

BLACK TAP

PROPOSAL

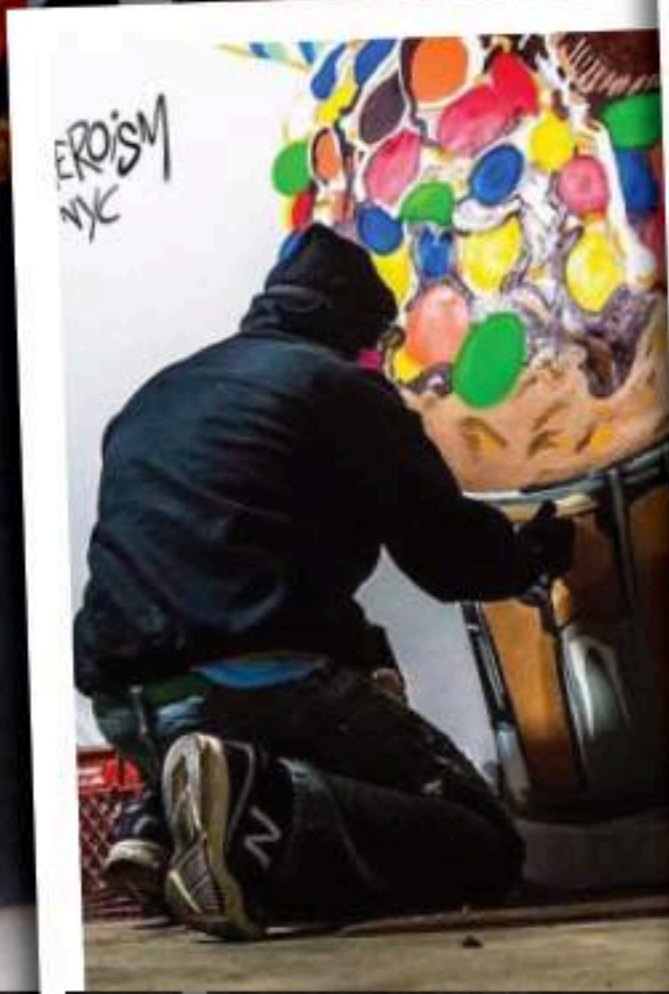
FOCUS

*Hipster, Urban culture meets
Burgers and Milkshakes*

*Over the top extravagancy when
it comes to Burger and Milkshakes*

*New York meets Dubai. Urban
meets Extravagance/Indulgence*

The Burger Game In Dubai Is Strong. We Need To Be Able To Meet The Extremely High Levels Of Taste While At The Same Time Changing The Game With Our Extravagant And Indulgent Concepts Of How A Burger And Milkshake Should Be. Let's Make It 'Dubaiesque'

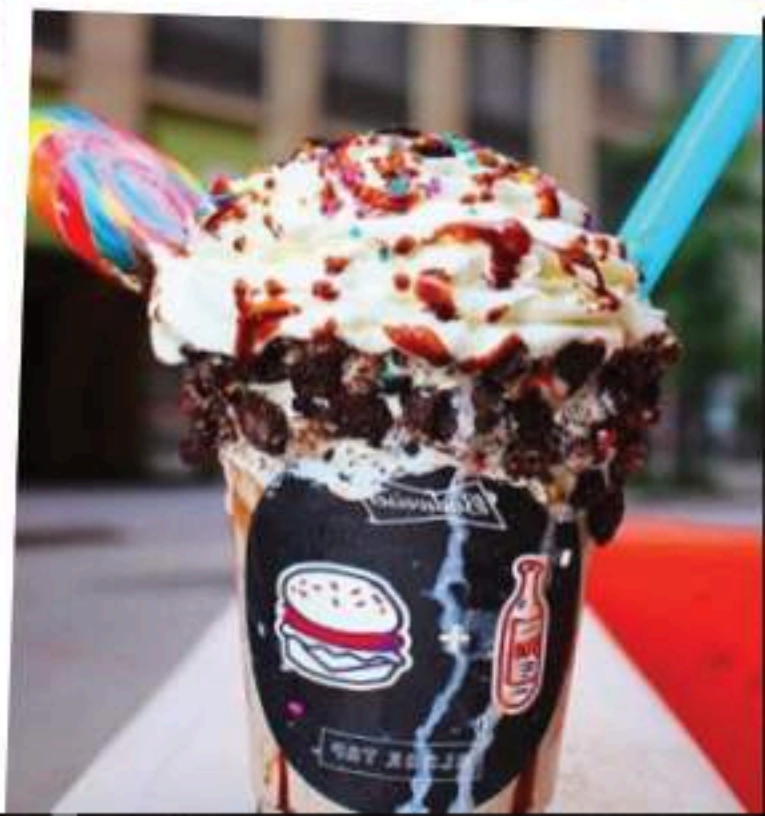
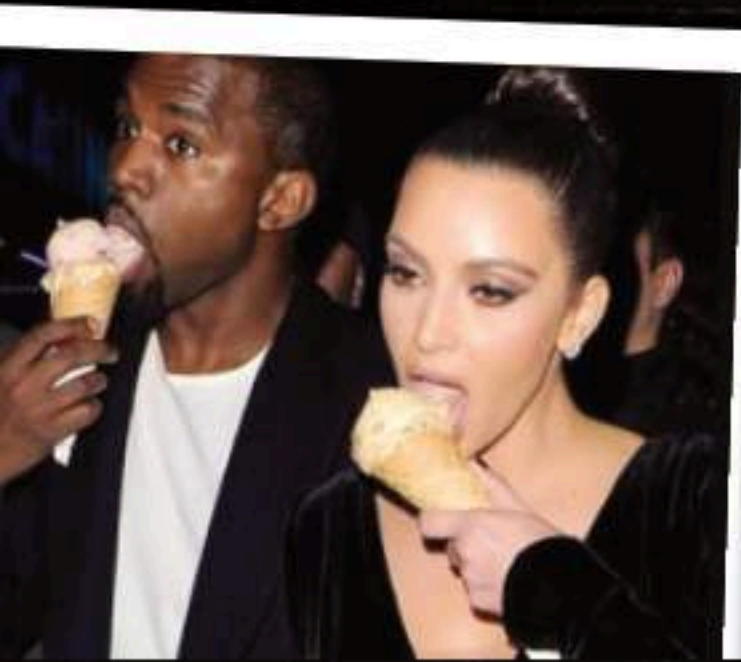


WHAT IS BLACK TAP

Blacktap is more than just a restaurant, it's a culture. With a New York, hipster influenced attitude towards food and life, Blacktap delivers an indulgent, extravagant but 'cool kids club' way of dining. With the lavishly decorated milkshakes and overwhelmingly sized burgers, Blacktap is like no other.

It's rustic and urban approach to food shows the brand wants to produce the biggest and best burgers and milkshakes possible. They are a craft specialist focusing only on Burgers, Milkshakes and Beers. The sub culture in which Blacktap has created, means that dining has become more of an experience. Its affiliation with sports also shows how they want to fuse food and entertainment together. Our objective will be to take this brand and implement it into an American craving, extravagant culture within Dubai.

'New York meets Dubai'.



WORD MOOD BOARD

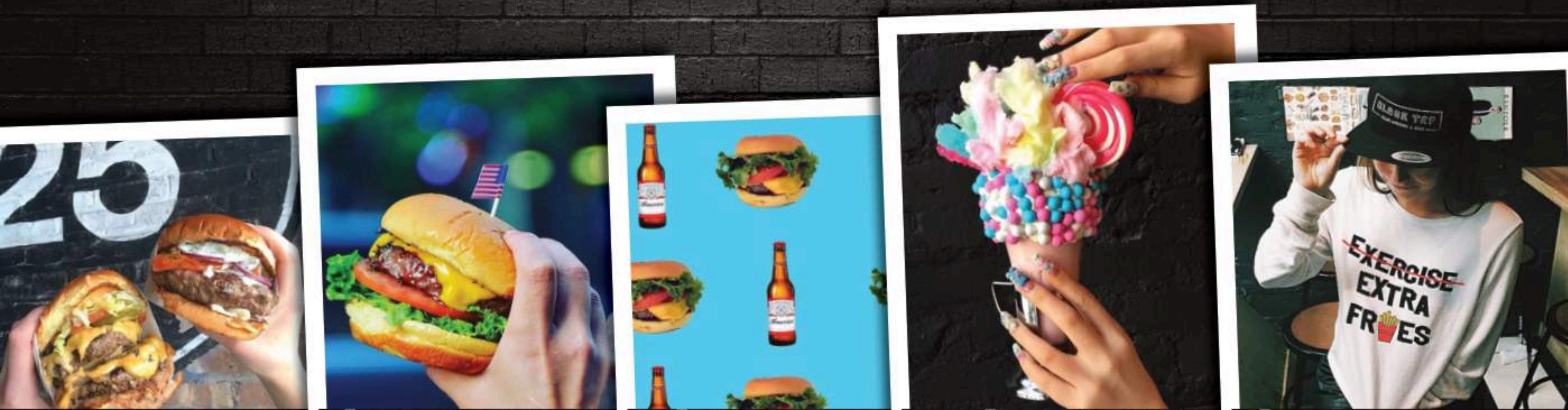
- ✓ Community
- ✓ Qwerky
- ✓ Hub
- ✓ Hipster
- ✓ Urban
- ✓ Artsy
- ✓ American
- ✓ NYC/Brooklyn
- ✓ Sports
- ✓ Over The Top
- ✓ Cool Kids Spot
- ✓ Graffiti
- ✓ Indulgence
- ✓ Rustic
- ✓ Hole-in-the-wall-burger-joint

tone of voice

The brand's tone of voice will be extremely laid back paying homage to the hipster vibes of NYC

POSTING PERSONA

The social media posts will appear to come from an early 20's 'cool kid' hipster with a passion for life, food, art and culture. The persona will be urban, artsy, hipster, social media aware and American inspired.



Who is the Face of the brand?

It is extremely important that we have a face of the brand within our social media. The brand is very sociable and faces create association. As a result, we will need to select an extremely popular social media influencer who is well known within Dubai. The person's qualities need to match the tone of voice for the brand -

✓ Early 20's

✓ 'cool kid'

✓ Hipster

✓ Urban

✓ Artsy

✓ Social media aware

✓ American inspired.

✓ Passion for life,
food, art and culture.

Successful Post Types

✓ Food

✓ Drinks

✓ Staff

✓ Kitchen in Action

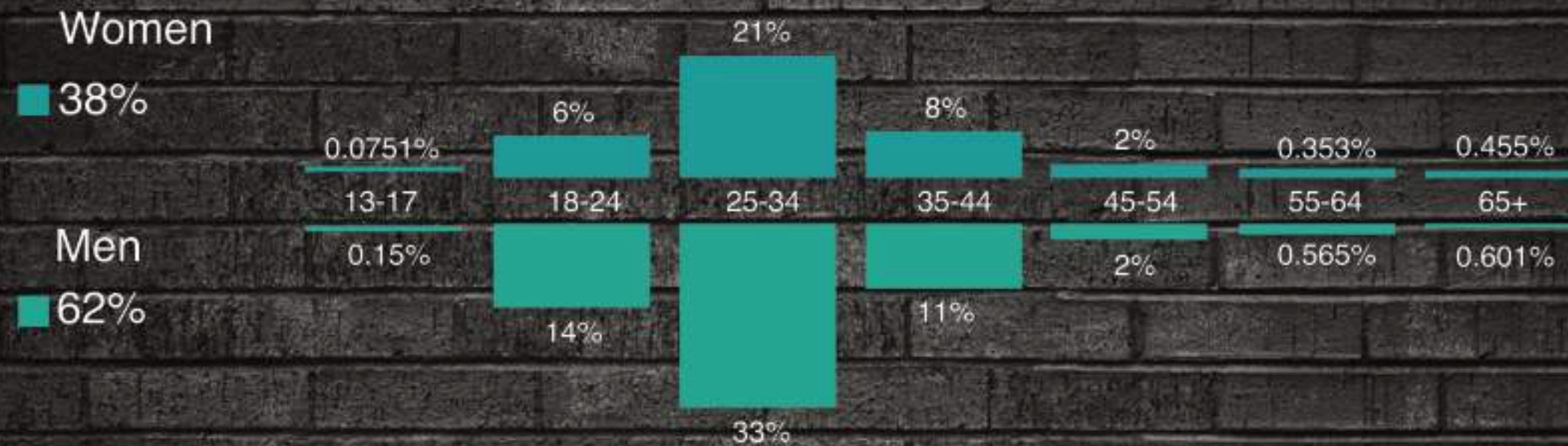
✓ People

✓ Quotes



AUDIENCE / DEMOGRAPHIC

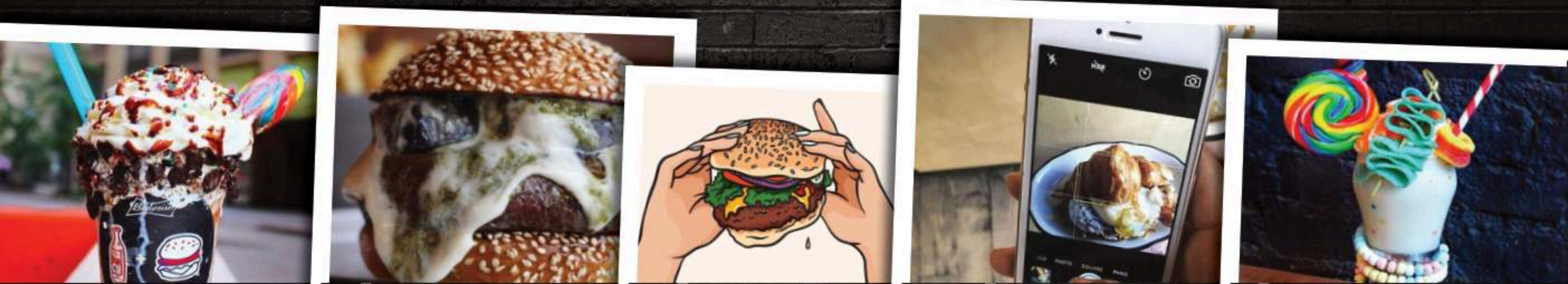
Our intended audience should sit between 18-44 with a main focus on 25-34 year olds. Based upon research and other factors this specific age group are the most receptive to this concept and will make up the majority of our customer base.



We will be aiming towards the foodie, social media generation who seek the best and most extravagant burger and milkshake experience. We will target and pull fans from our competitors pages too

COMPETITORS

- ✓ Shake Shack
- ✓ Son of a Bun
- ✓ Fuel Burger
- ✓ Elevation burger
- ✓ Find Salt
- ✓ Tom & Serg
- ✓ Sum of us
- ✓ Cheese cake factory
- ✓ Burger Fuel
- ✓ Burger and Lobster



TIMELINE

PHASE I

BUILD AN IDENTITY/BRAND WITHOUT SHOWING TOO MUCH JULY 10TH -AUGUST 5TH

Take user on a timeline journey of the brand thus far. Create a large story post on Instagram (like El Sur's IG concept) so that when people land on the page they can

scroll up from the bottom and see the journey and discover the page. Black brick wall background with images over it to show the journey thus far as it has progressed. The

image will need to progress and transition too to reflect a change and development in time.



Graffiti



America – UAE
journey



How the brand
evolved



NYC – DUBAI (MAP)

IDEAS



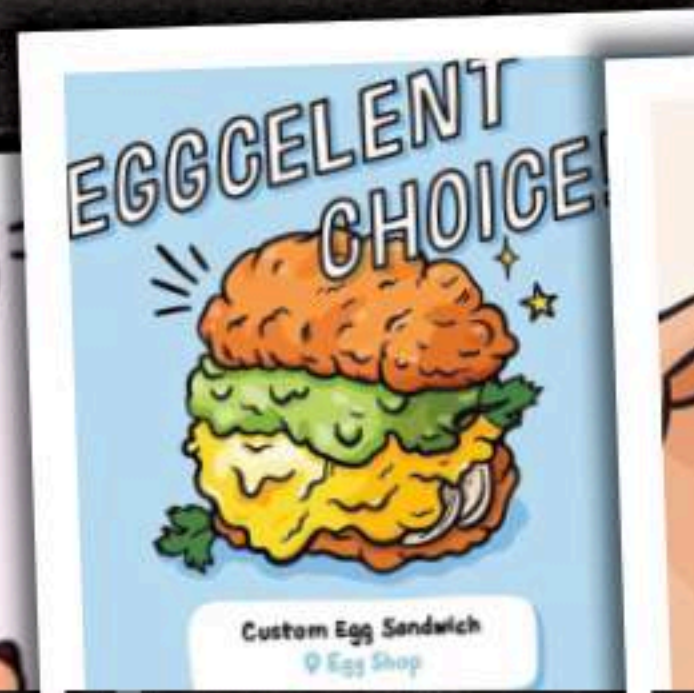
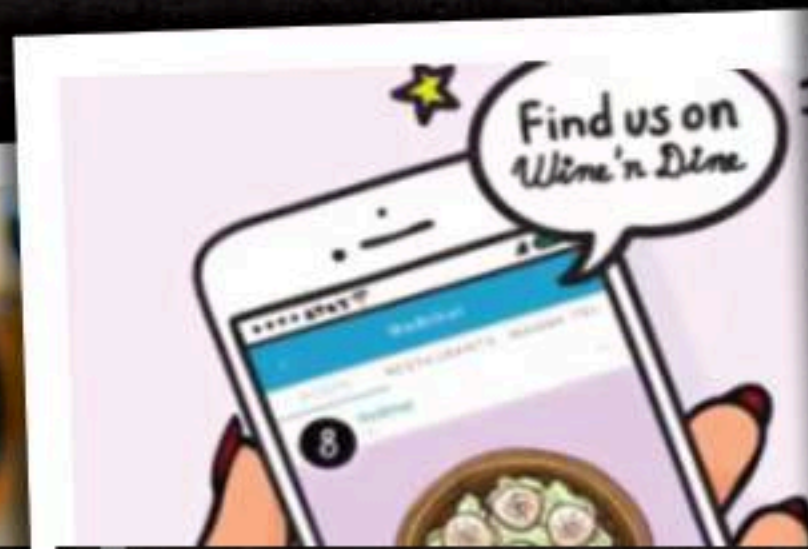
1st INSTAGRAM post -
Square blocks of 3x6
taking the viewer on a
journey of the brand
thus far and its values.
NYC – DUBAI



1st Facebook Post
is also backed up with
this concept and will act
as its banner/Header
image too.



The following posts will
then establish what
the brand is over time
with interjections of core
values, heritage, quotes
and identity.



PHASE 2

August 5th – August 17th

The main focus of this phase is to establish an awareness that Blacktap is coming to Dubai. If people know of the brand already then we will build anticipation. If people do not know what blacktap is then we will shock them with extravagant food photos in iconic Dubai locations

IDEAS

- ✓ Take photos of the food in DUBAI tourist locations to develop awareness and attention (viral buzz).
- ✓ Posts
- ✓ Square posts
- ✓ Introduce our face/faces of the brand with the food in iconic locations
- ✓ Coming soon teaser
- ✓ Video
- ✓ Use New York content if they have some
- ✓ Iconic locations with branded baseball caps and apparel
- ✓ Team/Staff Social media training – Leverage staff's social media to build up numbers and invite friends



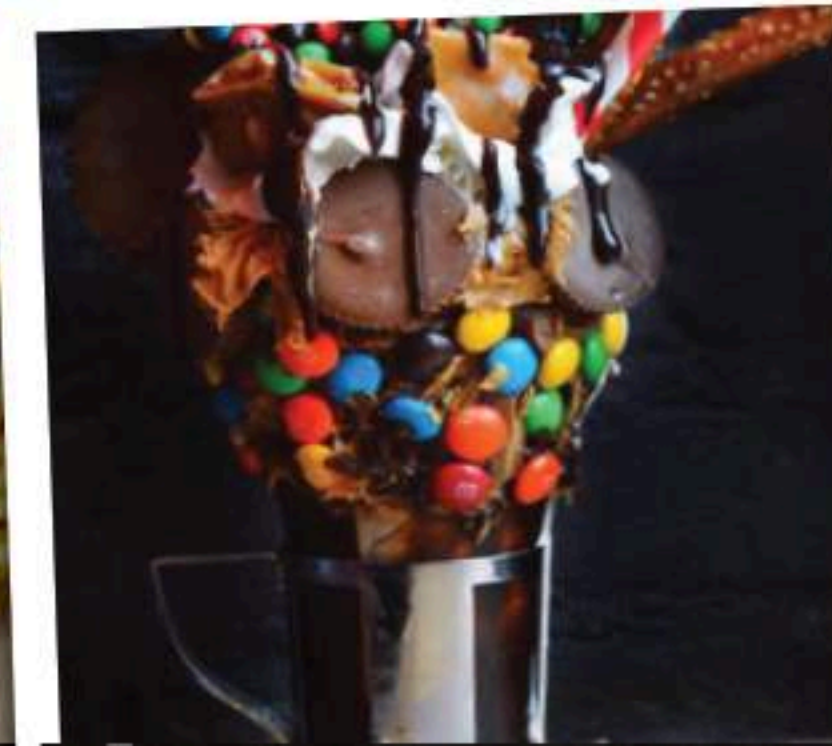
PHASE 3

August 17th – September 1st

This phase of the campaign is about building the energy and anticipation that we are opening. There will be a count down to ensure we have a line outside the restaurant before we open

IDEAS

- ✓ Food Photos
- ✓ Menus/table sets
- ✓ Subtle restaurant interior shots
- ✓ Accents and features inside the restaurant (not too revealing)
- ✓ A full staging of a soft opening event for selected guests and social influencers. This will get all the staging shots to post

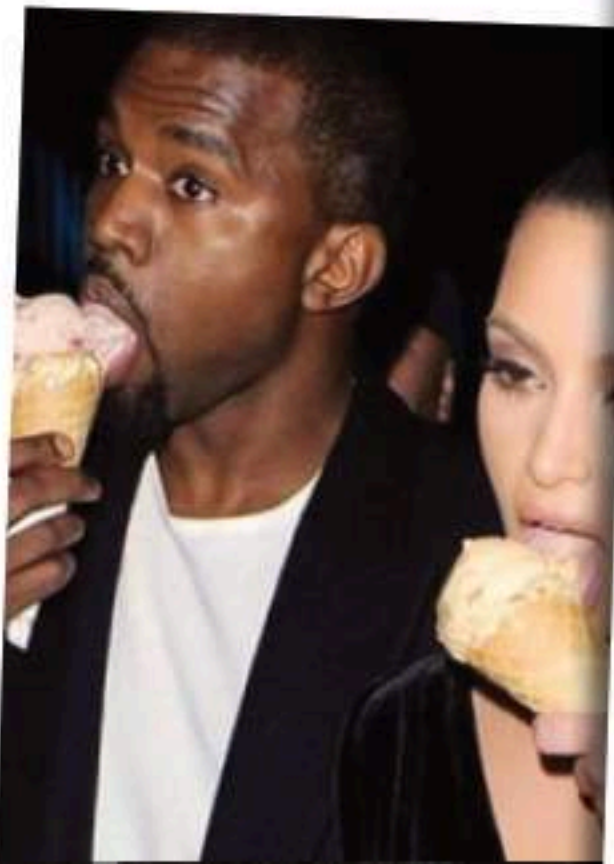


PHASE 4

September 2nd – September 3rd

Opening phase will showcase the restaurant in its best environment.
This will include a full staging done before hand showing the restaurant packed

- ✓ A full grand opening event to be done which will be documented with photographers and videographers
- ✓ Grand opening Photos
- ✓ Atmosphere Shots
- ✓ Guests



PHASE 5

September 3rd – September 10th

The opening week of blacktap needs to be filled with people and atmosphere. We want to give the impression of hype and that the restaurant is packed.

This will create a huge demand

- ✓ Food photos inside the restaurant
- ✓ Guests eating
- ✓ Full embrace of the lifestyle of Blacktap



PHASE 6

September 10th - October 1st

Once the restaurant has been open for a while we need to maintain the buzz and hype around the brand. It is very typical for Dubai restaurants to be popular during opening and then drop off very soon after. We will maintain hype and buzz but uploading content on a continue basis which show the restaurant busy



Continue to post atmosphere shots of the opening event



Food Photos



PHASE 7

October 1st - Onwards

Once the restaurant has opening and settled then its time to build the culture of the brand into its identity. Play on these key motifs and values we have in the posts



IDEAS



Substitute for burger



The style of photo is humanizing and makes it so the view can imagine yourself in their place.



Matching BlackTap with a beer and placing it on packaging.



Upward view of friends holding ice cream in urban areas.



Matching beer with meal to tie in their brand to yours and cross marketing.



Getting social media celebrities to participate in photoshoots for brand. Cross promoting



The following photo is an example of what should be photographed for posting.

STAGES OF A FRIDAY NIGHT



Change pizza to burger and the beer logo to your corresponding beer. Change the martini to a cocktail or shot



The following photo is an example of what should be photographed for posting and how. Upwards view with human element. Lots of color



Love the sunglasses and the person taking a photo.



The burgers in front of a BlackTap logo



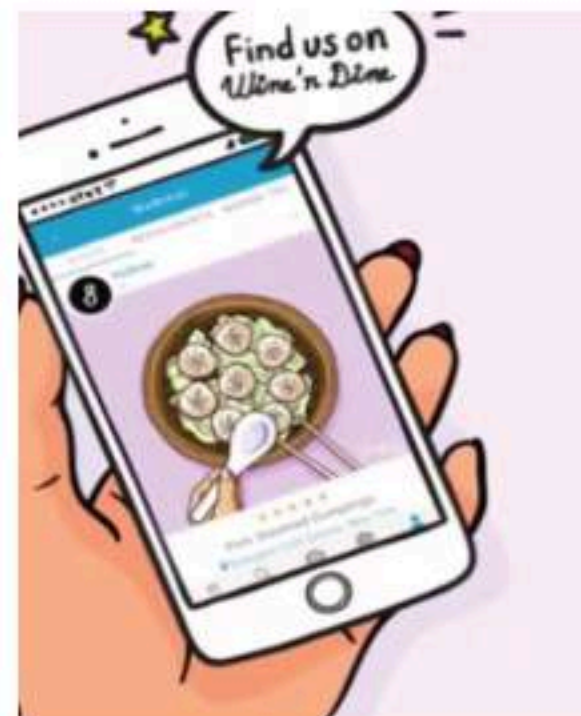
Milkshakes and food in urban areas speaks to a younger more creative vibe.



Bear30? Having beers or craft cocktails with French fries and a menu.



Colorful backgrounds to foodie pictures are more eye catching



Interactive graphic for social media for black taps Instagram on black taps Instagram. Pt.1



Interactive graphic for social media for black taps Instagram on black taps Instagram utilizing the hashtag #blacktapsdubai offering your meal to be turned into a graphic for our Instagram. Showcasing the winner Pt.2



Cross promotion with BlackTap Nyc. We post a burger with Dubai/UAE flag with a thank for the welcome to the BlackTap family and they post burger with USA flag welcoming us to the family. #blacktap takeover



Create similar graphic with Dubai colors and "Dubai" on label



Example of how to photograph the food

I LOVE SLEEP
BECAUSE IT'S LIKE
A TIME MACHINE
TO BREAKFAST



"I love sleep because it's like a time machine to my next meal" exchange the fork and knife for burger and or fries/ milkshake.

KEEP YOUR
FRIENDS CLOSE,
AND YOUR SNACKS
CLOSER.



664 likes

winendineapp Keep a small circle 🍷 🍷 🍷 Tag two friends who agree! #winendineapp #foodmemes

Meme exchange snack for shakes. And tag a friend who you would share a BlackTap shake with.



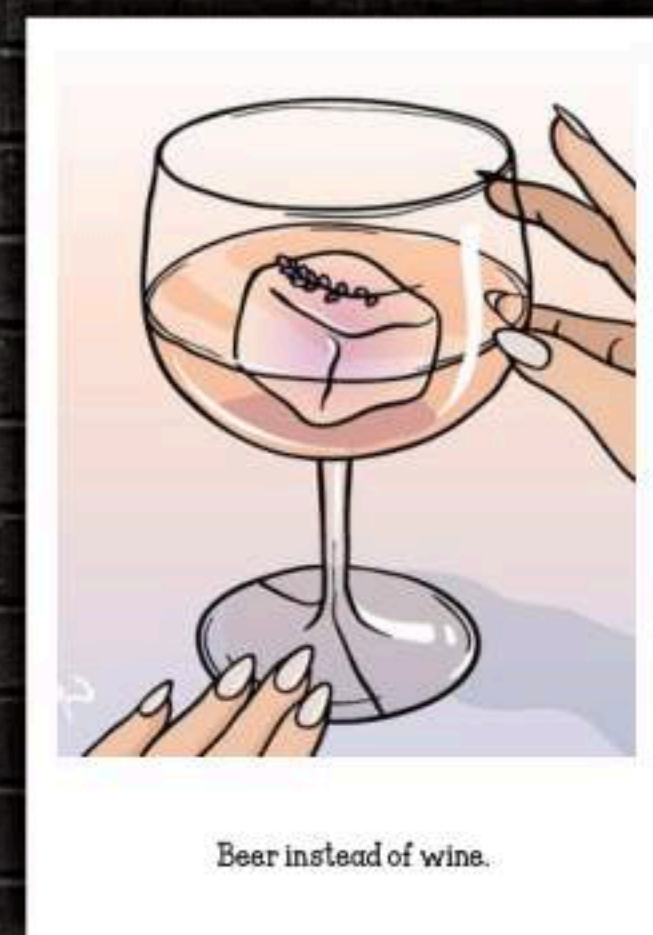
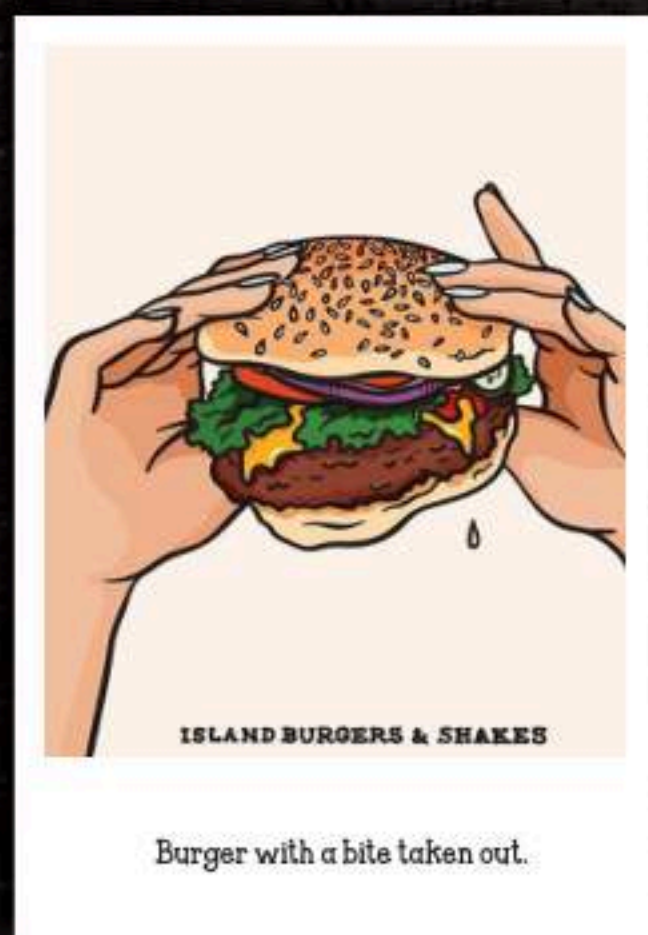
Similar picture of bar in BlackTap or restaurant counter with a girl looking away from camera and resting her head on her hand. "Just waiting on you"

YOGA CLASS?
OH SORRY, I THOUGHT
YOU SAID,
"POUR A GLASS"

Meme for beer or wine push. Beer or wine of the week.



Exchange donuts for burgers and have the buns on a grill rack with green paper underneath. Top buns off and stacks of ingredients and a set of Tongs lined up on the side.

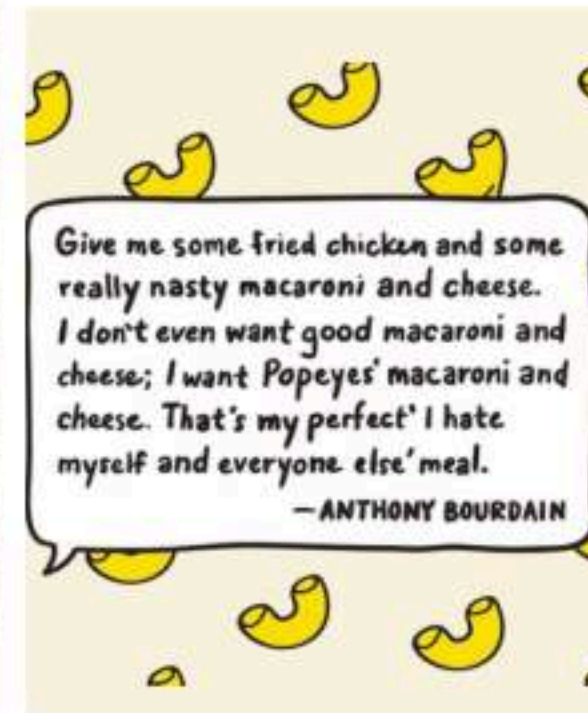




Cross promotion with BlackTap Nyc. We post a burger with Dubai/UAE flag with a thank for the welcome to the BlackTap family and they post burger with USA flag welcoming us to the family. #blacktap takeover



Exchange for milkshake



Exchange for fries and change the quote to something about French fries.
"As a chef I'm not your Dietitian, or your ethicist I'm in the pleasure business"
Anthony Bourdain (CHEAT DAY)



Sharing a milkshake



Little milkshakes and quote "My milkshake brings all the boys to the yard" -Kelis

TONIGHT'S FORECAST
99%
CHANCE OF WINE

"Making it happen for sure tonight with Wine me Wednesday's here at BlackTap"



Two milkshakes exchange pizza for fries and caption "Tag a friend who likes to double dip"

I PLAN MY OUTFIT BASED
ON HOW MUCH FOOD I
PLAN ON EATING.

Who else does this? Tag a friend and tell them ur fav burger!



Just an example of food in bed. Breakfast burger with egg on it. "Long night last night? Cure that hangover with our _____burger"

I have to eat it all now so I don't eat it all later



521 likes

winendineapp Life motto 生活 And don't forget to share it with us by using the hashtag

"Go ahead, eat it all we won't tell "



Style of how to photograph



Milkshake light and milkshake next to it. Same goes for other things on menu



Beer or wine with Dubai skyline in reflection



In background "suns out buns out" and a burger in the foreground



Colorful background and every day staples like sunglasses or iPhone keep it young.





Tag celebrities and repost pictures of celebrities eating the food you sell



Example of pic. Exchange for milkshakes or burgers etc hashtag your fav milkshake or burger at BlackTap



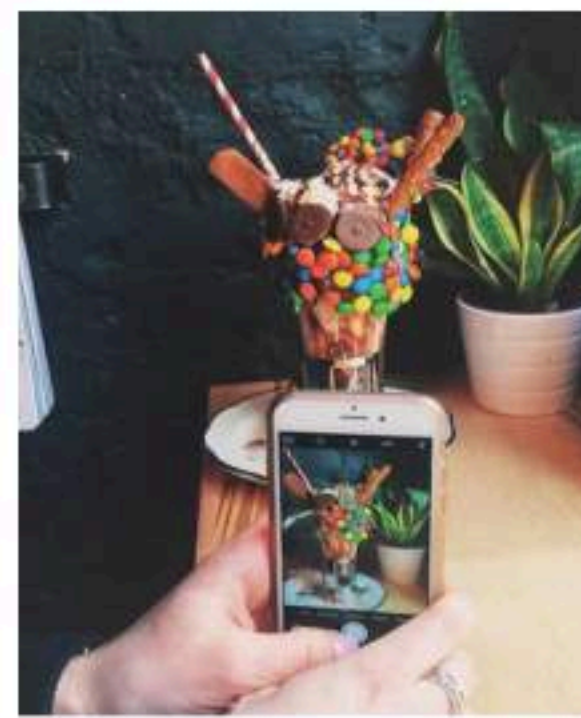
Use BlackTap Dubai apparel or have something made for instagramers in Dubai to take pics in. #Blacktapdubaigiveaway best picture gets the jacket.



Crazy nails white henna black background with ice cream. Also pretty mouth pink lips with sprinkles or match ice cream accordingly. Do one milkshake per week countdown to opening.



Contact local urban artist to do pop art and cross promote with them for BlackTap



Stop motion ad for Instagram with Instagram and snapchat

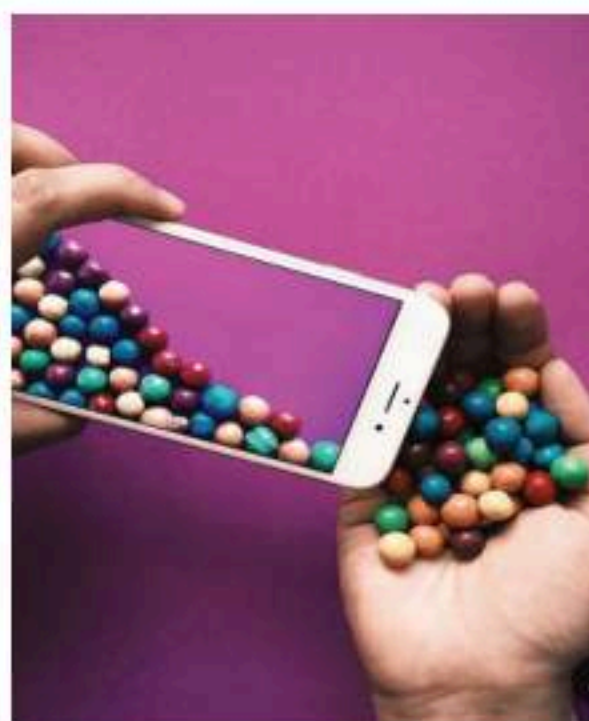




Do a milkshake of beer instead



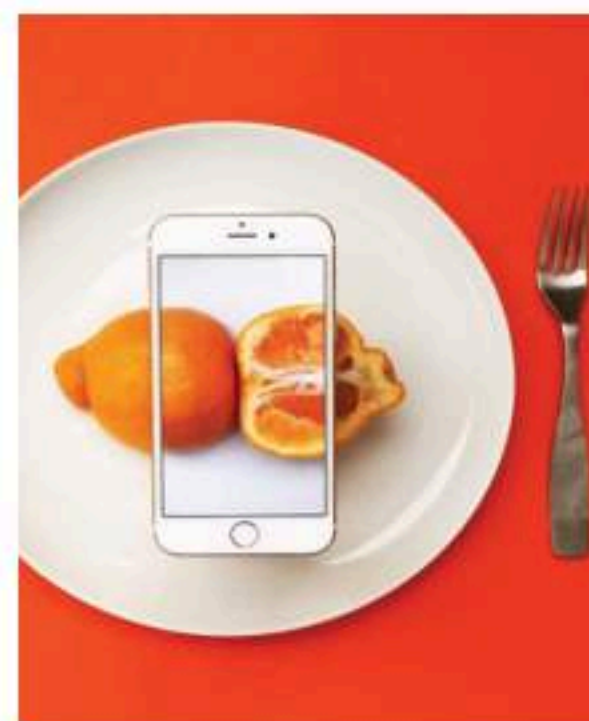
Pouring ketchup over Dubai skyline or frenchfries



Sprinkles over a milkshake instead of hand.



Countdown to opening.



Burger instead of orange.





Invite local social media celebrities in for PHOTOSHOOT fun and free meal.



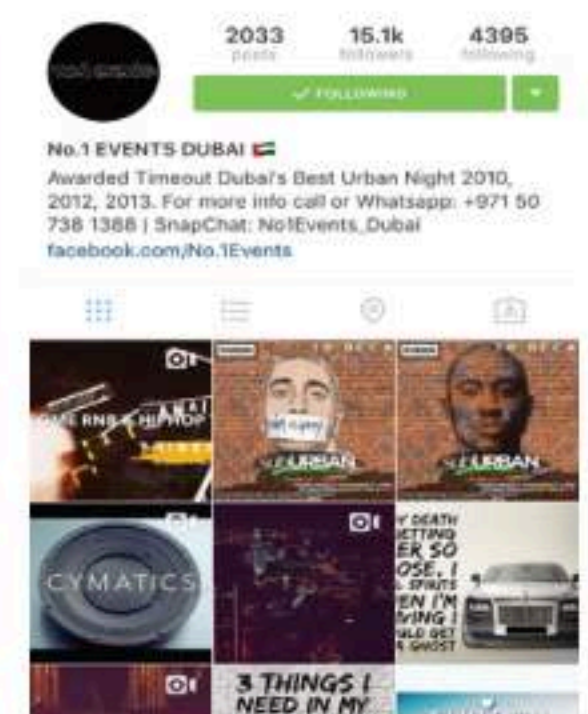
Exchange weekend brunch for a flyer for "BlackTap Tuesdays" mid week pick me up



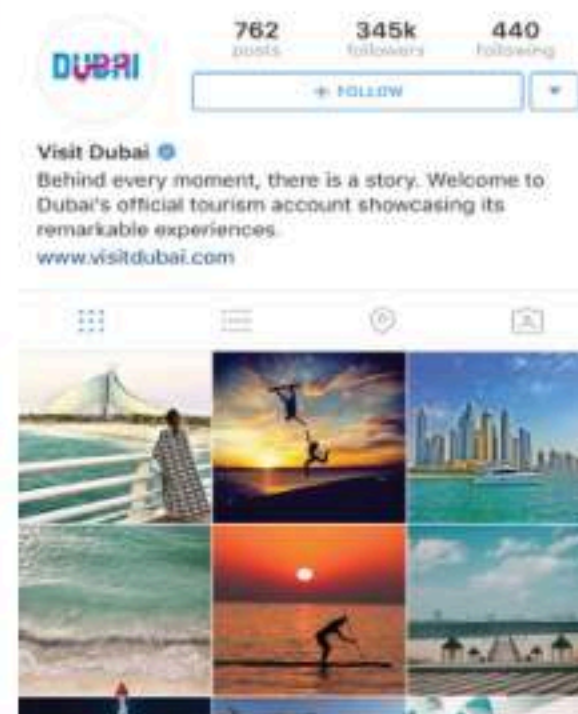
Have instagramers take pics around Dubai in Merch for cross promotion



Utilize clothing that is food inspired in photoshoots. Make look urban rather than pretty.



Organize mini parties with promoters in Dubai to use BlackTap as place to start and gather before going out.



Use big Dubai instagrams and have photos taken in matching locations to encourage cross promotion on their part.



Who else does this? Tag a friend and tell them ur fav burger!

