



The Library Bar

SOCIAL MEDIA PITCH

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.



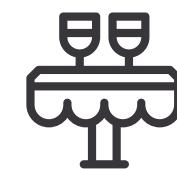
STAFF EXCELLENCE

Position the staff as **industry leaders** and elevate the bar's reputation through their expertise. We can show expert mixologists team and behind the scenes.



MIXOLOGY MASTERY

Establish The Library Bar as the go-to destination for innovative and **high-quality cocktails** by highlighting signature cocktails, seasonal specials, & cocktail recipes.



AMBIENCE & EXPERIENCE

Highlight the luxurious atmosphere and **unique experience** of visiting The Library Bar. We will focus on the overall experience of the bar and show customer interaction with the ambience.



CURATED FOOD PAIRING

Enhance the **perception of the bar** as a destination for high-end food and drink pairings. This will also include chef's special menu.

SOCIAL MEDIA CAMPAIGNS



Cocktails by the Book

OBJECTIVE

Engage followers with a creative, literary-themed cocktail campaign that aligns with the bar's name, "The Library Bar."

CONCEPT

Each week, feature a new cocktail inspired by a classic book or author. Use literary puns and references to name the cocktails, such as "Tequila Mockingbird" or "The Great Gatsbeer."

Sip & Stamp



CONCEPT

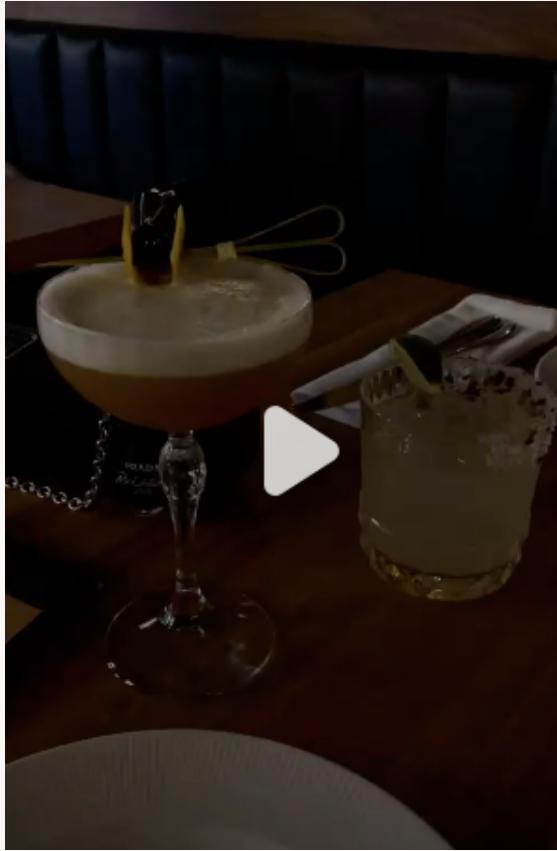
Introduce a “Cocktail Library Card” program where customers receive a physical, personalised library card to collect stamps for each unique cocktail they try at The Library Bar. Each stamp represents a different “book” or theme related to the cocktail.

EXECUTION

Design a library card where customers can collect stamps. Each cocktail will have its own stamp, which can be obtained by ordering that drink. Feature a different theme or “book” for each cocktail, such as “Tequila Mockingbird” for a fruity cocktail or “Great Gatsbeer” for a sophisticated blend.

Content Direction

Tap to view the video



UGC

Share the spotlight!
Let your Library experience shine
by sharing photos and videos of
your favourite cocktails and
moments at our bar.

Tag us for a chance to be
featured!



EXPERIENTIAL

Dive into behind-the-scenes
glimpses of our ambience,
crafting cocktails, chef's
preparing dishes, trivia about
spirits, and interactive polls to
spark conversations among our
community.

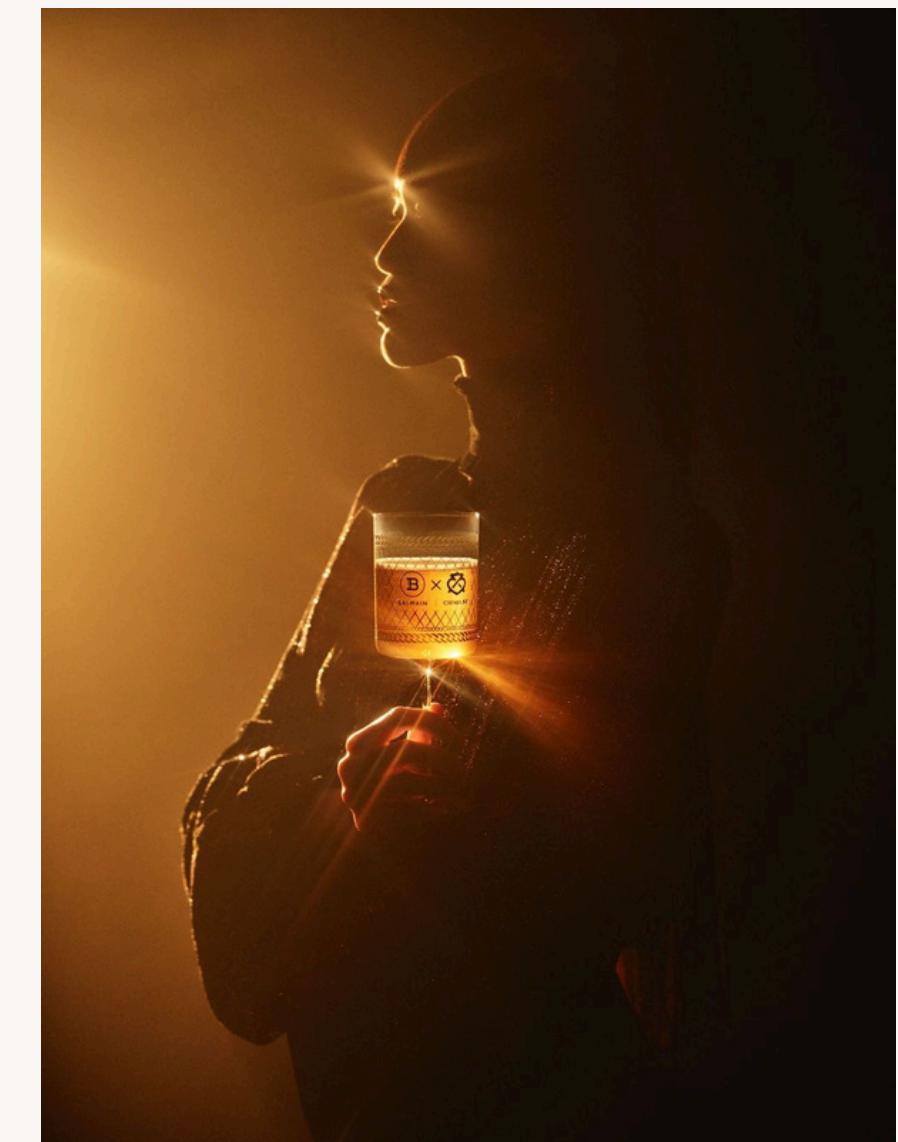
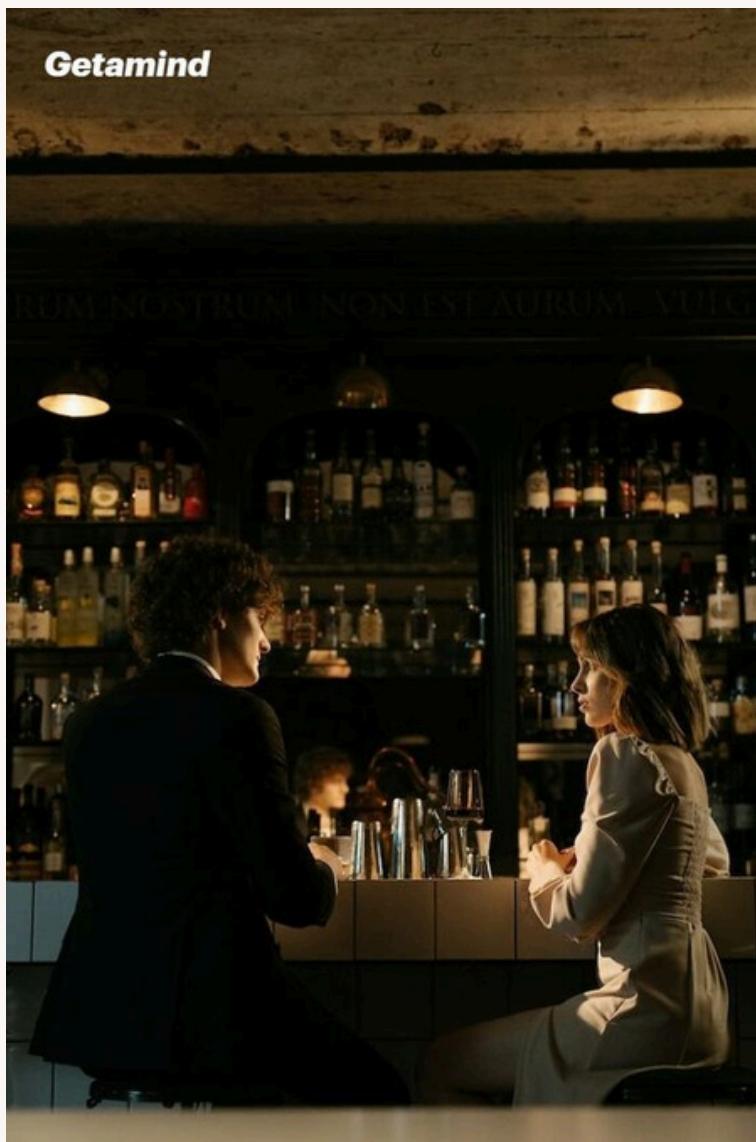


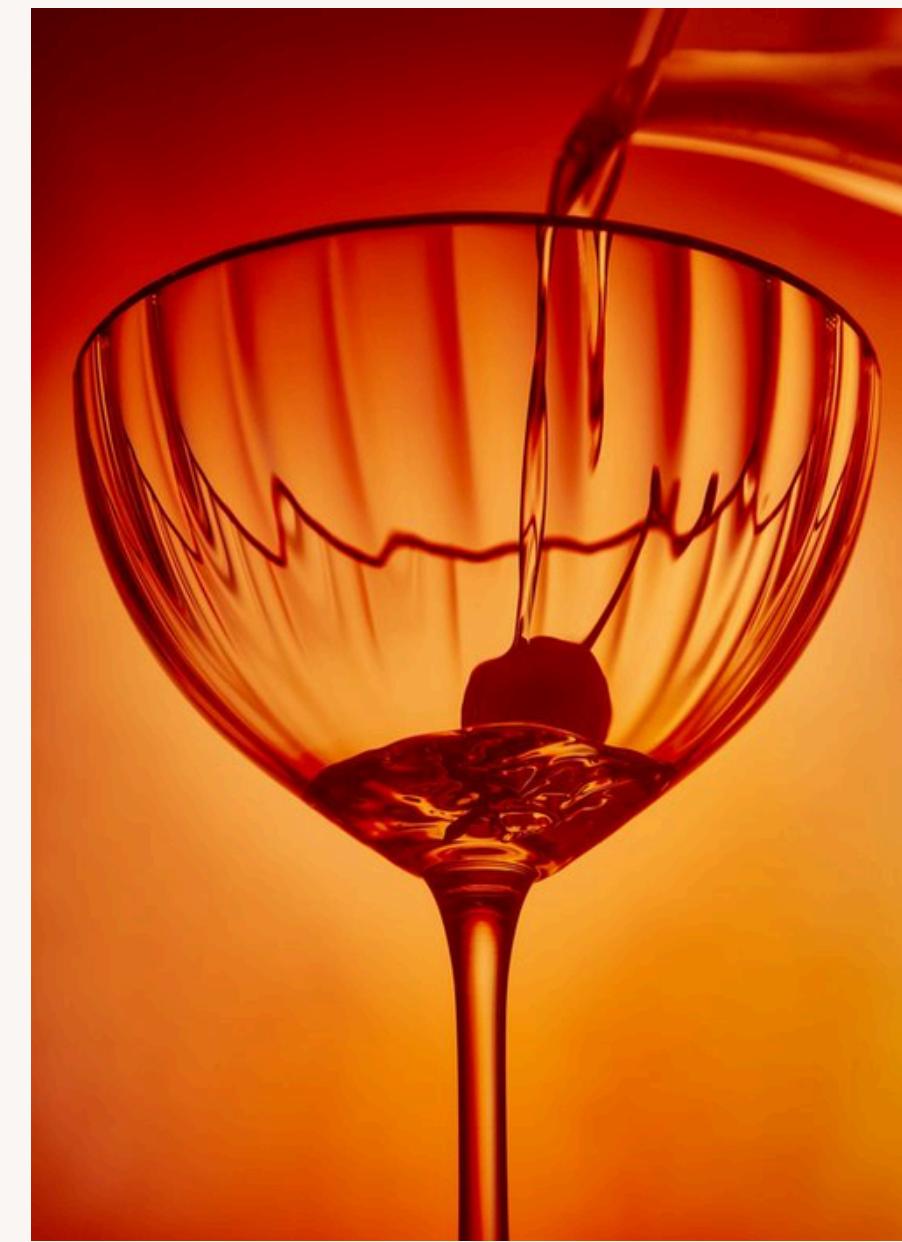
ENGAGING

Immerse yourself in the Library
experience!

Explore virtual tours of our
interiors and focus on creating
trending content via short
format reels.

SHOOT DIRECTION





Tap to view the video



Introducing "Cocktails by the Book," where each drink tells a story. Watch as we craft literary-inspired cocktails like "Tequila Mockingbird," "The Great Gatsbeer," "Pride and Prosecco," and "Moby Drink," blending classic tales with exquisite flavors, one page at a time.

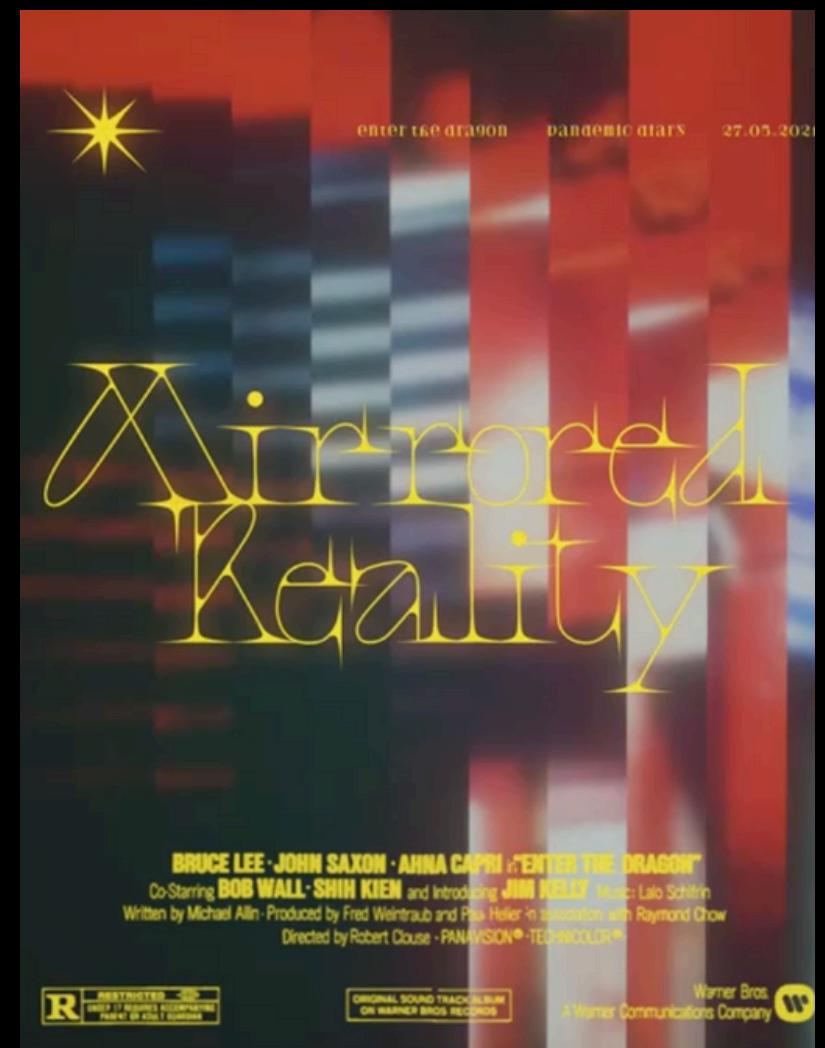
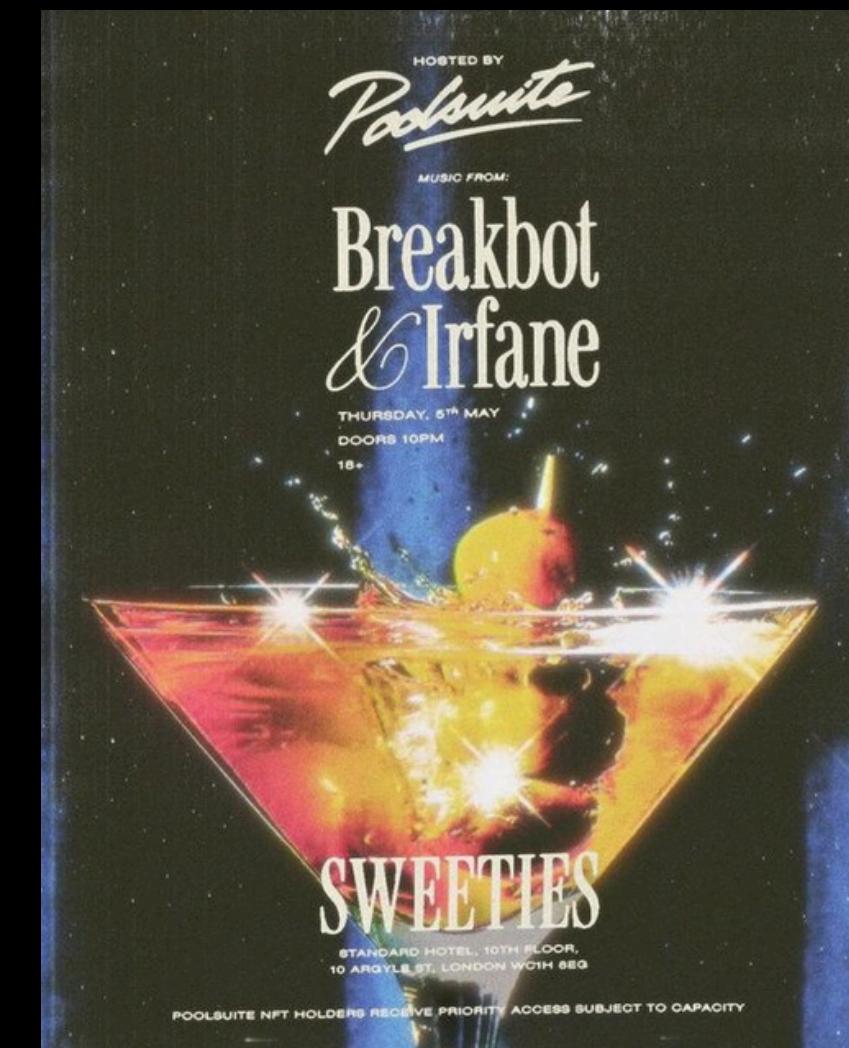


Watch as the clock ticks and time goes by from early evening to late night - showing fleeting moments of different times of the day at THE LIBRARY BAR- from lunch to parties.



A video where an alarm rings, not in the morning, but during the evening. Watch as the person springs into action with anticipation, ready to embrace the night and all its possibilities.

CREATIVE DIRECTION



PERFORMANCE MARKETING

BUDGET - INR 70,000

Objectives:

1. Instagram Followers for new standalone page
2. Awareness for The Library Bar
3. Leads/DM - will promote events and offers

Thoughts & Discussions