

Restaurant Case Study

Mala Xiang Guo Promotional Campaign

Case Study Title:

Mala Xiang Guo Promotional Campaign

Client Type:

Burmese Restaurant

Project Goal:

To promote the Mala Xiang Guo menu with a refreshed taste direction and create stronger interest among young social media audiences.

Challenge:

This campaign had to be developed within a very short timeline. I received the client brief urgently and had around four hours to plan the campaign direction, create the visual design, write the copy, and prepare the content strategy.

The initial campaign idea came from the chef and the client. My role was to refine that idea, develop it into a more complete promotional campaign, and turn it into social media-ready content that could attract attention quickly.

My Role:

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

Deliverables:

- 1 promotional poster
- 1 story layout
- 2 caption options
- 3 hook ideas
- 3 Reels

Creative Direction

The creative direction focused on making the Mala Xiang Guo campaign feel fresh, youthful, and visually engaging for social media.

Since the target audience was mainly young customers, I combined a clean white theme with the restaurant's brand colors to make the design look modern, bright, and easy to notice on Facebook and TikTok. I also added playful emoji elements to make the campaign feel more fun, friendly, and relatable to younger audiences.

For the visual hierarchy, Mala Xiang Guo was placed as the main hero menu item to create strong attention at first glance. Supporting menu items were used as secondary visuals to make the offer feel more complete without distracting from the main dish.

For video content, I created three different Reel directions to support the campaign:

1. **Trend Reel** — to catch attention and increase social reach.
2. **Behind the Taste Reel** — to show the flavor, preparation, and food appeal behind the menu.
3. **Follow-up Reel** — to keep promoting the campaign after the first launch post.

The caption direction used a youthful, casual, and slightly humorous tone to match the audience behavior on social media. The goal was not only to announce the promotion, but also to make the menu feel fun, shareable, and worth trying.

Outcome / Improvement

The campaign helped increase attention not only for Mala Xiang Guo, but also for Cream Caramel, which was included as part of the menu experience. After the campaign, the restaurant received positive feedback about the pairing between Mala Xiang Guo and Cream Caramel.

The campaign also generated strong social media engagement and helped make the menu promotion more noticeable, attractive, and easier for customers to understand.

Key Improvements:

- Mala Xiang Guo became more visually attractive for social media.
- Cream Caramel received additional customer attention.
- Customers gave positive feedback about the menu pairing.
- The campaign content became more engaging and youth-friendly.
- The promotion was easier to communicate across Facebook and TikTok.

Best For:

Facebook / TikTok / Menu Promotion / Campaign Launch / Restaurant Promotion Content

Main Sponsorship of a Small Football Match Event

Case Study Title:

Main Sponsorship of a Small Football Match Event

Client Type:

Restaurant

Project Goal:

To increase local brand awareness, build credibility, and connect the restaurant with a relevant community through event sponsorship.

Challenge

The main challenge of this event was handling the full idea development and preparing all required event materials by myself within a limited timeline.

I had to plan what materials were needed, where each material should be placed at the event, and how they could support both offline visibility and online engagement. Since the event was also connected to social media and Google Business Review growth, I also prepared clear talking points for the staff to use when inviting attendees to scan the QR codes.

Another key challenge was covering the event visually. I had to capture important moments throughout the match, including event atmosphere, player emotions, behind-the-scenes moments, sponsor visibility, and customer interactions.

My Role

- Event Photography
- Event Material Design
- Caption Writing
- Event Content Direction
- QR Activity Planning
- On-ground Content Support

Deliverables

- 3 event materials, including banners and coupons
- Event photo coverage
- 1 announcement content
- 1 achievement content
- QR activity direction for social media and Google Business Review

Creative Direction

The creative direction focused on making the restaurant visible, approachable, and relevant to the football event audience.

Since the target audience was mainly Burmese customers, football players, and budget-conscious attendees, the event materials were designed to highlight food visuals and clear pricing. The goal was to make the restaurant offer easy to understand at a quick glance, especially in an outdoor event environment where people do not spend much time reading long text.

For the food banners, I used clear menu visuals, direct price communication, and a simple layout to help attendees quickly understand what the restaurant was offering. For the QR activity, the design direction focused on showing the benefit clearly, so people would feel motivated to scan, engage, and leave a review.

For photography, the direction was not only to document the event, but also to capture the mood and energy of the match. I focused on emotional moments, behind-the-scenes interactions, team spirit, sponsor visibility, and natural event atmosphere. This helped turn the sponsorship into usable social media content after the event.

Outcome / Improvement

The event helped increase the restaurant's Facebook followers and Google Maps reviews. The coupon activity also became part of the event experience, creating a fun and interactive touchpoint for attendees.

Through the sponsorship, the restaurant was able to gain visibility among a relevant local audience and build a stronger customer base from the event community.

Key Improvements:

- Increased Facebook followers
- Increased Google Maps reviews
- Improved local brand awareness
- Created stronger sponsor visibility during the event
- Turned offline event activity into social media content
- Built a new customer base through coupon engagement

Best For

Facebook / Google Business Review / Local Awareness / Event Sponsorship / Community Marketing / Offline-to-Online Campaign / Restaurant Promotion Content

Restaurant Case Study

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

Showcase Title:

Samosa — Behind the Taste Series

Category:

F&B Storytelling / Short-form Food Video

Project Goal:

To turn a simple samosa menu item into a story-driven food video that highlights its crispy texture, filling, preparation process, and taste appeal. The goal was to create content that makes the audience feel curious, hungry, and more connected to the menu.

My Role:

Content Direction, Script Writing, Video Shooting, Food Visual Planning, Editing, Colour Grading, and Caption Writing.

Deliverables:

- 1 Behind the Taste short-form video
- 1 script
- 1 caption
- 1 Reel cover
- Food close-up shots
- Preparation process shots
- Final beauty shot

Best For:

Restaurant Menu Promotion / Behind-the-Scenes Content / Facebook Reels / TikTok / Instagram Reels

Short Description:

This showcase presents samosa through a “Behind the Taste” content style, focusing on the process, texture, and visual appeal behind the menu. The video uses close-up shots, hand movements, warm food tones, and simple storytelling to make the dish feel more appetising and social media-ready.

01_Food_Video_Reel/

└── final-video.mp4

└── cover-image.jpg

└── bts-photo.jpg optional

└── raw-screenshot.jpg optional

Showcase Title:

Fresh and Harbel Juices

Category:

Drink Video / Short-form Beverage Reel / Trend-style Food Content

Project Goal:

to create awareness of organic juice. The Video message is customers can get the real taste of fruits.

Shot Style:

Short Reel with focused lighting, Before Glass and After Glass

Video Length:

1:05 seconds

My Role:

Video Shooting, Lighting Setup, Focus Control, Basic Editing, Colour Grading, and Reel Styling.

Deliverables:

Best For:

Short Description:

02_Drink_Dessert_Reel/

|—— final-video.mp4

|—— cover-image.jpg

|—— bts-photo.jpg optional

Showcase Title:

Menu Items:

Photo Style:

Lighting Style:

Best For:

Short Description:

03_Food_Photography/

|—— photo-01.jpg

|—— photo-02.jpg

|—— photo-03.jpg

|—— photo-04.jpg

|—— photo-05.jpg

|—— photo-06.jpg

Campaign Name:

Design Goal:

My Role:

Deliverables:

Best For:

Short Description:

Campaign Name:

Design Goal:

My Role:

Deliverables:

Best For:

Short Description:

Dish Name:

Project Goal:

What This Proves:

My Role:

Best For:

Short Description:

06_Home_Cooking_Sample/

|—— final-video.mp4

|—— cover-image.jpg

|—— bts-setup.jpg

|—— raw-vs-edited.jpg optional

Showcase Title:

Mala Xiang Guo — The Ayeyarwady Restaurant Bangkok

Category:

F&B Storytelling / Short-form Food Video / Behind the Taste Series

Project Goal:

To raise awareness of the restaurant's own Mala Xiang Guo taste and present the menu in a more visually attractive and appetising way for social media audiences.

My Role:

Content Direction, Script Writing, Video Shooting, Food Visual Planning, Editing, Colour Grading, and Caption Writing.

Deliverables:

- 1 Behind the Taste short-form video
- 1 script
- 1 caption
- 1 Reel cover
- Food close-up shots
- Preparation process shots
- Ingredient and texture shots
- Final beauty shot

Best For:

Restaurant Menu Promotion / Behind-the-Scenes Content / Facebook Reels / TikTok / Instagram Reels / Menu Awareness

Short Description:

This showcase presents Mala Xiang Guo through a “Behind the Taste” content style, highlighting the restaurant’s own flavour, preparation process, ingredients, texture, and visual appeal. The video uses close-up food shots, hand-action movements, warm food tones, and simple storytelling to make the menu look more appetising, memorable, and social media-ready.

01_Food_Video_Reel/

|—— final-video.mp4

|—— cover-image.jpg

|—— bts-photo.jpg optional

|—— raw-screenshot.jpg optional

Showcase Title:

Samosa — Behind the Taste Series

Category:

F&B Storytelling / Short-form Food Video

Project Goal:

To turn a simple samosa menu item into a story-driven food video that highlights its crispy texture, filling, preparation process, and taste appeal. The goal was to create content that makes the audience feel curious, hungry, and more connected to the menu.

My Role:

Content Direction, Script Writing, Video Shooting, Food Visual Planning, Editing, Colour Grading, and Caption Writing.

Deliverables:

- 1 Behind the Taste short-form video
- 1 script
- 1 caption
- 1 Reel cover
- Food close-up shots
- Preparation process shots
- Final beauty shot

Best For:

Restaurant Menu Promotion / Behind-the-Scenes Content / Facebook Reels / TikTok / Instagram Reels

Short Description:

This showcase presents samosa through a “Behind the Taste” content style, focusing on the process, texture, and visual appeal behind the menu. The video uses close-up shots, hand movements, warm food tones, and simple storytelling to make the dish feel more appetising and social media-ready.

Showcase Title:

Mala Xiang Guo — The Ayeyarwady Restaurant Bangkok

Category:

F&B Storytelling / Short-form Food Video / Behind the Taste Series

Project Goal:

To raise awareness of the restaurant's own Mala Xiang Guo taste and present the menu in a more visually attractive and appetising way for social media audiences.

My Role:

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- 1 Behind the Taste short-form video
- 1 script
- 1 caption
- 1 Reel cover
- Food close-up shots
- Preparation process shots
- Ingredient and texture shots
- Final beauty shot

Best For:

Restaurant Menu Promotion / Behind-the-Scenes Content / Facebook Reels / TikTok / Instagram Reels / Menu Awareness

Short Description:

This showcase presents Mala Xiang Guo through a “Behind the Taste” content style, highlighting the restaurant’s own flavour, preparation process, ingredients, texture, and visual appeal. The video uses close-up food shots, hand-action movements, warm food tones, and simple storytelling to make the menu look more appetising, memorable, and social media-ready.

01_Food_Video_Reel/

└── final-video.mp4

└── cover-image.jpg

Showcase Title:

Fresh Orange Juice Reel

Category:

Drink Video / Short-form Beverage Reel / Trend-style Food Content

Project Goal:

To showcase one glass of fresh orange juice in a clean, trendy, and visually refreshing way for short-form social media content.

Shot Style:

Short Reel with focused lighting, close-up framing, and a clean one-glass composition.

Video Length:

9 seconds

My Role:

Video Shooting, Lighting Setup, Focus Control, Basic Editing, Colour Grading, and Reel Styling.

Deliverables:

- 1 short beverage Reel
- 1 cover frame
- Close-up drink shots
- Focused one-glass composition

- Trend-style editing

Best For:

Café Promotion / Drink Menu Highlight / Facebook Reels / TikTok / Instagram Reels / Beverage Content

Short Description:

This showcase presents fresh orange juice through a short trendy Reel style, focusing on one glass with clean lighting, sharp focus, and a refreshing visual mood. The video was designed to make the drink look bright, fresh, and social media-ready within a simple 9-second format.

Showcase Title:

Fresh & Herbal Juices

Category:

Drink Video / Short-form Beverage Reel / Trend-style Beverage Content

Project Goal:

To create awareness for the restaurant's fresh and herbal juice menu by highlighting the natural taste of real fruits. The video message focused on showing that customers can enjoy refreshing drinks made with real ingredients and authentic fruit flavours.

Shot Style:

Short Reel with focused lighting, clean drink framing, and a before-and-after glass concept to show the freshness, transformation, and final serving appeal.

Video Length:

1 minute 05 seconds

My Role:

Video Shooting, Lighting Setup, Focus Control, Basic Editing, Colour Grading, and Reel Styling.

Deliverables:

- 1 short-form beverage Reel
- Before-and-after drink shots
- Close-up glass shots

- Fresh fruit and herbal drink visuals
- Clean lighting setup
- Final beauty shots
- Basic editing and colour grading
- 1 Reel-ready video export

Best For:

Drink Menu Promotion / Café & Restaurant Beverage Content / Organic Juice Awareness / Facebook Reels / TikTok / Instagram Reels / Menu Highlight

Short Description:

This showcase presents a fresh and herbal juice menu through a clean and trendy short-form video style. The video uses focused lighting, before-and-after glass shots, refreshing drink visuals, and simple storytelling to highlight the real taste of fruits and the natural appeal of organic juices. It was designed to make the drinks look fresh, healthy, and social media-ready.