

Signature Steam Rice Menu Launch

Case Study Title:

Signature Steam Rice Menu Launch

Client Type:

Restaurant

Project Goal:

To introduce and promote a new Signature Steam Rice menu to the restaurant's audience and encourage both existing and new customers to try it.

Challenge

The main challenge of this campaign was presenting the new menu clearly while showing multiple side dishes within a limited design space.

Since the menu included several side dishes, the visual layout had to be carefully planned so customers could understand what was included without making the design feel crowded. Another challenge was maintaining the restaurant's existing brand theme after changing the plate presentation. The new visual direction needed to feel fresh, but still consistent with the restaurant's overall brand identity.

My Role

- Marketing Strategy
- Social Media Design
- Video Content Creation
- Caption Writing
- Campaign Content Direction

Deliverables

- 1 guessing Reel
- 1 guessing post with free-taste CTA
- 1 menu launch poster
- 1 single-menu visual
- Follow-up design content
- 1 "Behind the Taste" video with script

Creative Direction

The creative direction focused on making the new Signature Steam Rice menu easy to understand, visually clean, and appetizing for social media audiences.

Since this was a new menu launch, the main priority was clear communication. I used a simple visual style, direct messaging, and clean layout structure so the audience could quickly understand the menu, the side dishes, and the reason to try it.

To solve the design space challenge, I created a visual hierarchy that highlighted the main steam rice menu first, while placing the side dishes in a balanced and easy-to-read layout. The goal was to show variety without overwhelming the audience.

For the overall mood, I kept the visuals consistent with the restaurant's brand theme while adjusting the presentation to match the new plate style. The campaign used a clean, food-focused design direction with appetizing menu visuals, clear CTA writing, and follow-up content to keep the launch active after the first announcement.

The content flow was designed in stages:

1. **Guessing Reel** — to create curiosity before the launch.
2. **Guessing Post with Free-Taste CTA** — to encourage audience interaction and early interest.
3. **Menu Launch Poster** — to officially introduce the new menu.
4. **Single Menu Visual** — to clearly show the product and its details.
5. **Follow-up Design** — to keep the menu visible after launch.
6. **Behind the Taste Video** — to explain the story, taste, and value of the menu in a more engaging way.

Outcome / Improvement

The campaign helped introduce the new menu to the audience and created awareness around the Signature Steam Rice launch. During the campaign period, both existing customers and new customers showed interest and visited the restaurant to try the menu.

The campaign also improved social media engagement by using curiosity-driven content, clear launch visuals, and follow-up content to keep the menu active in customers' minds.

Key Improvements:

- Increased awareness for the new menu
- Attracted both existing and new customers
- Improved social media engagement
- Made the menu easier to understand visually
- Presented multiple side dishes without making the design look crowded
- Maintained brand consistency while introducing a new plate presentation

Best For

Menu Launch / New Product Promotion / Facebook / TikTok / Restaurant Campaign / Food Promotion / Social Media Engagement / Customer Awareness