

SAVOIR

Branding Strategy Service

What brings us here is ...

A good news! A brand-new restaurant named SN is hitting the scene in January 2027, and they need a brand identity that pops. We'd love to team up and bring this to life together because good food deserves great design.

Here is how we can cook this up together.

Discover & Research

Understand before we build.

Deliverable — Insight & Research Report

Kick-off & stakeholder interview

Deep in the owner's vision, menu, budget, location, and aspirations.

Market & Competitor Mapping.

How similar restaurants position, price, and show up on social.

Audience research

Who they are, what they need, and where they hang out.

Brand Strategy

Give the brand a backbone.

Deliverable — Brand Strategy Document

Positioning & value proposition

where your brand stands in the market and the main reason people choose you. So your brand has a clear place, and a clear reason to be chosen.

Brand essence, personality & archetype

define what your brand stands for, how it acts, and the character it plays.

Brand Voice

How your brand sounds. We set the tone and the words, so every message feels like the same person is talking. Your brand becomes easy to recognize, just from how it speaks.

Communication Pillar

Define the main topics your brand talks about. We set the pillars that guide every post, ad, and message. So your brand stays focused and consistent in everything it says.

Marketing Strategy

Plan the path to the door.

Deliverable — Marketing Plan

Go-to-Market Plan

map out how your brand enters the market in three moves: teaser before launch, launch burst, then sustain.

Campaign roadmap

lay out your campaign phase by phase: what we launch, where, and when.

Activation ideas

team up with you to explore what's possible and make something cool. We find ideas together, test them together, and pick what's worth doing.

Social Media Strategy

Show up consistently

Deliverable — Marketing Plan

Channel Selection & Role

Pick the platforms that fit your brand and give each one a specific role. So you're not everywhere at once, and every post has a purpose.

Content pillars & themes

set the topics your content is built on, and turn them into themes each month. So you always know what to post

Content cadence & calendar framework

et how often you post and build a calendar your team can actually follow. Every day has its slot

Our Services.

08, 08, 2026

Overall Service

- Discover& Research
- Brand Strategy
- Marketing Strategy
- Ssocial Media Strategy

The Team Behind the Brand

These services can only run well when the right people run them. So alongside the strategy, we also prepare the team structure that keeps the brand consistent, from strategy to execution.

Art Director

keep your visual identity alive and consistent. Every design piece, from logo to posters to social media, is guided and supported.

Copywriter

write everything your brand says, and I guide everyone who speaks for it. From captions and menus, to customer service and waiters. So every word, from any person, online or face to face, sounds like the same brand.

Social Media Specialist / Content Strategist

run your social media end to end: posting, activating every feature, creating the content, and reporting the insights. So your channels stay active, fresh, and always improving.

Marketing / Community Manager

build your community, grow B2B relations, produce activation events, handle public relations, and open media partnerships. So your brand is known, connected, and always part of the conversation.

Product Marketing

research the market, develop the product, set the pricing, and read the numbers to shape strategy. So your product is positioned right, priced right, and always improving.

Photographer

shoot everything your brand needs, products, people, and moments. Every image stays true to your visual identity.

Videographer

shoot and edit the videos your brand needs, from reels to features. Every frame stays on brand. So your story moves people, literally.

Digital Ads Manager

plan, run, and optimize your paid ads across platforms. Budget, targeting, and reporting, all handled. So your ad spend turns into reach, traffic, and sales.

Project Timeline

It's Two Months Project Executions.

September 2026

*Reserch & Developing brand, marketing
and Social media Strategy.*

October 2026

*Workshop, implementation and
Production Control.*



Client Relation Manager



Project Manager

08, 08, 2026

**Good food deserves great design.
Let's cook this up together.**

Discuss and share context about SN Resto.

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