



L'OPÉRA  
SOCIAL MEDIA PITCH

# BACKGROUND

L'Opéra, a distinguished bakery, brought the essence of a **French patisserie** to the heart of India. Nestled in the culinary landscape, L'Opéra offers a journey through an array of exquisite French delicacies.

Dr. Kazem Samandari, moved to Delhi after 19 years in France, the brainstorming about a French bakery in Delhi had already begun, after realizing that Delhi was missing that kind of experience and as a result, L'Opéra, a family-business and Delhi's prime French bakery, was born in 2011 at the French Embassy.

**Signature styles:** almond croissant, chocolate orange walnut, foret noire, banoffee individual, bi colour chocolate croissant

**Competitors:** Ladurée and Miam Bakery

**Number of outlets:** 12 (the first L'Opéra outlet opened its doors in March 2011 in Khan Market)



## SOCIAL MEDIA ANALYSIS



**loperaindia**

L'Opéra is a high-end, authentic pastry, bakery house and Salon de Thé, specializing in French products in India.

Uploads <b>1045</b>	Engagement <b>2.45%</b>
Followers <b>13,409</b>	Average Activity <b>6.45</b>

**0.47** Posts per day  
**-0.3** in Jan

**2.47** Posts per week  
**-0.23** in Jan

**12.47** Posts per month  
**-5.23** in Jan

Follower growth over 28 days - **87**

# GRID ANALYSIS

- The page **lacks aspirational content** which creates a void between the audience and the brand.
- The Instagram grid has an overwhelming number of product images which resembles a **catalogue** potentially leading to **monotony** and a lack of experience which the brand has to offer.
- **Lack of human element and user-generated content (from customers or influencers)** has lead to a loss of personal touch on the page, diminishing the sense of community around the brand. (such as behind-the-scenes glimpses, team highlights, or employee stories)
- The **absence of videos, reels, or experiential content** hinders the opportunity to provide a more immersive experience.



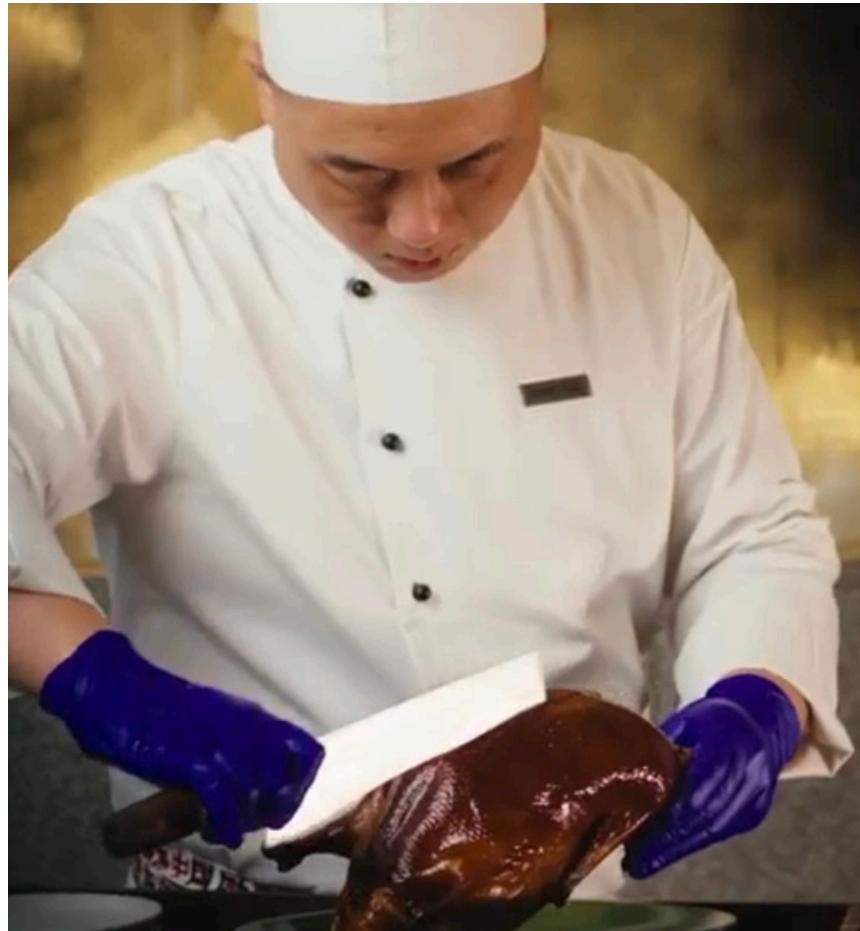
# SOCIAL

## Media Strategy

- **Communication pillars -**
  - Gifting
  - History of the brand
  - Signature Dishes
  - L'Opera Art Cafe
  - Hygiene & Staff Showcase
- Emphasise on the **high end culinary offerings** of L'Opéra's menu through a balance of videos, statics and creatives.
- Focus on elements of **Parisian history and aesthetic**, fostering a deeper connection with the brand tonality.
- Adopt an approach of **soft allure and curiosity** - encouraging the audience to visit L'Opéra outlets and making it stand apart from its competitors
- Feature selected **UGC** on the grid and stories regularly, making the audience an integral part of L'Opéra's narrative.

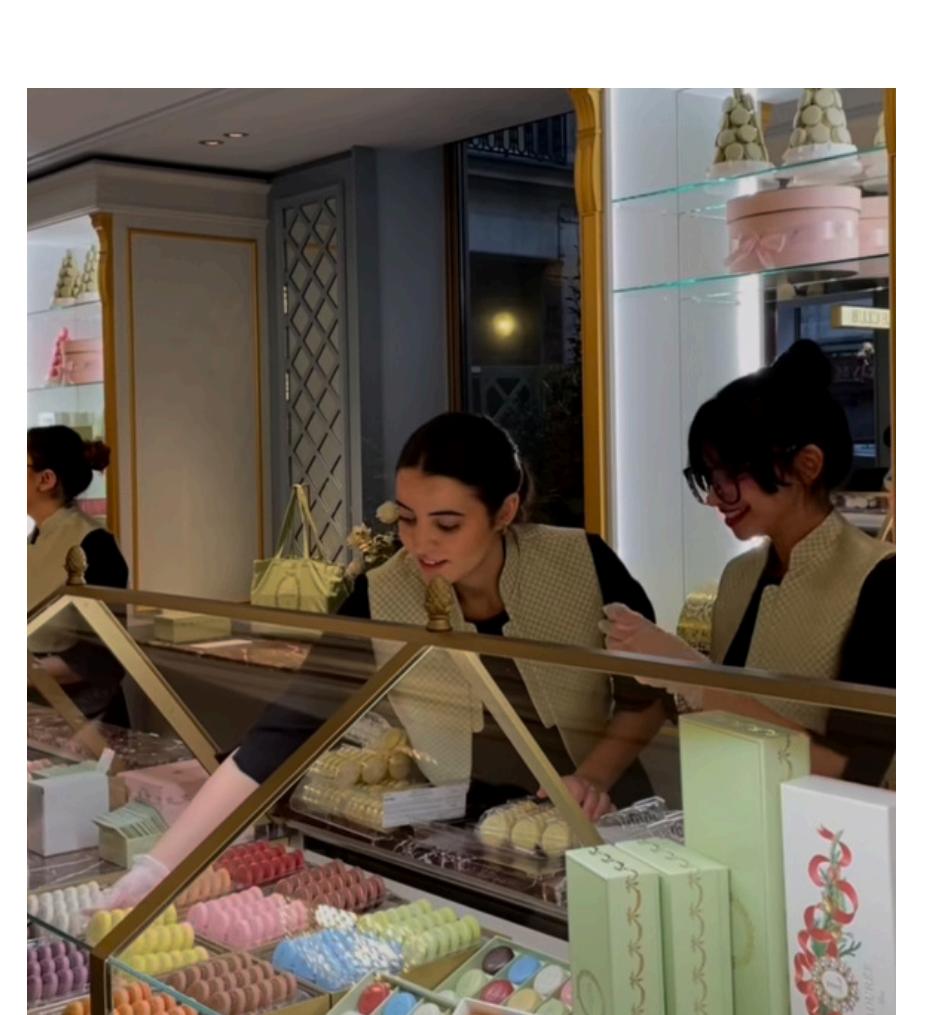


## SOCIAL MEDIA STRATEGY



### EDUCATIONAL

Develop a series that educates followers about the rich brand history, stories behind our signature dishes and the distinctive USPs.



### EXPERIENTIAL

Create short, engaging videos that provide quick glimpses into the L'Opéra world – from the making of signature pastries to the art of pouring a perfect cup of coffee.



### INTERACTIVE

Showcase the BTS moments, introducing the team – from skilled chefs to the passionate staff to build a connection with the audience as well as play with curiosity aspect.

# SOCIAL MEDIA CAMPAIGN

## #LoperaLoveAffair

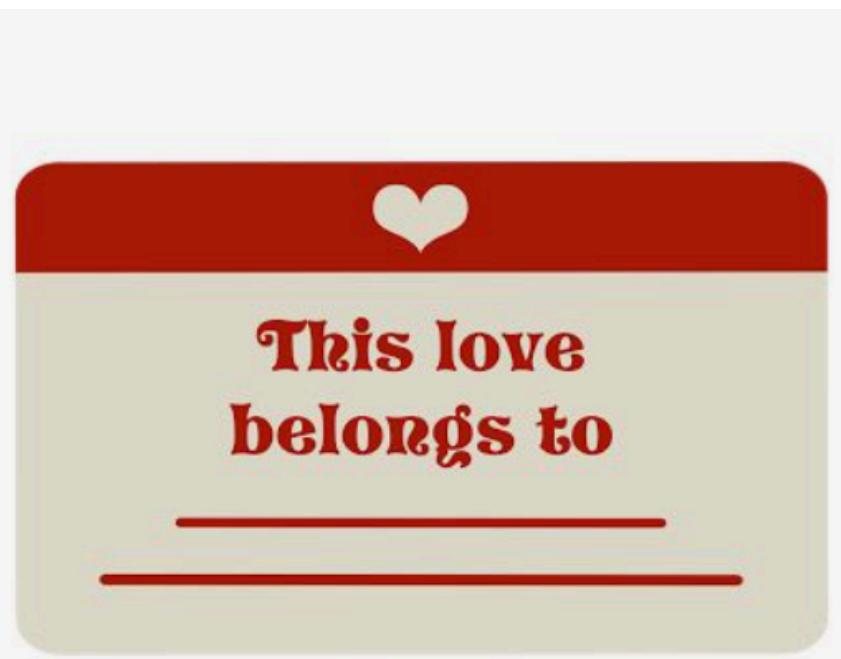
Encourage followers to celebrate all the meaningful connections in their lives, whether it's with a partner, friends, or themselves.

Position L'Opéra as the perfect destination for thoughtful and inclusive Valentine's Day treats with a **special limited edition menu**.

**Campaign idea:** Online Love Letter Requests!

Create an online platform where people can request personalized digital or physical love letters from L'Opera.

Collect information about the recipient's preferences and customize the letters accordingly.



# CONTENT STRATEGY

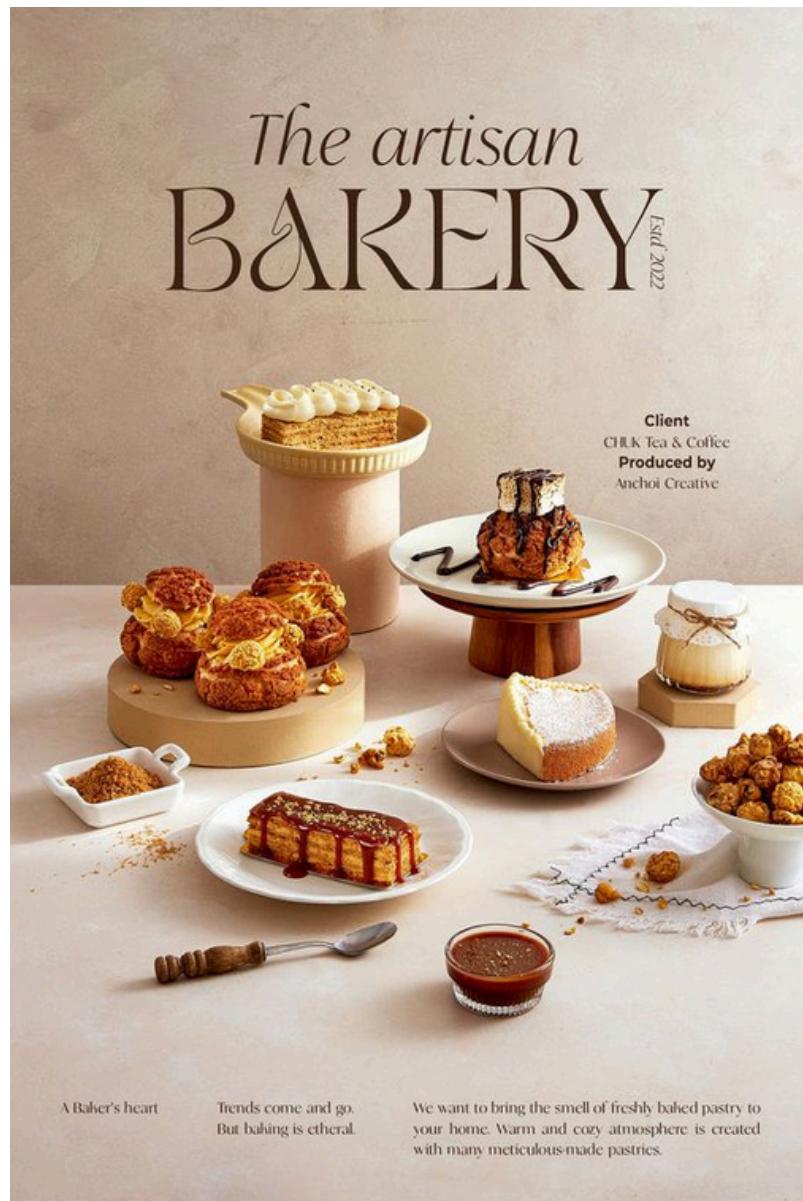
Acts as cornerstone as it instantly captures attention, communicates the brand's unique aesthetic, and invites people into the world of L'Opera - compelling them to explore the experience further.

- Human element photography
- Reels/animations showcasing culinary experience
- Mood shots



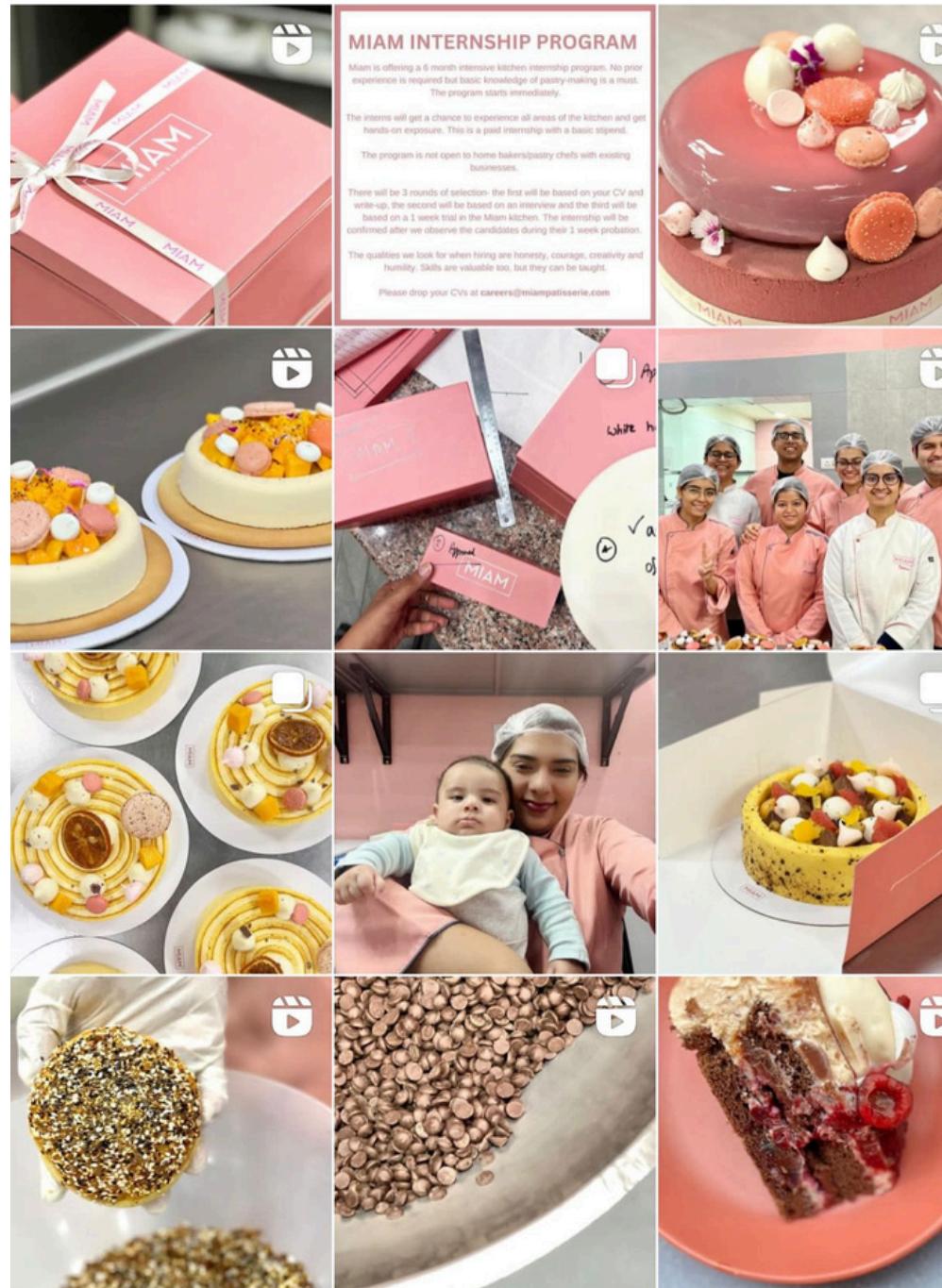
# REFERENCES FOR CREATIVES

It serve as the canvas for defining brand identity, setting the brand apart, and ensuring we remain at the forefront of style and innovation



# REFERENCE GRIDS

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MIAM Patisserie



Laduree

# SUGGESTED GRIDS





# THOUGHTS & DISCUSSIONS

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