

CASE STUDY: CONTENT CREATION



OUR SERVICES

Drive sales through content tailored specifically around your branding and target audience. Our team has the eye but pairs it with your marketing strategy and branding in mind to create visual assets that engages with your audience in a memorable way.

- Social Media and Lifestyle Content
- Editorial Photography
- Product Photography
- Lookbooks & Catalogue
- Video Production & Editing
- Wardrobe Pull & Styling



CASE STUDY

A+ TEA HOUSE

CLIENT

A+ Tea House is located in the San Gabriel Valley and was founded by two ladies whose families come from the restaurant industry in Taiwan. They wanted to share their family's authentic recipes to the states. Their hospitality is influenced by their desire to serve their customers how they would to friends and family.

OVERVIEW

- Established in 2014
- In 2018, had 70 instagram followers
- Sales stagnant during 2017 - 2018





Paws, Pups, & Boba Cups

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CHALLENGE

Lacking social media presence and resources to effectively communicate their brand. Store lacked customer experience and needed to compete with competitors that created a destination experience. Existing menu had too many products and caused confusion in communicating effectively, resulting in delay of orders.

SOLUTION

Implementing an interior refresh to create a cohesive brand aesthetic and marketing experience. Introduce a signature product to capture the design. Updating menu to address the following issues; reduce order time, reduce ingredient cost and time in the kitchen, and remove unpopular items. Hosting several photoshoots to build an archive of photos to showcase a fresh new branded look on Yelp, Facebook, Instagram, and Google that did not compromise on the existing brand.

IMPACT

Attracted a new audience (dog-owners) by emphasizing the outdoor patio space. Created a social media wall and engaging experience in the store through interior refresh. Decreased order time and kitchen prepare time with updated menu. Increased customer engagement and satisfaction by 400% while increasing foot traffic, by painting a picture for potential customers through social media channels. Social media followers increase by 2074%.