



Social Media Pitch



About the brand.



At Cho, the aim is to bring the heart of Pan Asian to your table with a perfect mix of tradition and modern creativity. From vibrant, bold flavors to expertly crafted cocktails, every detail is designed to create an unforgettable culinary journey. The ambiance strikes the perfect balance between contemporary elegance and rustic charm, making it ideal for everything from casual get-togethers to romantic dinners or celebratory events.

Cho is more than just a restaurant—it's an experience. It's a place where flavors tell stories, where every visit feels special, and where you can create lasting memories over exceptional food and drinks.

Social Media Analysis

- Cho's Instagram lacks consistent storytelling about the inspiration behind its menu and interiors, which could enhance its brand narrative and connect more deeply with followers.
- The highlights feel disorganized, with themes like experiences and terrace. Uniform covers and streamlined categories featuring signature dishes, cultural stories, and events would create a more polished and cohesive look.
- While UGC collaborations are included, the account lacks engaging interactive features like polls or quizzes, which could foster stronger audience interaction and community building.
- There is little behind-the-scenes content, such as glimpses into kitchen preparations, ingredient sourcing, or chef stories, which would add authenticity and a personal touch to the page.
- Content exploring the cultural origins of their pan asian dishes or dining traditions is missing, which could position Cho as an authority in pan asian cuisine and enrich the audience's experience.

Brands We Take Pride In

THE
LIBRARY
Most Seclusive Bar



Dear Donna

Swan

Bongie



THE WESTIN
GOA

THE LODHI
NEW DELHI

pullman
HOTELS AND RESORTS
NEW DELHI AEROCITY

Communication Pillars



CUSTOMER CENTRIC

Build **strong customer loyalty** and create a community of repeat patrons. This can be achieved by highlighting customised services, testimonials and reviews, and exclusive events.



STAFF EXCELLENCE

Position the staff as **industry leaders** and elevate the restaurant's reputation by showcasing the team's expertise, and behind the scenes.



SIGNATURE PAIRINGS

Establish Cho as the go-to destination for innovative and **high-quality food & cocktails** by highlighting signature dishes and cocktails.



AMBIENCE & EXPERIENCE

Highlight the luxurious atmosphere and **unique experience** of visiting Cho. We will focus on the overall experience of the restaurant and show customer interaction with the ambience.



CULINARY MASTERY

Enhance the **perception of the restaurant** as a destination for high-end pan asian cuisine. This will also include chef's special menu.

CONTENT BUCKETS

Behind-the-Scenes & Culinary Craft

Share the hard work and dedication of Cho's chefs and service team by showcasing cooking processes, ingredient sourcing, and behind-the-scenes moments. This will provide followers with an inside look at the restaurant's commitment to authenticity and craftsmanship in Pan Asian cuisine.

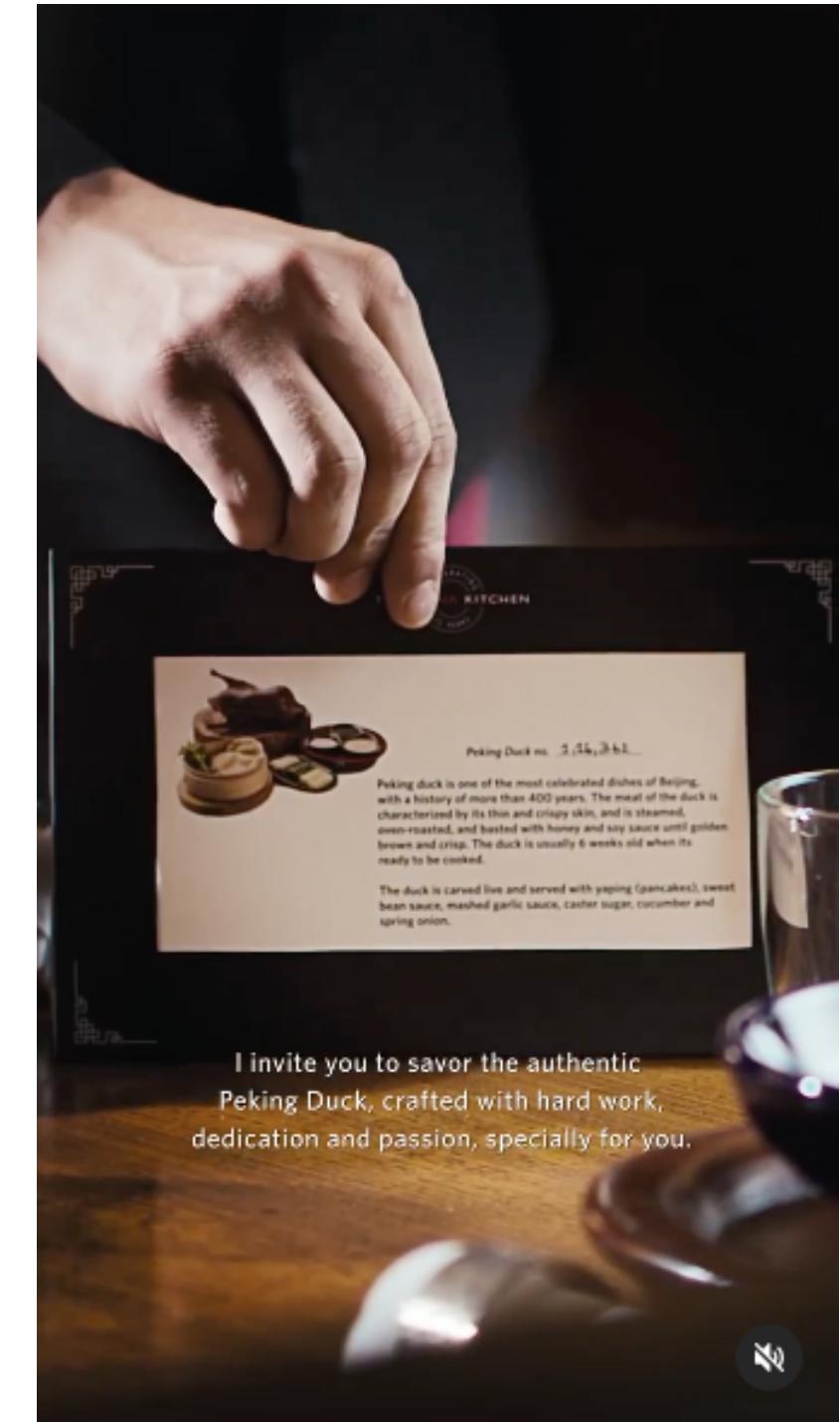
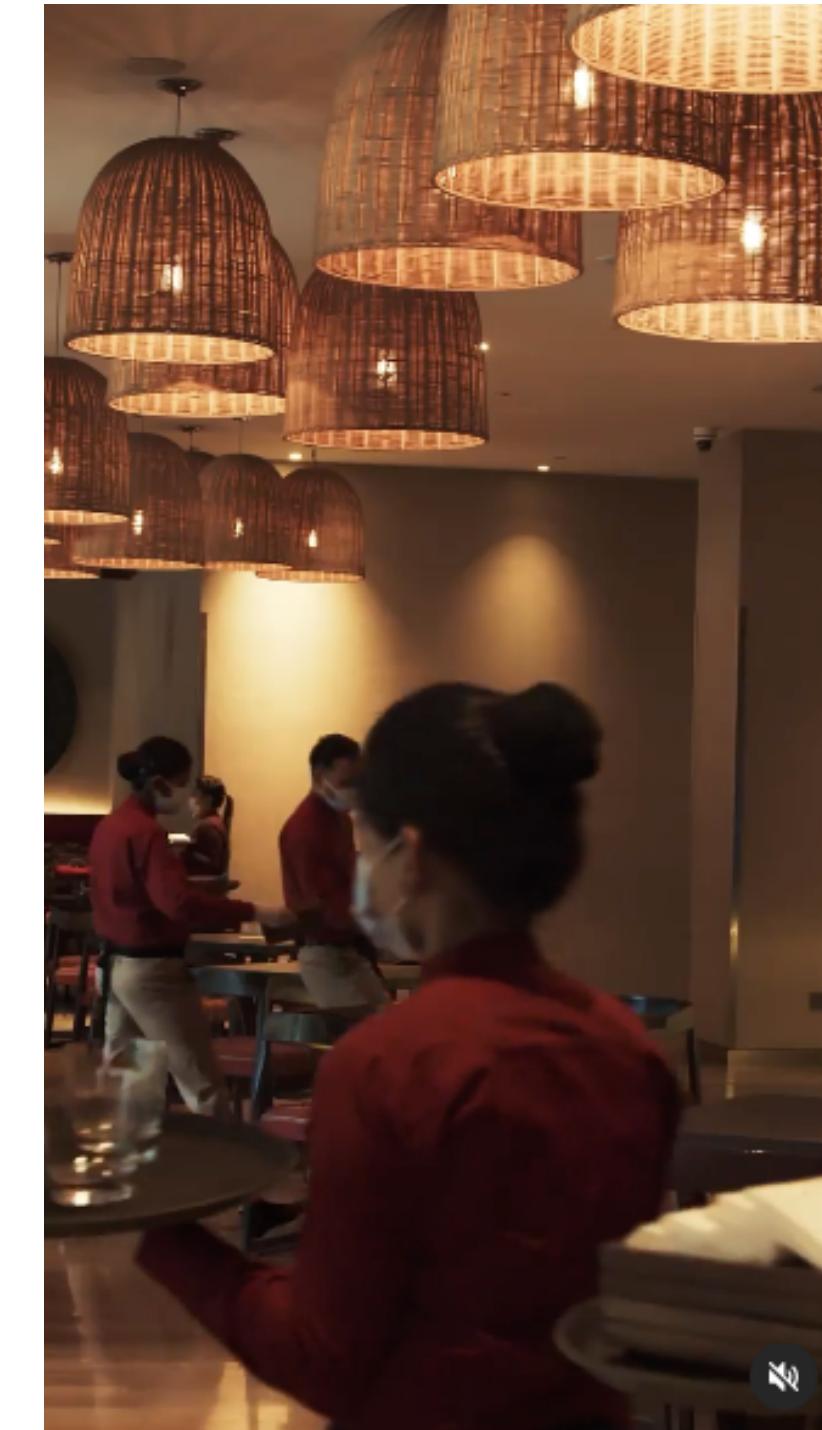
Cultural Stories & Educational Content

Focus on sharing the cultural origins of Pan Asian dishes, dining traditions, and interesting facts about Pan Asian. High-quality posts with engaging captions can position Cho as an expert in pan asian cuisine while deepening the audience's connection to the culture behind the food.

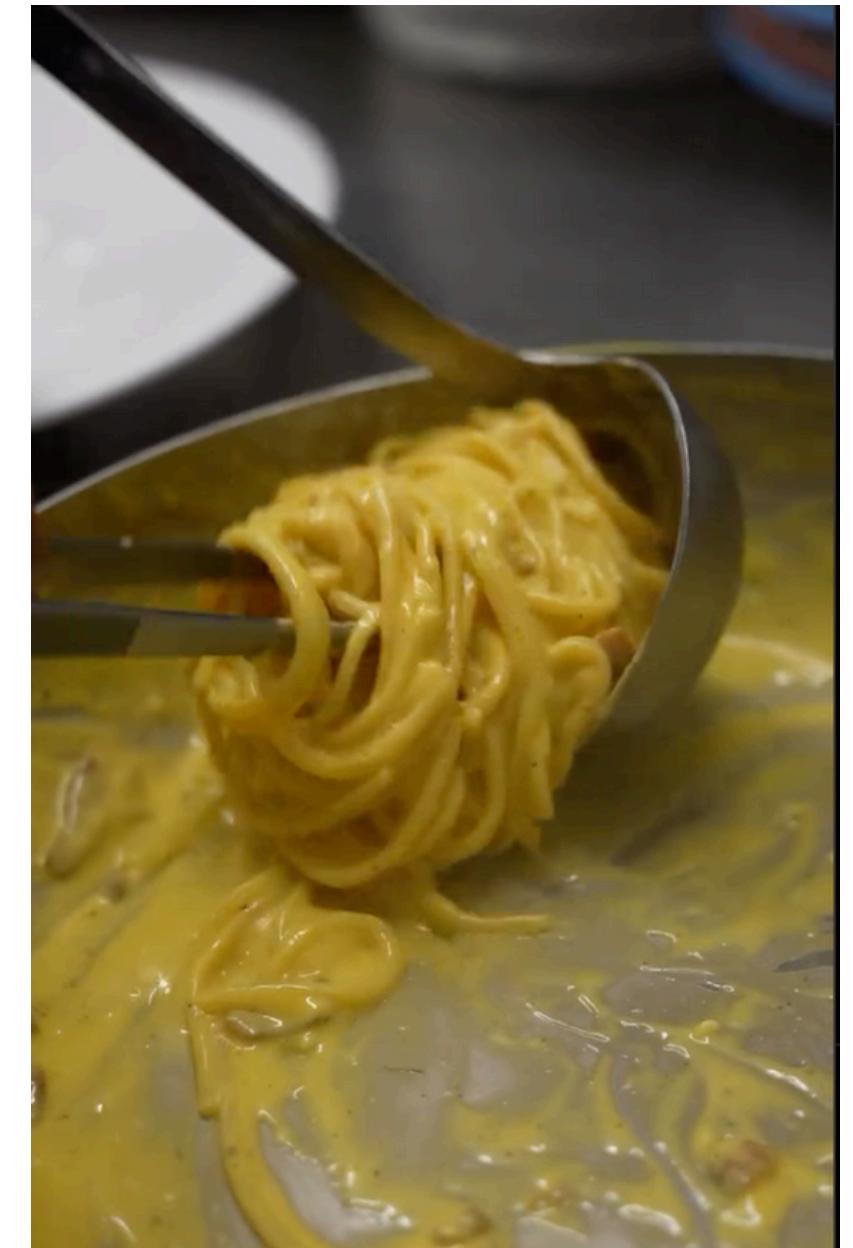
Interactive & Community Engagement

Encourage UGC by featuring customer reviews, photos, and videos of guests enjoying their meals. By motivating followers to share their experiences, Cho can build a sense of community and social proof, further strengthening the brand's connection with its audience.

Behind the scenes & culinary craft

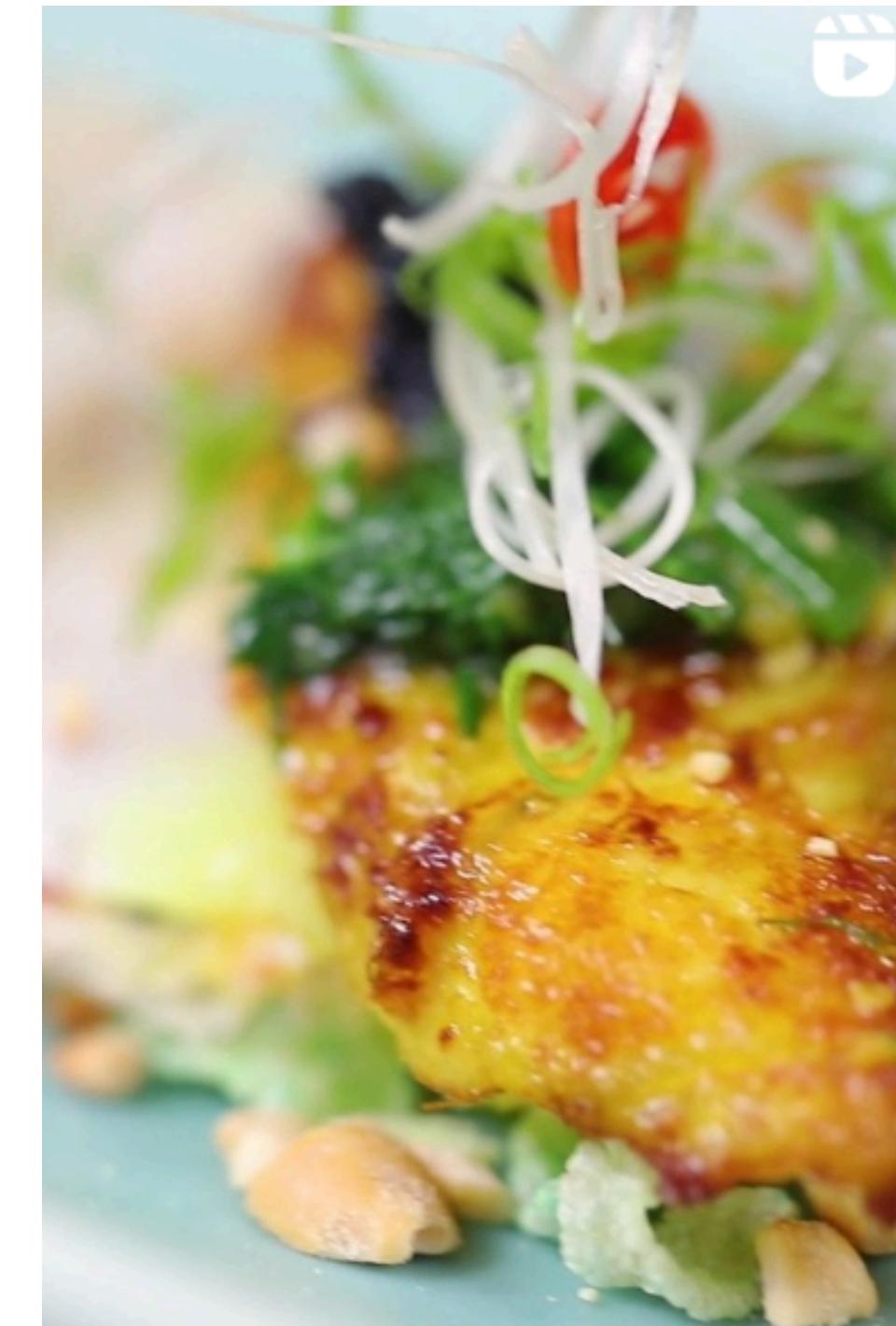


Educational



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Experiential



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UGC & Collaborations



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SOCIAL MEDIA CAMPAIGNS





Only At Cho

OBJECTIVE : Engage customers by sharing the cultural stories behind Cho's signature dishes and cocktails, fostering a deeper connection with Pan Asian cuisine and driving brand loyalty.

CONCEPT: Unveil the rich cultural tales behind each of Cho's signature dishes and drinks. Every week, take followers through a flavorful adventure by showcasing a Pan Asian dish or cocktail, paired with the story and tradition that brings it to life. Encourage followers to experience the featured flavors and share their own stories. The campaign will feature a mix of static posts, reels, carousels, and immersive narratives to connect food with culture.

Hashtag: #OnlyatCho



Stamp Your Tastebuds

OBJECTIVE : To celebrate the diversity and richness of Pan-Asian cuisines while driving engagement and footfall through a gamified experience that encourages customers to explore the restaurant's offerings.

CONCEPT: Take customers on a digital culinary journey through Asia with a Taste Passport. Each week highlights a different cuisine (e.g., Thai, Japanese, Vietnamese), encouraging customers to try featured dishes, share their experience on social media, and collect virtual stamps. Completing the passport stamps unlocks exclusive rewards like free desserts or discounts, creating excitement and engagement both online and in-store.

Hashtag: #StampYourTastebuds



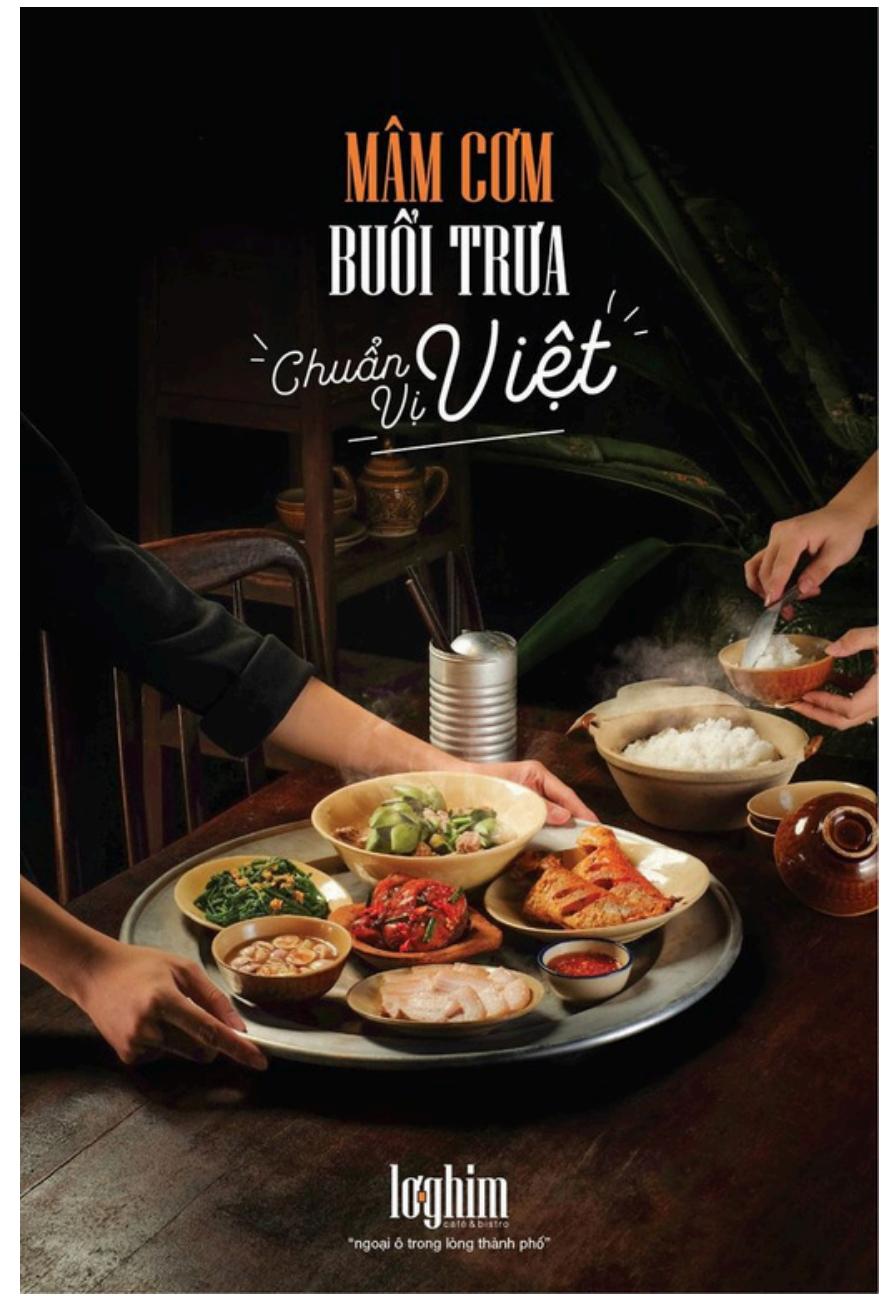
Journey To Tết Nguyên Đán With Cho

OBJECTIVE : To educate and immerse followers in the cultural richness of Tết Nguyên Đán, Vietnam's Lunar New Year, while building excitement around the holiday and creating a deeper connection to the restaurant's authentic Vietnamese heritage.

CONCEPT: Take followers on a week-long storytelling journey leading up to Tết Nguyên Đán, Vietnam's Lunar New Year. Each day, share a snippet of how the festival is celebrated in different parts of Vietnam. Highlight the preparation, the rituals, the food, and the significance behind each tradition. Use stunning visuals and engaging captions to narrate the journey, inviting followers to learn about the holiday's cultural richness and share their own Tết experiences.

Hashtag: #JourneyToTếtNguyênĐánWithCho

CREATIVE DIRECTION



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THOUGHTS
&
DISCUSSIONS