



BOULEVARD SOCIAL MEDIA PITCH

ANALYSIS



- The page is text-heavy, overwhelming the reader with too much information at once.
- There are no clear creative elements to capture attention.
- The brand's tone and message are not consistent or cohesive throughout the content.
- The graphics used are not aesthetically pleasing and do not enhance the brand presence on the feed.
- The content lacks originality and does not engage with the audience effectively.
- It's difficult to discern the page's main focus or what content will be featured next.

STRATEGY

STORY TELLING

Craft engaging storytelling content that highlights Boulevard's ***unique features***, such as its meticulously designed space and its role in bringing people together for memorable experiences.

COMMUNITY ENGAGEMENT

Foster a sense of community among Boulevard's audience by encouraging ***user-generated content***, such as photos and reviews from visitors enjoying their experiences at the destination.

EXPERIENTIAL

Design immersive and ***interactive experiential*** marketing campaigns on social media platforms to captivate audiences and drive engagement.

COMMUNICATION PILLARS

Premium Experience & Ambiance : Emphasize Boulevard's status as a premium destination for café culture in Gurugram, showcasing its meticulously designed space and upscale ambiance.

Community Engagement : Foster a sense of community among Boulevard's audience by encouraging user-generated content, such as photos and reviews from visitors enjoying their experiences at the destination.

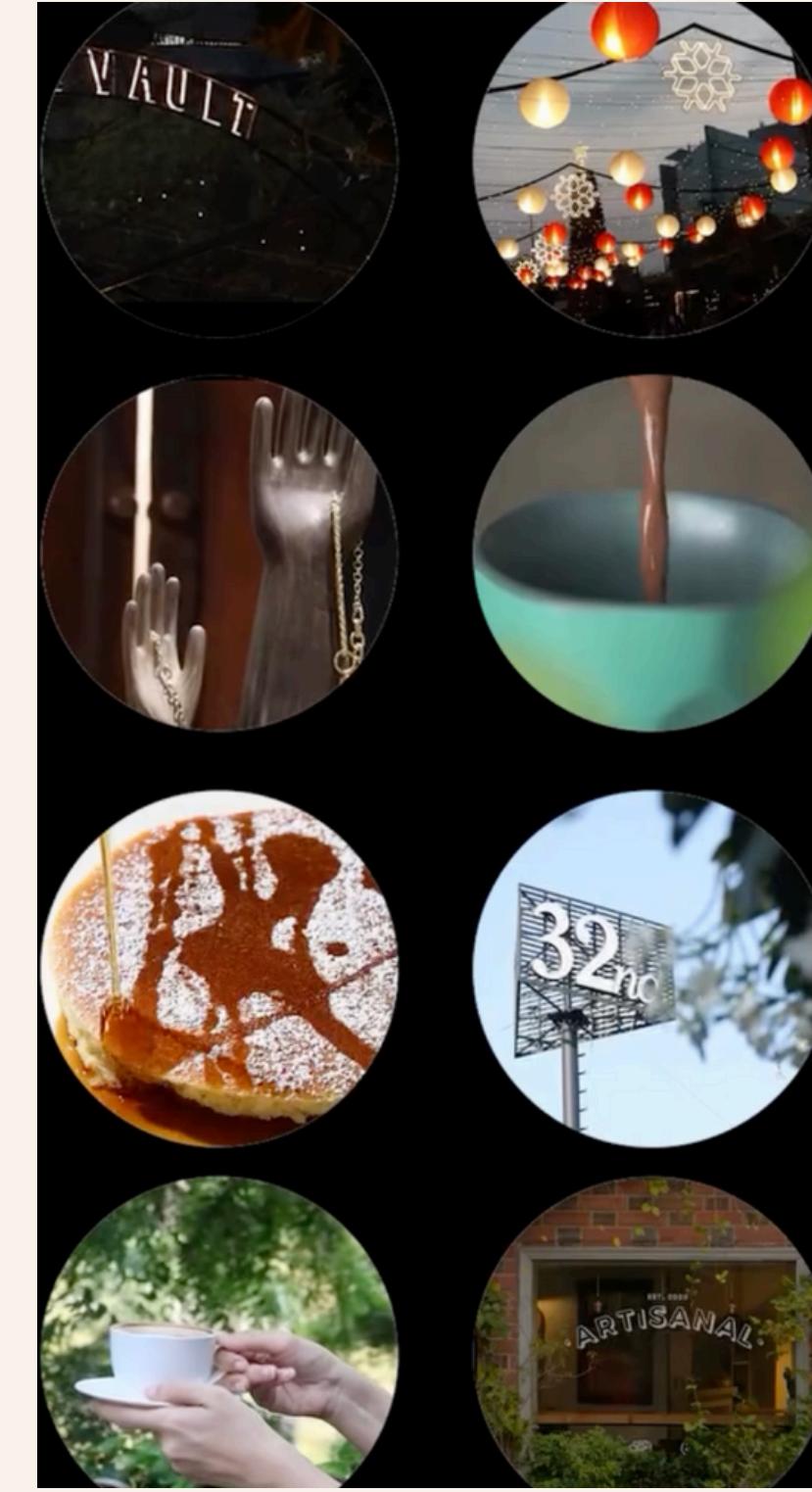
Vibrant Atmosphere & Exciting Events : Highlight upcoming events, promotions, and special offerings to generate excitement and anticipation among followers, positioning Boulevard as a hub for entertainment and recreation.

Culinary Excellence : Communicate the quality, innovation, and creativity behind Boulevard's menu selections, enticing followers with tantalizing visuals and enticing descriptions.

Innovative Experience : Communicate the brand's dedication to providing unique and engaging experiences that go beyond traditional dining and entertainment offerings.

CREATIVE DIRECTION

Tap on the image to view the video

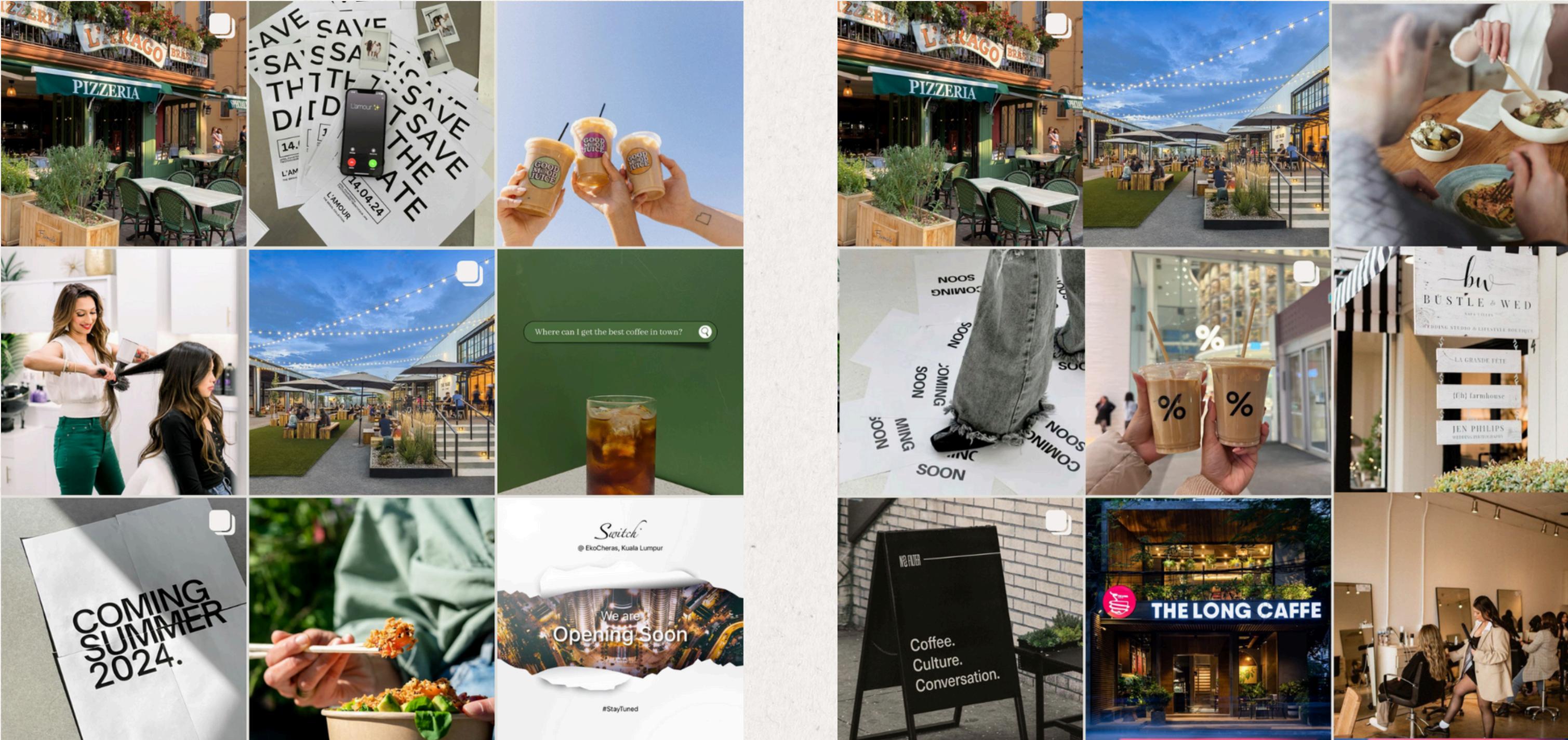


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CREATIVE DIRECTION



GRID REFERENCE



THOUGHTS & SUGGESTIONS

THANK YOU