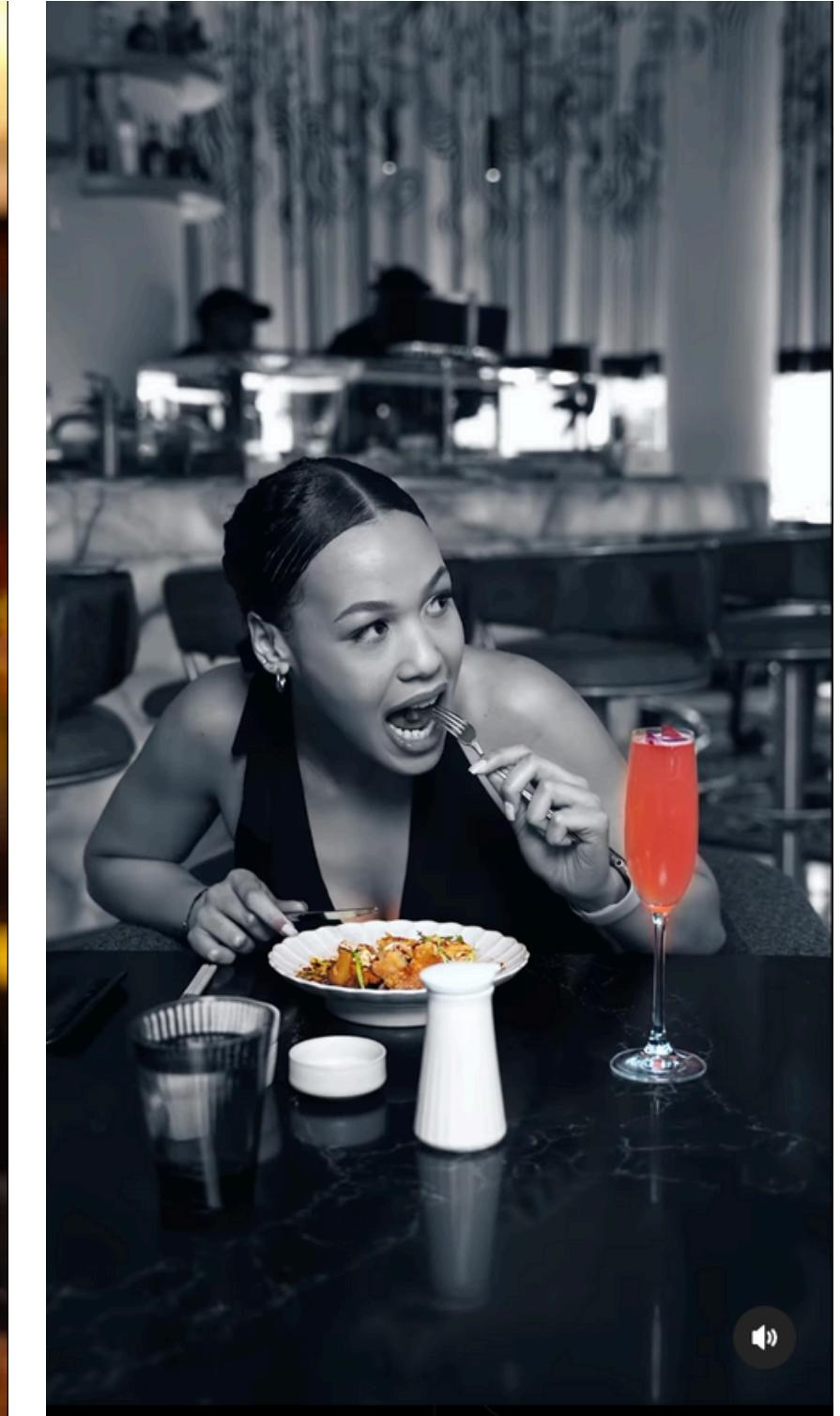
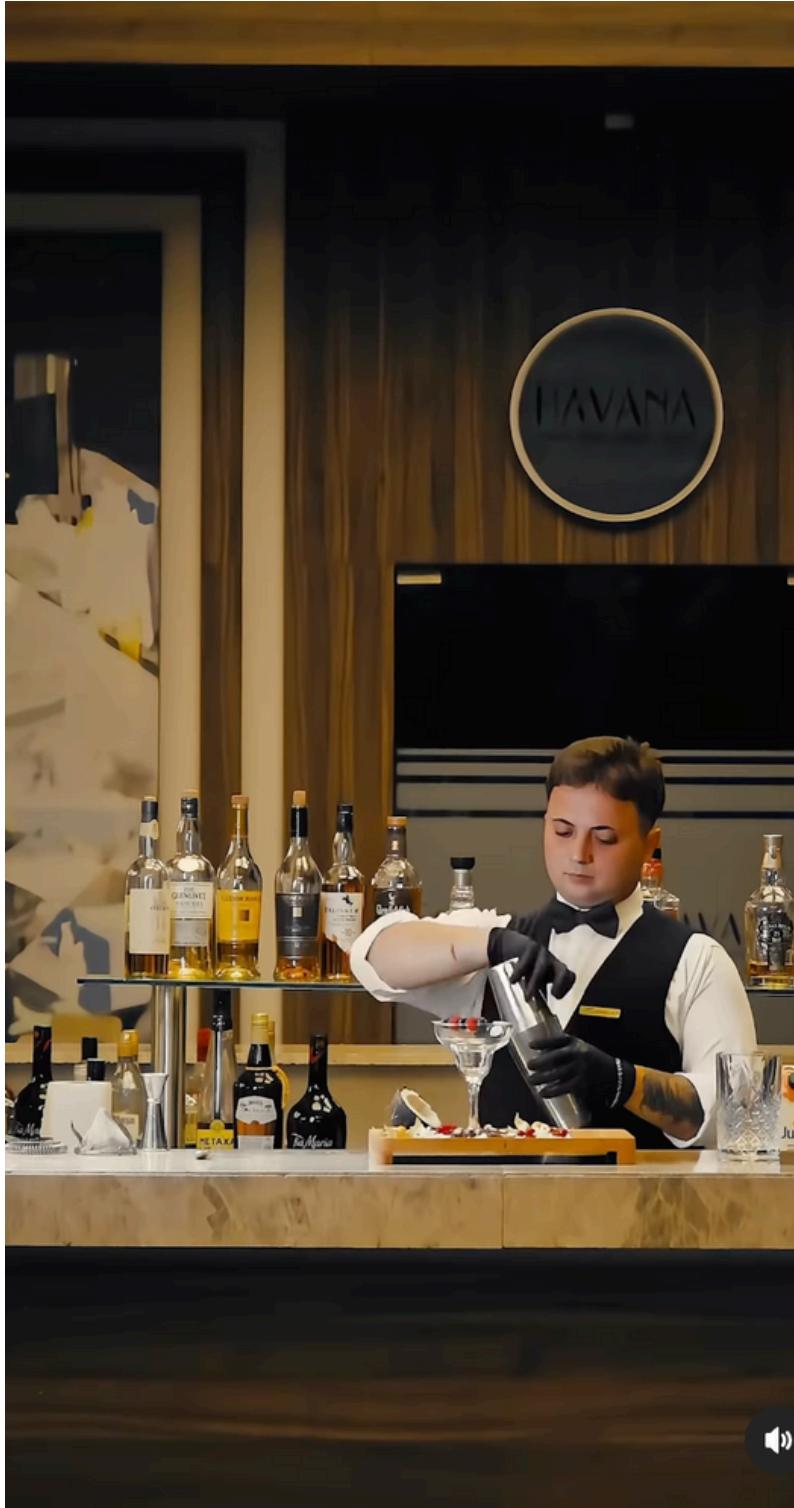
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Behind-the-scenes content showcasing the dedication that goes into crafting an exceptional space, highlighting impeccable hospitality and culinary excellence, from the staff's hard work to the chef's artistry in creating each dish.

# Content Ideas

*Restuarant  
Highlights &  
Specials*

(Click on the creative to view)



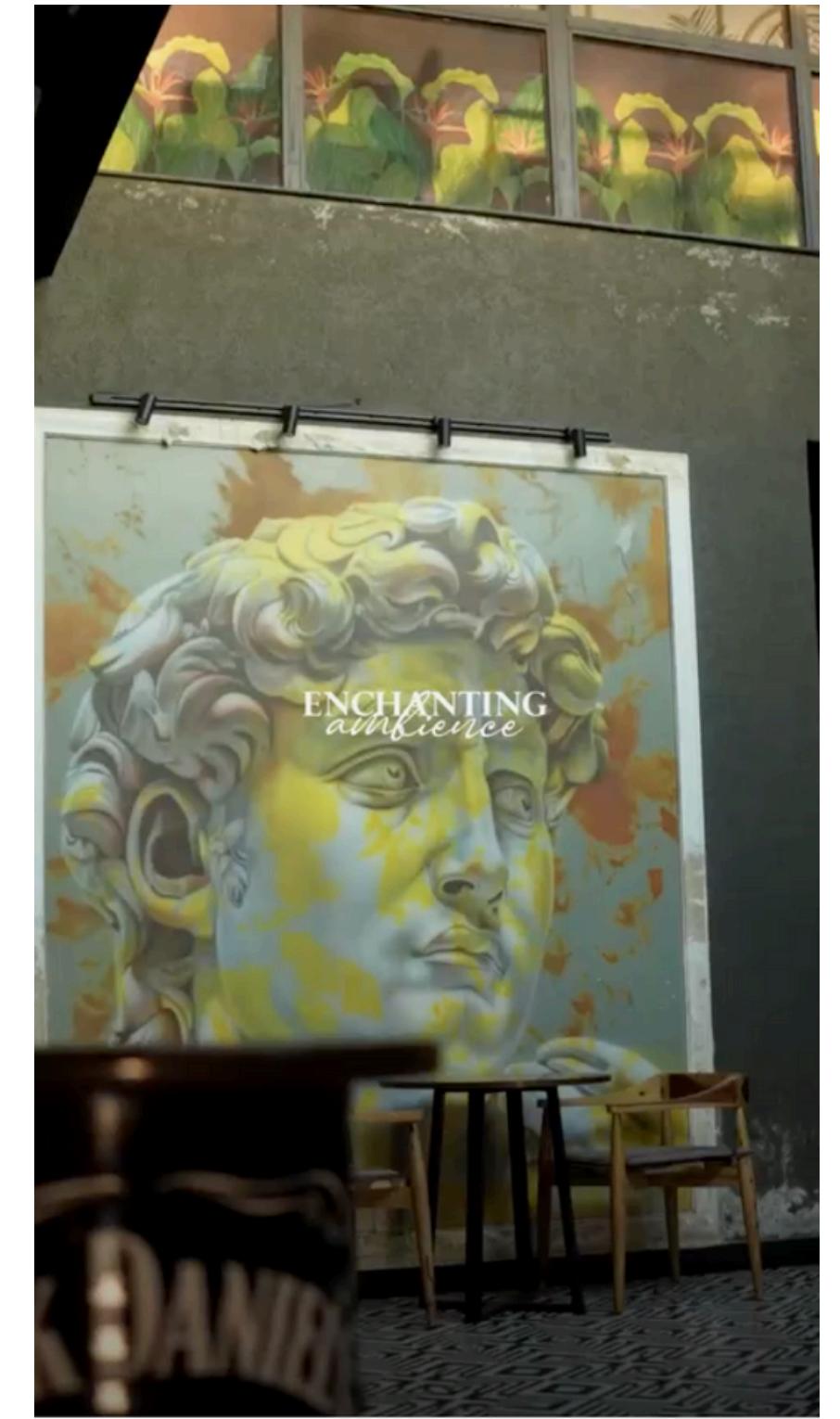
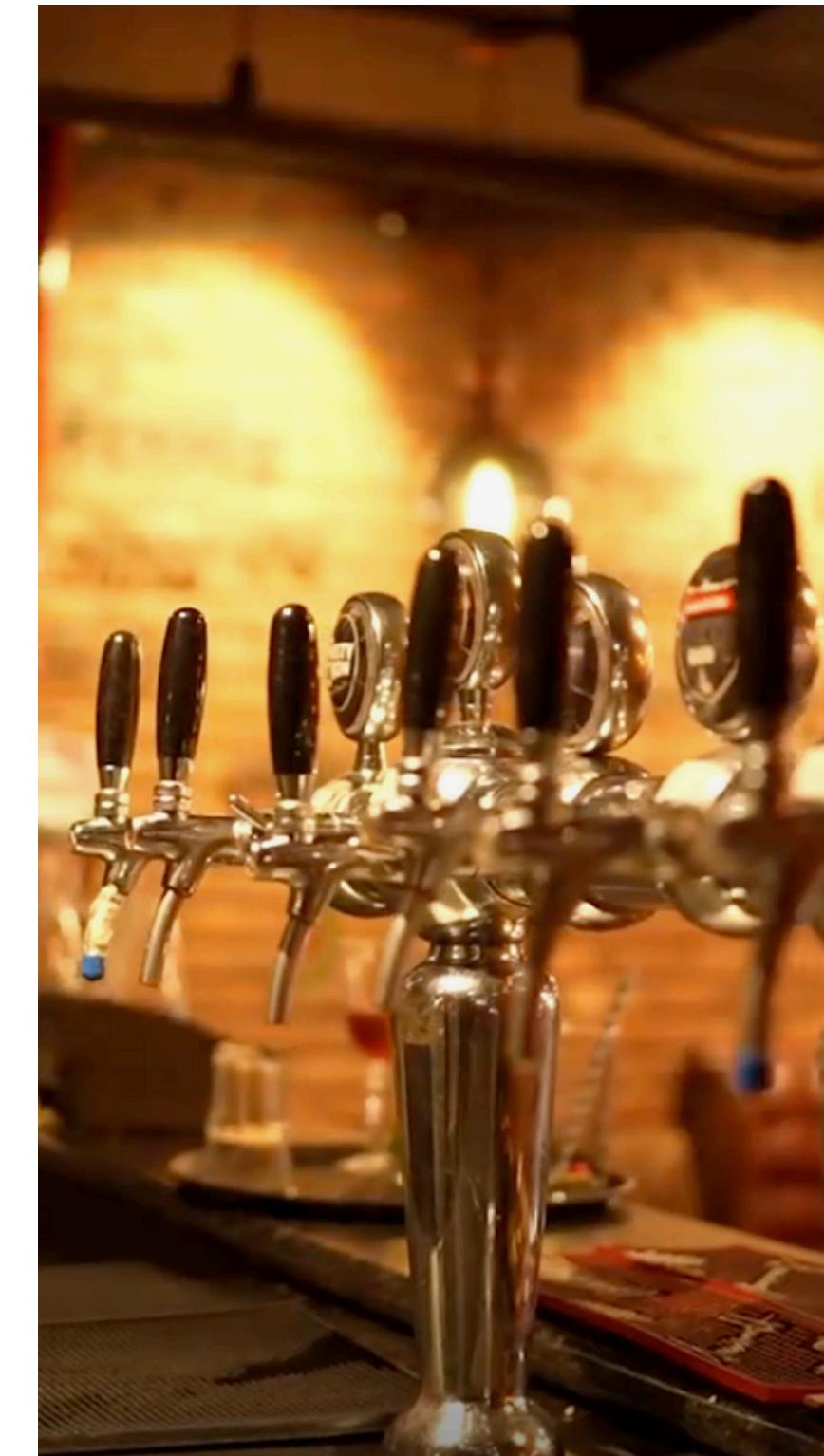
We will curate high-quality content as a digital menu for our audience, featuring captivating visuals and playful elements to uphold a luxurious tone in our communication.

# Content Ideas

Ambience  
Moodshots

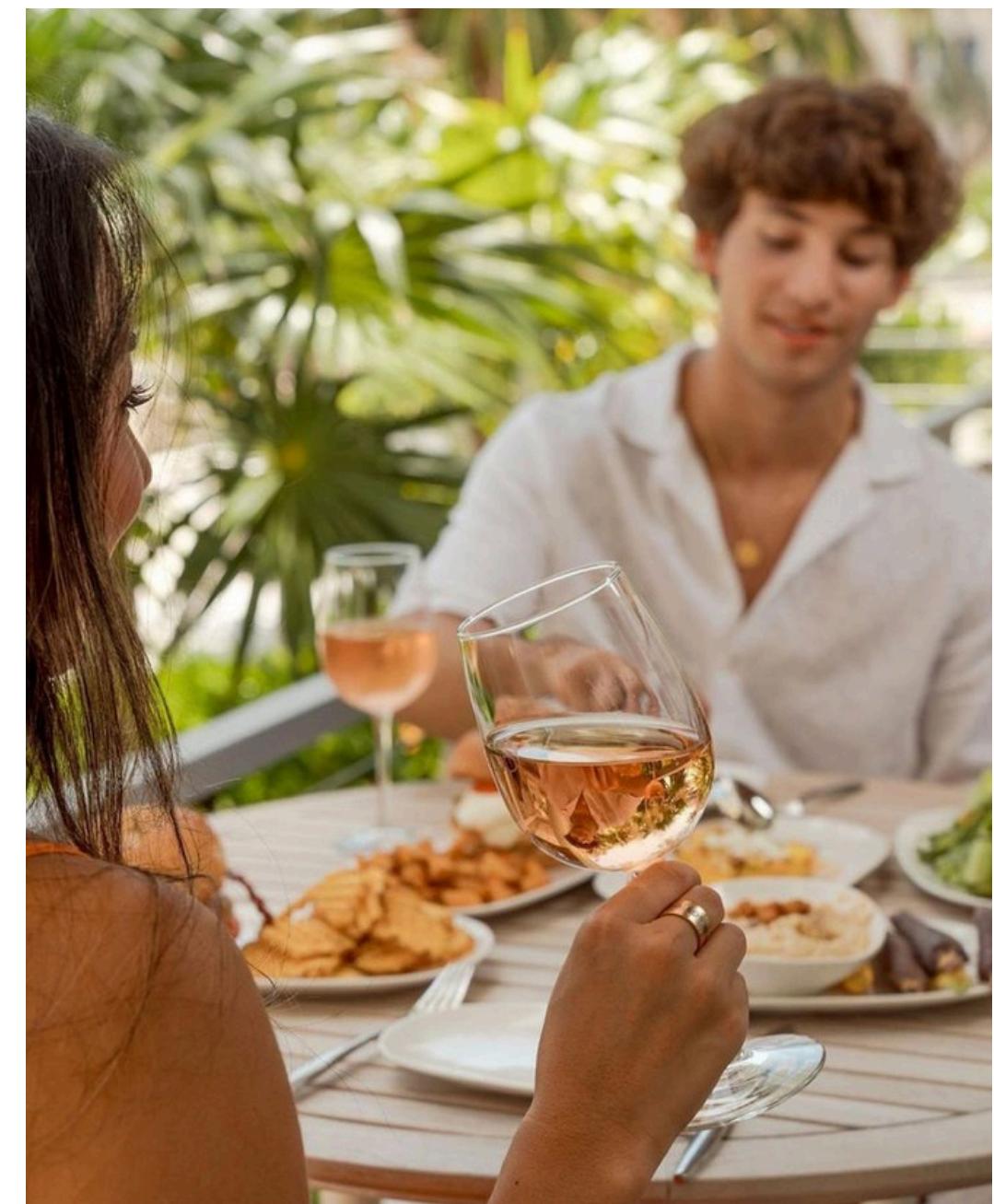
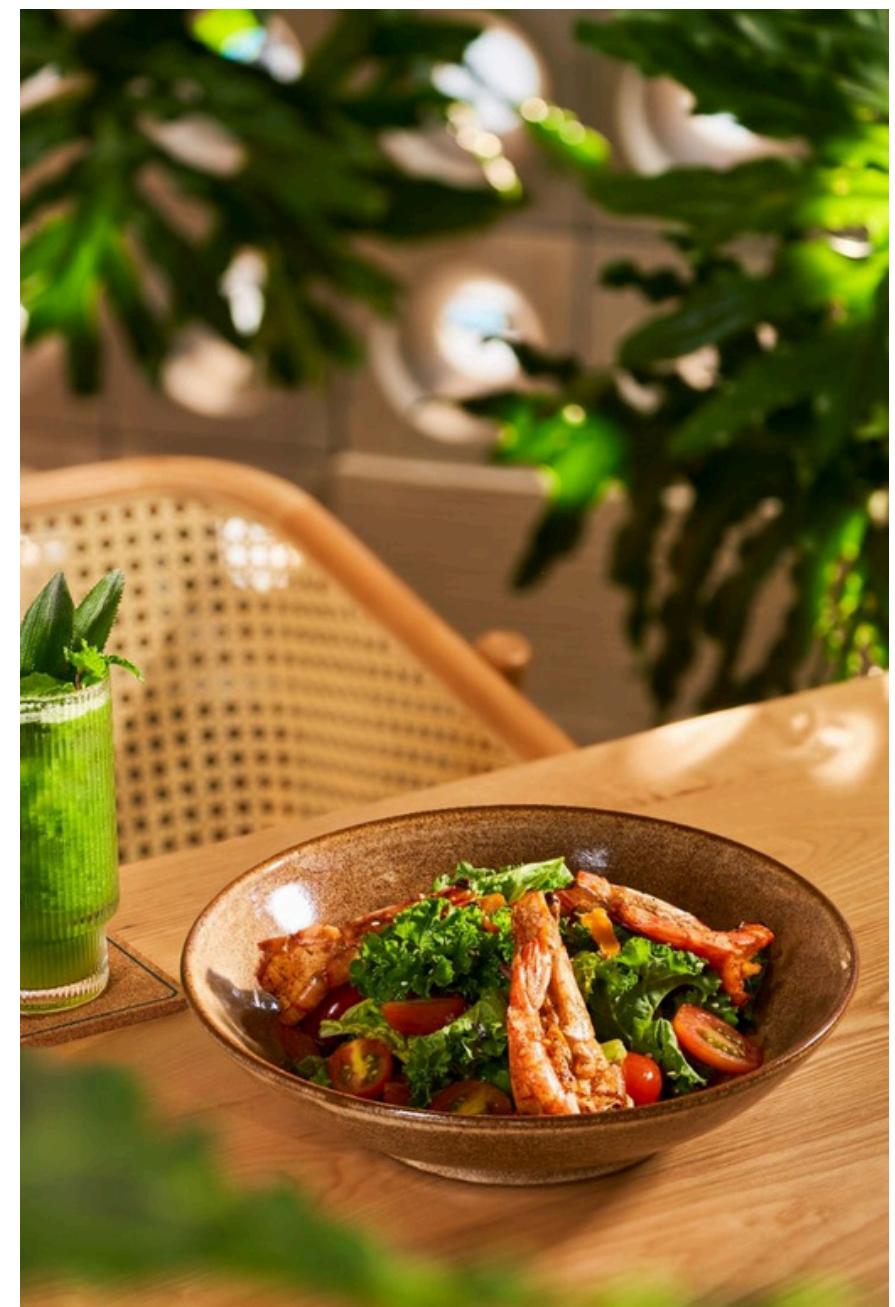


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Capture mood shots of the location paired with clever text to intrigue the audience and entice them to visit for a once-in-a-lifetime, Instagram-worthy experience.

# Visual Moodboard



*Thank You!*