

MARZO 2022 - DICEMBRE 2022

DEL PONTE

STARTING SITUATION

In March 2022 the social media strategy was not strong enough to put emphasis on the distinctive traits of the brand and its unique restaurants. All the profiles were not really linked together and almost appeared like 5 different places instead of 5 parts of a single franchising.

Moreover the photos and the videos posted on the profiles were not coherent with the identity of the five restaurants and the representation of the menu was not eye-catching

FACEBOOK & INSTAGRAM

In March 2022 on these platforms the following data were reported.

BISTROT

FACEBOOK 332

INSTAGRAM 210

BAZZI

562

716

PISA/RECCO

FACEBOOK 4995

INSTAGRAM 1833

DECEMBRIO

4087

191

OUR JOB

Since we started to manage the accounts, the online identity improved a lot.

Thanks to our strategy we were able to highlight the connection between them and at the same time focus on their differences and their peculiarities.

FACEBOOK & INSTAGRAM

In December 2022 on these platforms the following data were reported.

BISTROT

FACEBOOK 444(+112)

INSTAGRAM 452(+242)

BAZZI

715(+153)

969(+ 253)

PISA/RECCO

FACEBOOK 5171(+176)

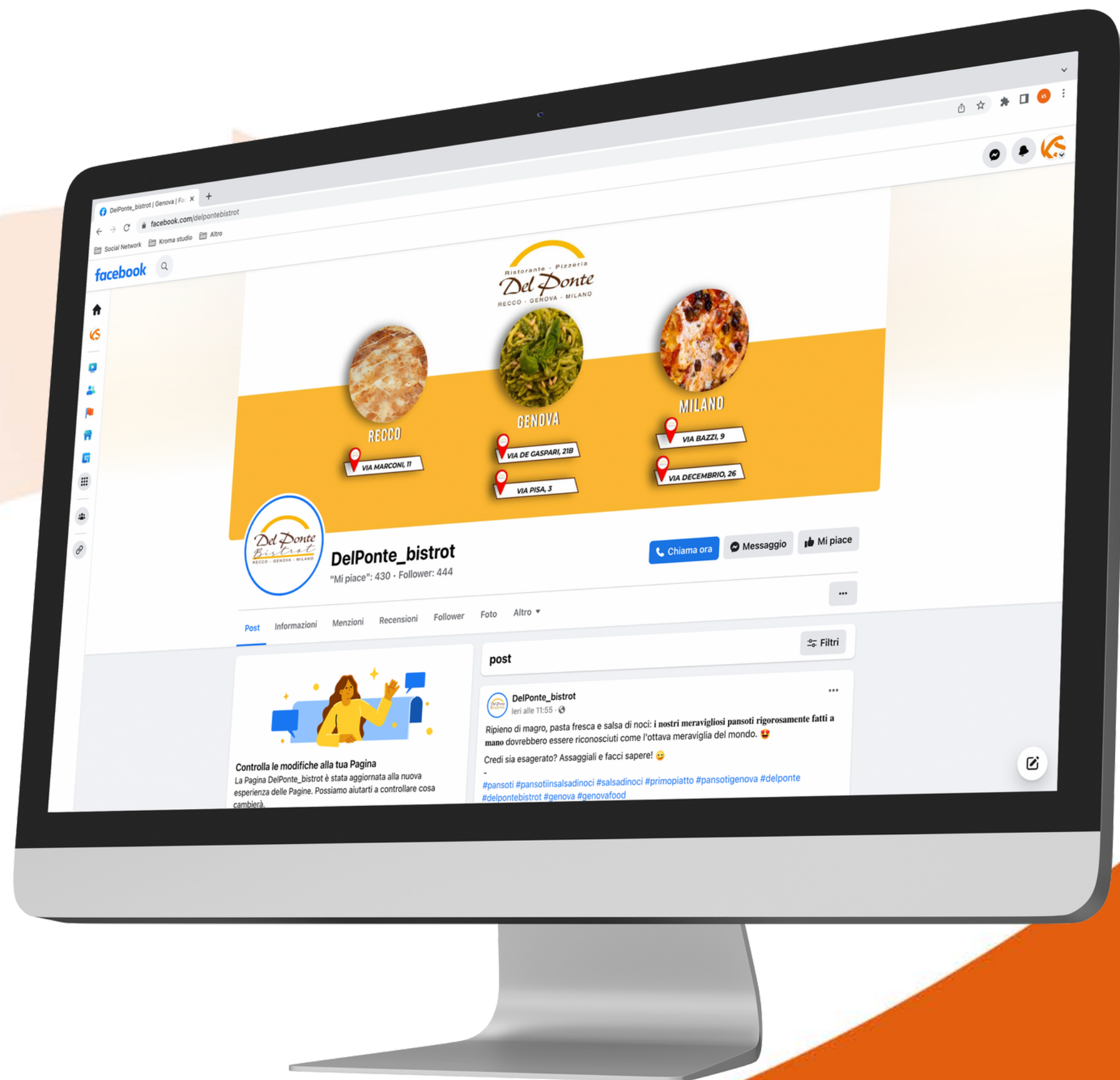
INSTAGRAM 2213(+380)

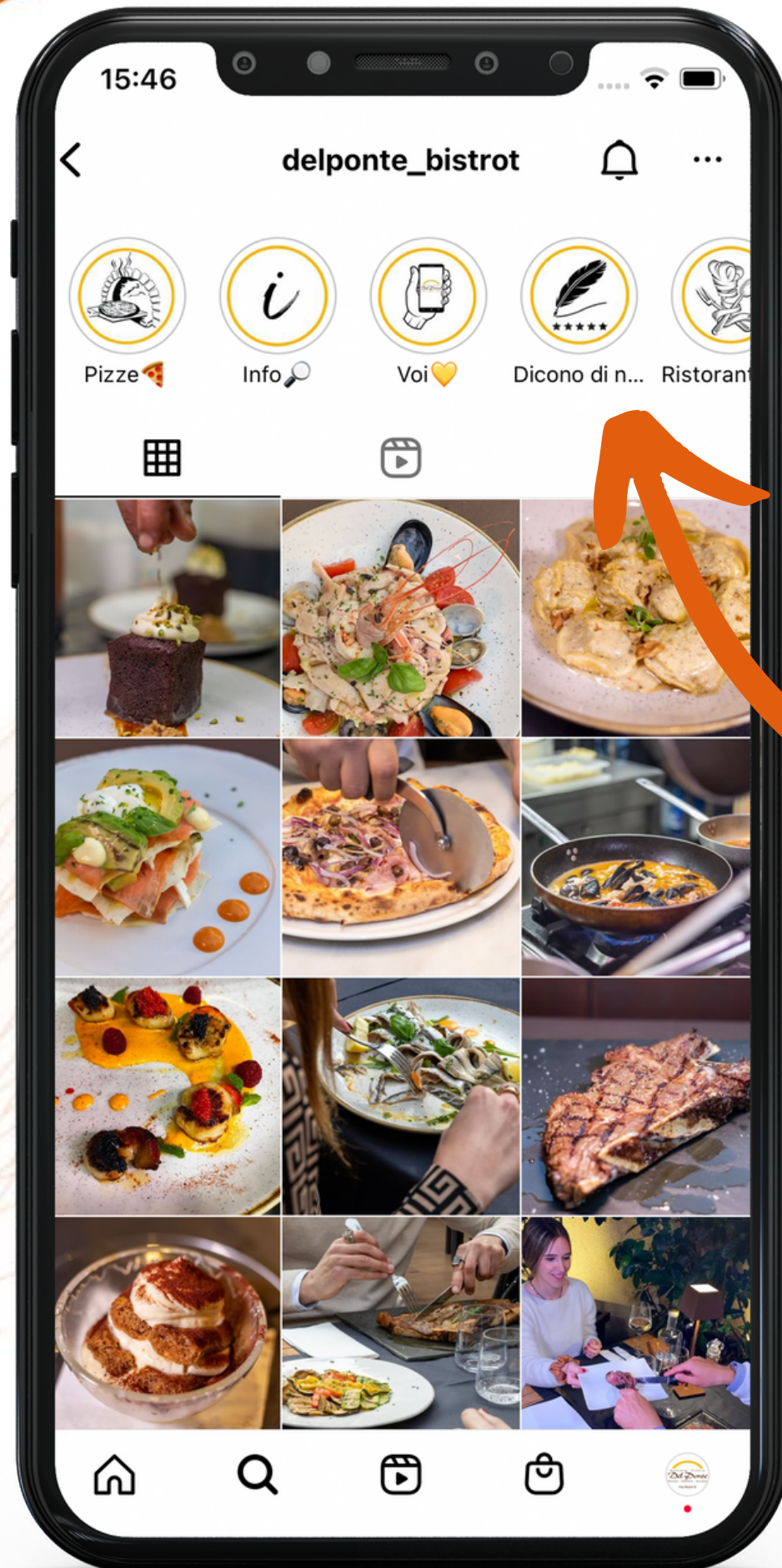
DECEMBRIO

4171 (+84)

345(+154)

We worked hard to build a strong online identity creating common assets for all the profiles starting from the facebook cover.





For the same purpose, we created common graphics to be used as highlights cover.

This choice let us underline the connection between the restaurants without being too caothics.

To continue following this graphic line we also create a graphics for the reviews we used to post on the stories to provide social proof elements.

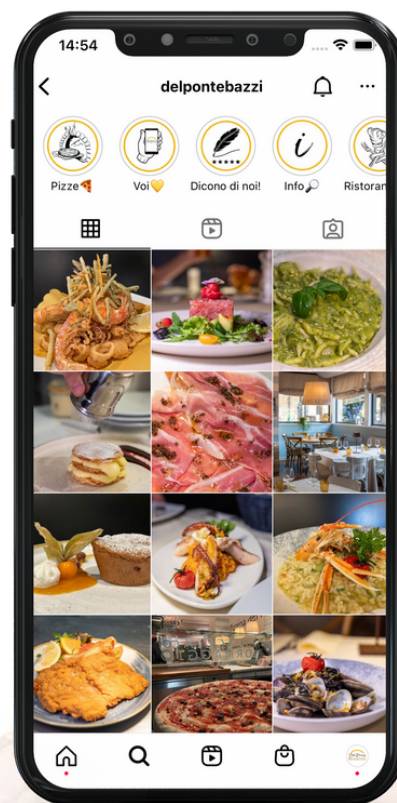
PROFILES IG FEED

When we took the lead of the profiles, we organized 2 video and photo shoot to create a strong and new image of the brand so that it could follow the rest of the graphic line we chose.

In the next slides you could see how the image of the brand improved on the apps.

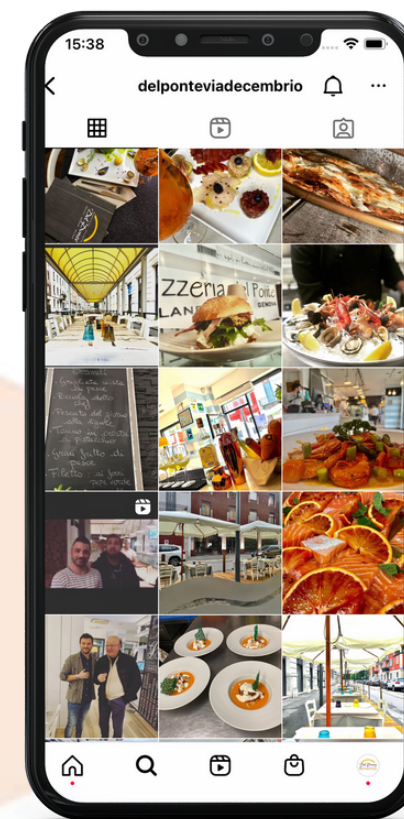


PRIMA

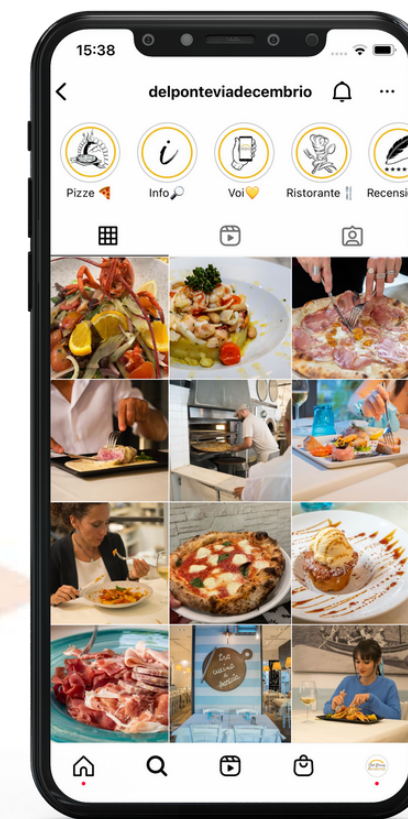


DOPO

BAZZI

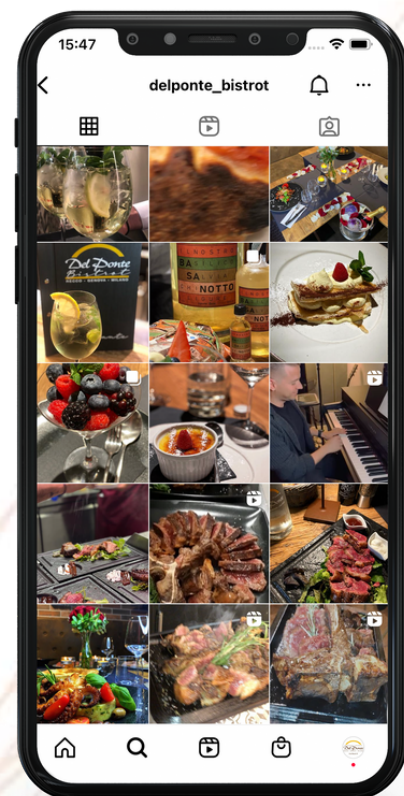


PRIMA

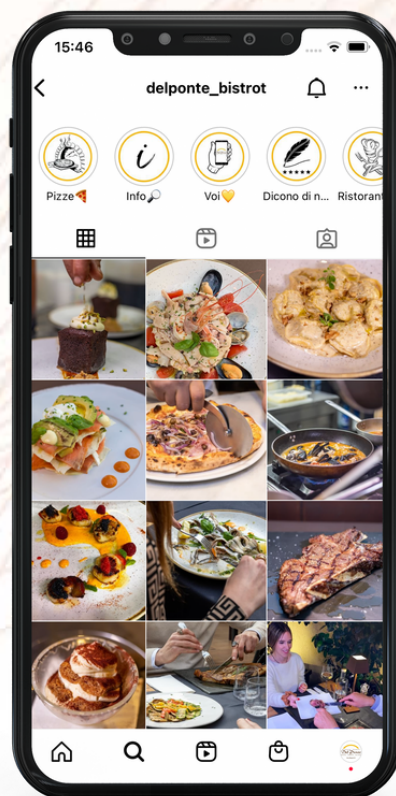


DOPO

DECEMBRIO

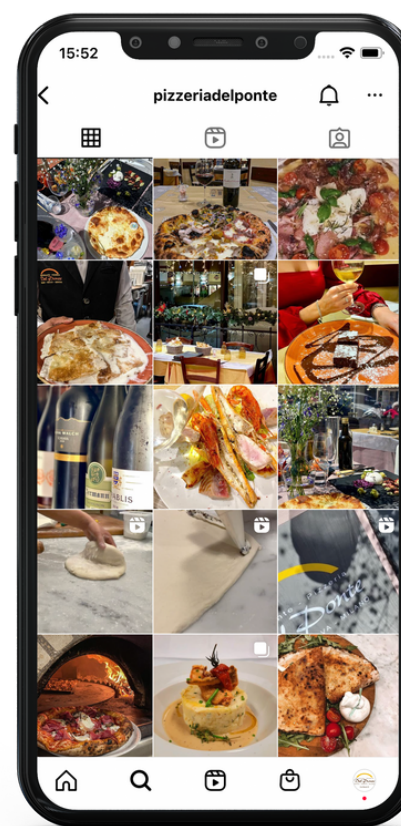


PRIMA

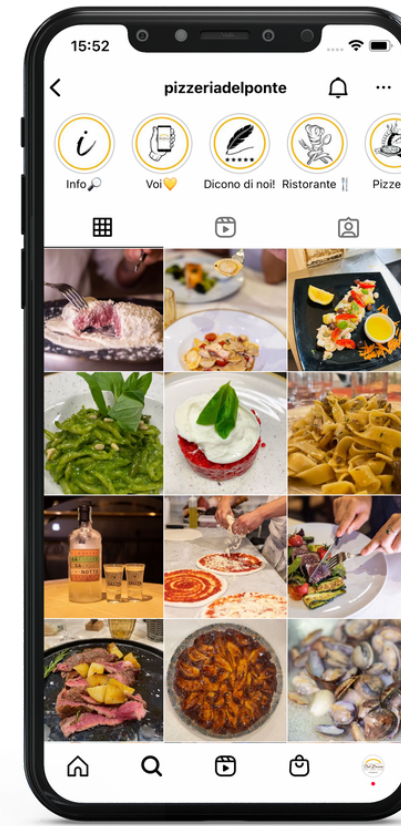


DOPO

BISTROT



PRIMA



DOPO

PISA/RECCO



DEL PONTE +

FACEBOOK ADS

MAIN GOAL

The main goal for the ADS strategy we built was to create an interest in the viewers in order to make them reserve a table.



ADS STRATEGY

**ON SITE
PROMOTION**



**FOCUS ON
SPECIFIC
PRODUCTS**



**NEW
CLIENTS**

Our strategy had the aim of gaining new clients and to do that we had to make sure the users knew the brand as much as possible. For that reason at the beginning the focus was on the brand itself while later on the specific products that made Del Ponte loved and appreciated such as pizza and "focaccia al formaggio".

OUR RESULTS

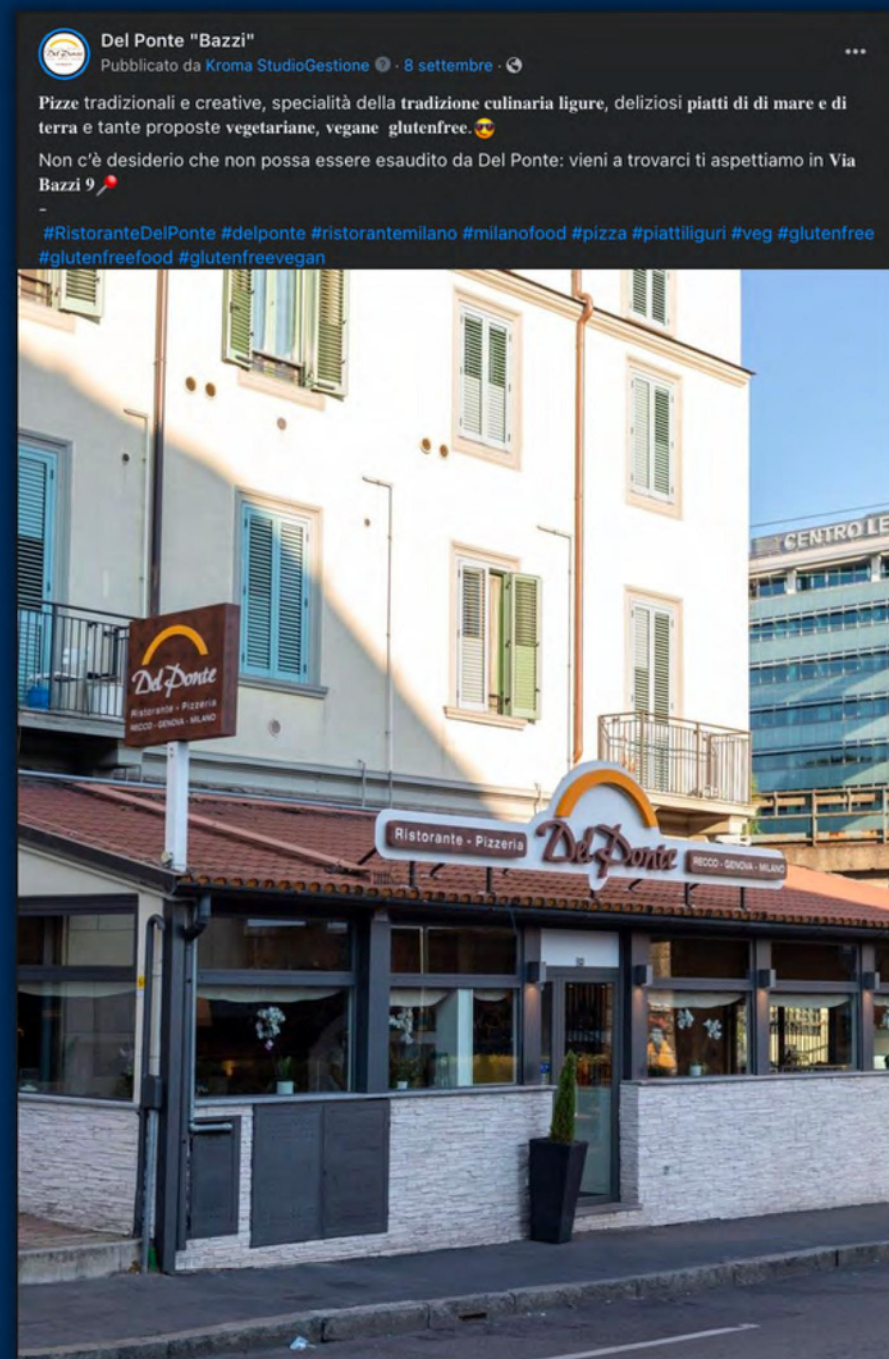
The aggregated number for all the campaigns we run to reach the goals lead us to the following numbers:

Total budget	Coverage	Impressions	interaction with the post	Likes
2951,65 €	376.236	1.217.697	173.032	14.751

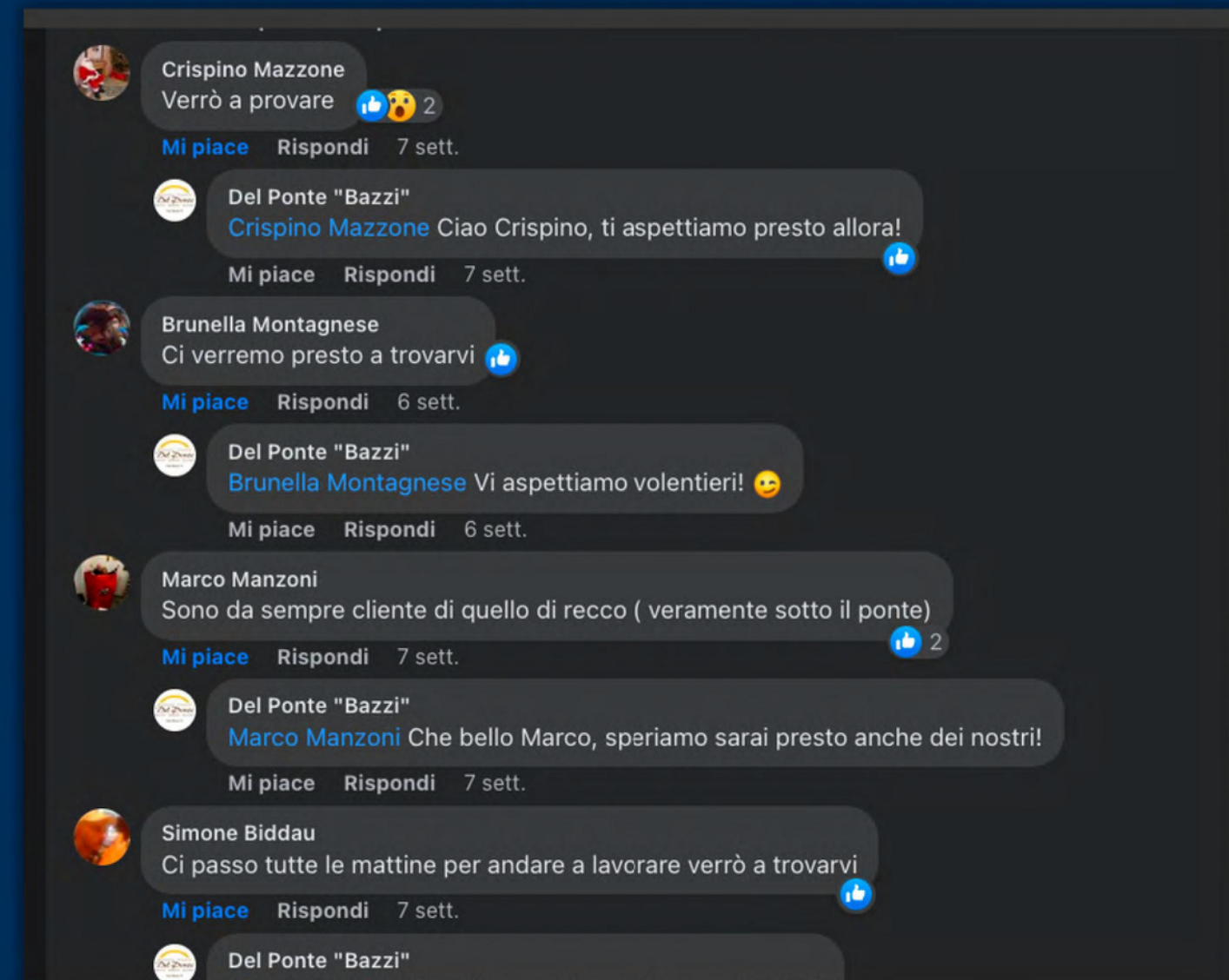


More than 1 Million impressions!

BEST CAMPAIGNS



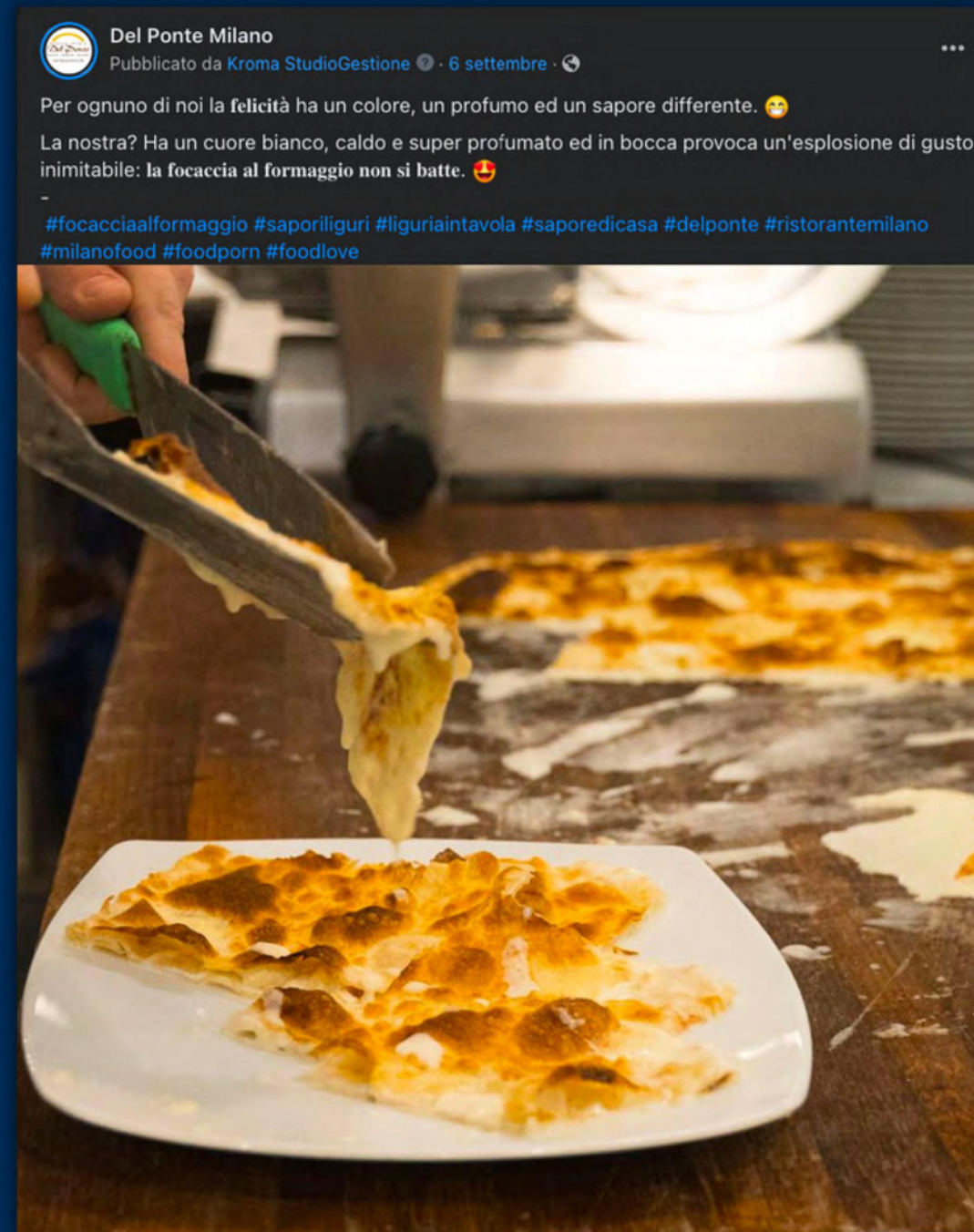
alcuni commenti:



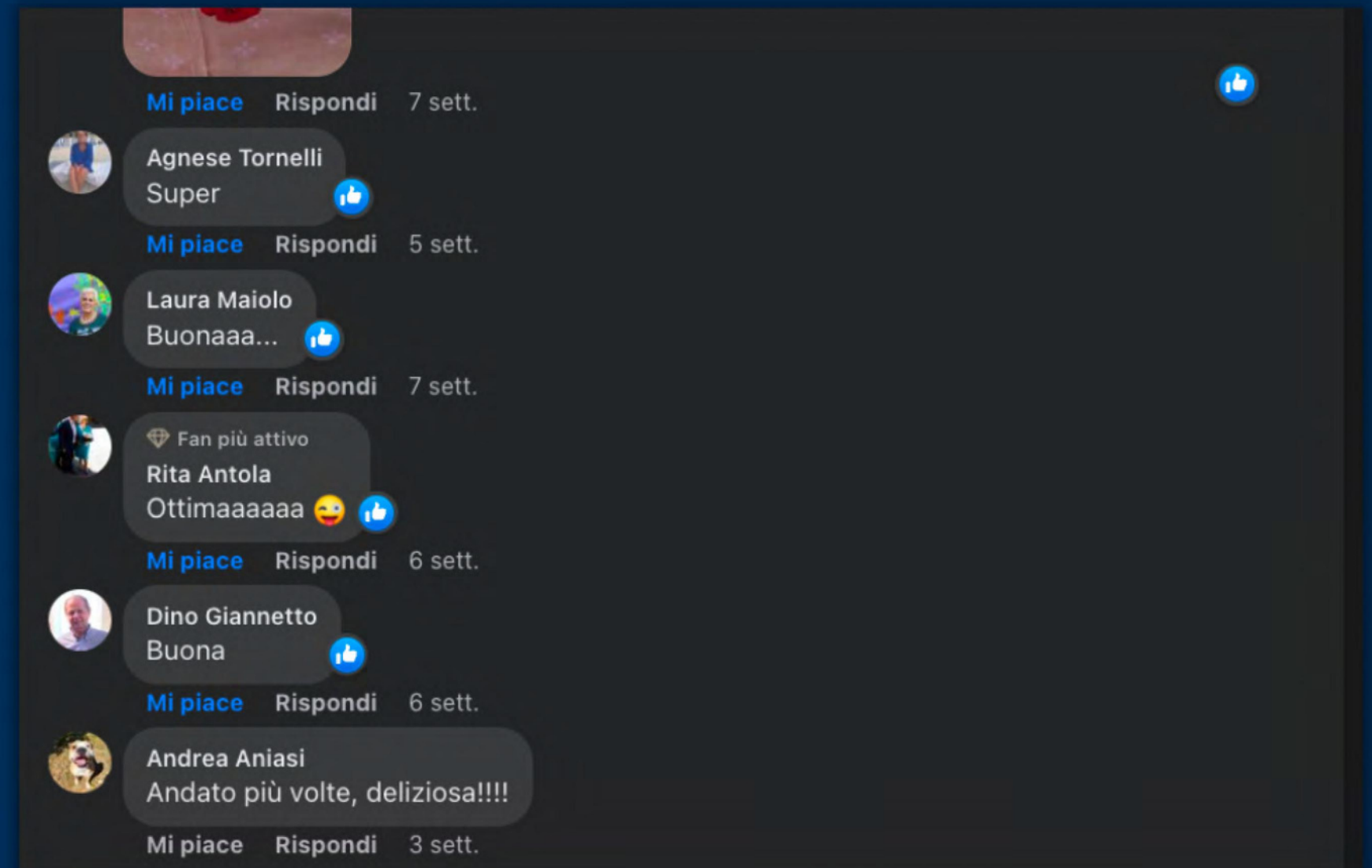
🍕 651

Commenti: 100 Condivisioni: 42

BEST CAMPAIGNS



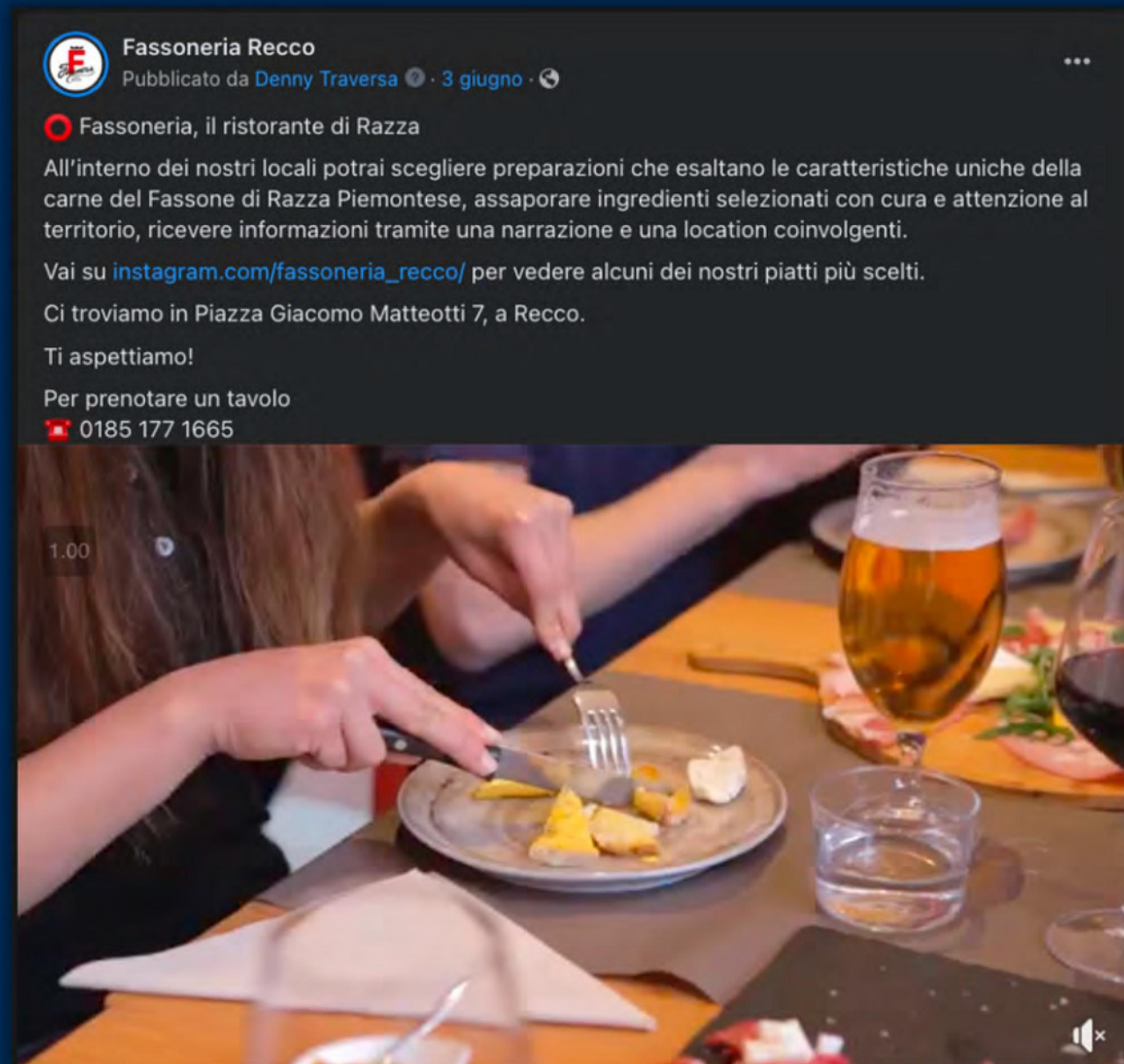
alcuni commenti:



👍 451

Commenti: 22 Condivisioni: 14

BEST CAMPAIGNS



alcuni commenti:

-  **Tullio Del Giudice**
Buono io ci vado spesso, con la loro offerta 10€ hamburger birra piccola o coca, puoi mangiare tutti gli hamburger che sono favolosi ottimo **complimenti.**
- Mi piace Rispondi 25 sett. 
-  **Roberto Muzzioli**
Concordo sono fantastici ed il cibo è superlativo
- Mi piace Rispondi 25 sett. 
-  **Gabriella Barberi**
Ottimo ristorante x gustare la carne 🍷
- Mi piace Rispondi 25 sett. 

 240

Commenti: 25 Condivisioni: 20