LORD OF THE DRINKS CASE STUDY



ABOUT THE BRAND

LORD OF THE DRINKS is a popularly known restro-lounge across major cities in India. It serves the tastiest food and delectable drinks. The vibe at Lord of the Drinks is distinctly antique and has a good ambiance with great music. It attracts the legal young generation crowd and delivers the best experience of clubbing and dining together





Social Media Campaign

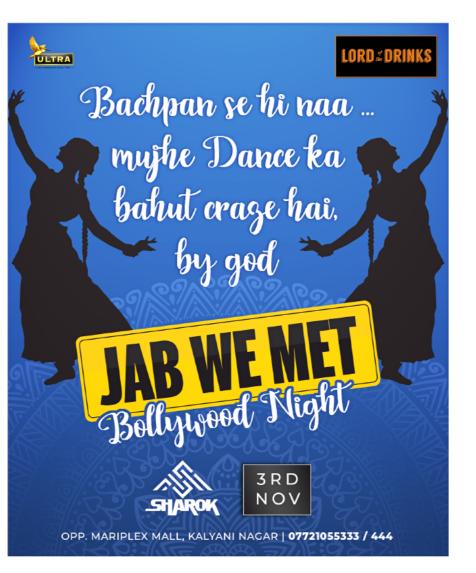
Bollywood Night:

This campaign was based around the theme "Bollywood Night". We have added elements from the most appreciated movies of all time. Eg-"DDLJ and Jab We Met" and created campaigns around the most iconic scenes and dialogs. Dialogs such as "Jaa Simran Jaa" We were able to use the elements and dialogs in such a way that they reflect the whole idea of the Bollywood night at Lord of the Drinks.





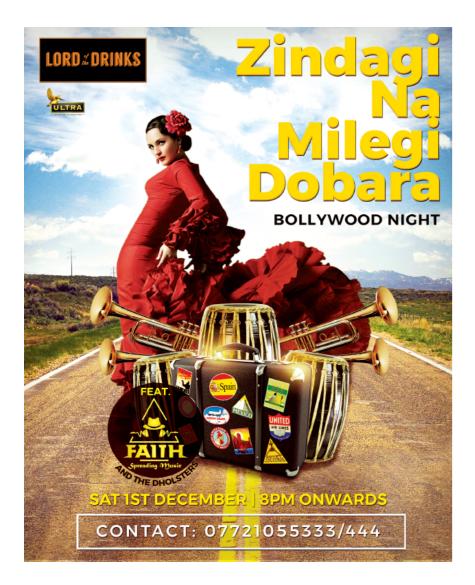


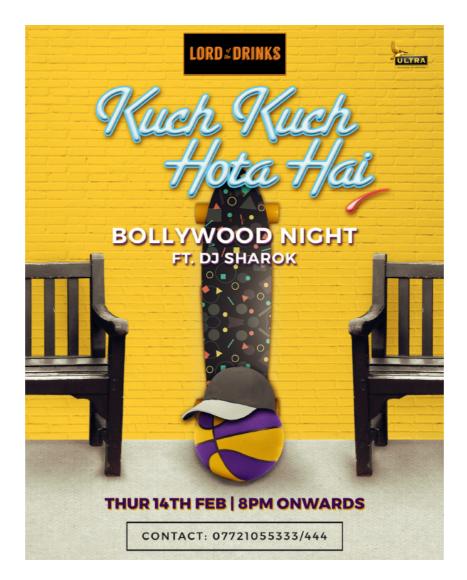




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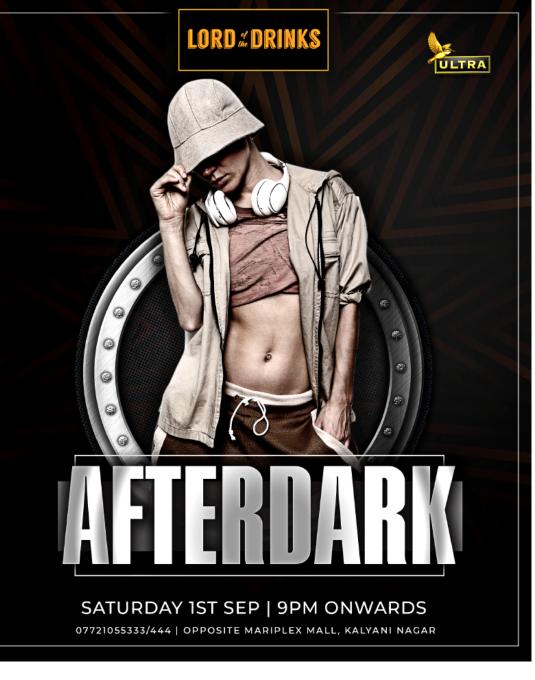




Social Media Campaign

After Dark:

This campaign was based around Saturday Nights when people love to party. Thus, the overall image gives a party vibe. We have used the images of characters with headphones and added speakers in the background to show that the image is promoting music and dance. We have also added the images of the DJs that would be playing for the night at Lord of the Drinks to attract the attention of their fans.



SOCIO LOCO WHO'S TELLING YOUR STORY?







07721055333/444 | OPPOSITE MARIPLEX MALL, KALYANI NAGAR



Social Media Campaign

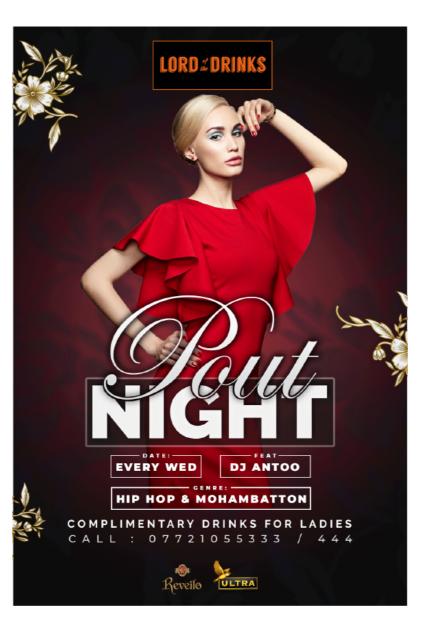
Pout Night:

The idea of this campaign was to promote the event "Girl's Night" at Lord of the Drinks. We have used feminine elements such as high heels in red color with diamonds in the background to give the image more of a ladylike feel. The aesthetics of the post were curated to attract a female audience.













Social Media Campaign

House of Commands:

For this campaign, we have rephrased the biblical principles to match the brand . The idea was to create an impact through words. Just like the 10 commandments were the first direct communication between the people and God. Here we have referred to it as direct communication between the Lord of the Drinks and its customers.

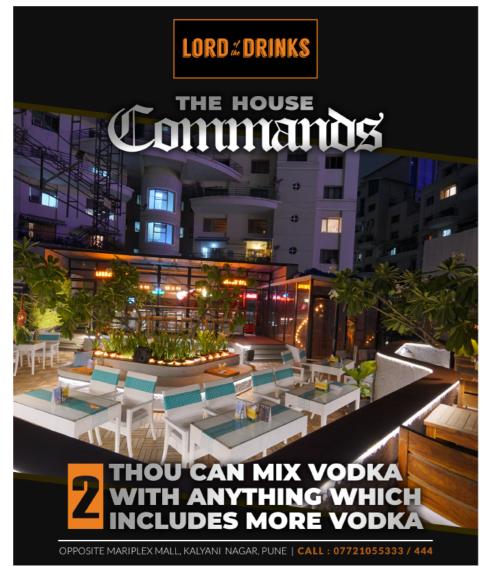
LORD in DRINKS

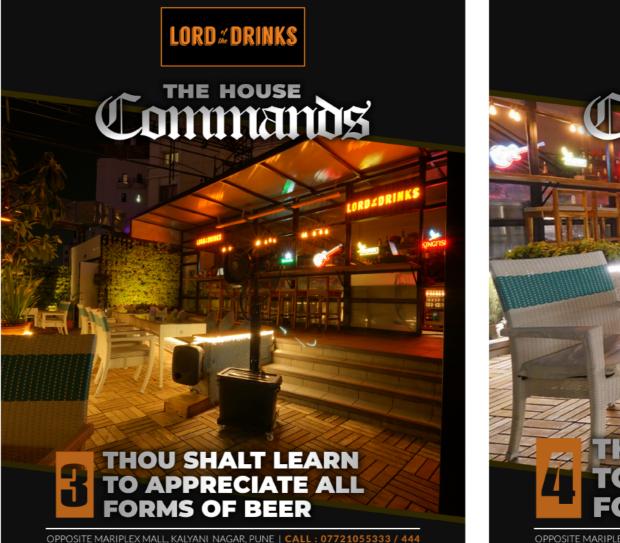
Commands

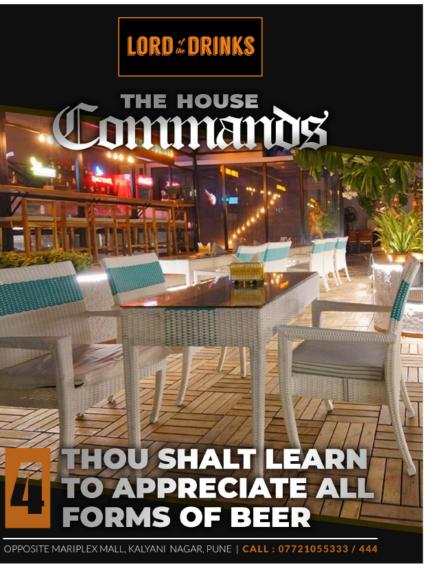
THOU SHALT NOT TAKE SHOTS ALONE

OPPOSITE MARIPLEX MALL, KALYANI NAGAR, PUNE | CALL: 07721055333 / 444







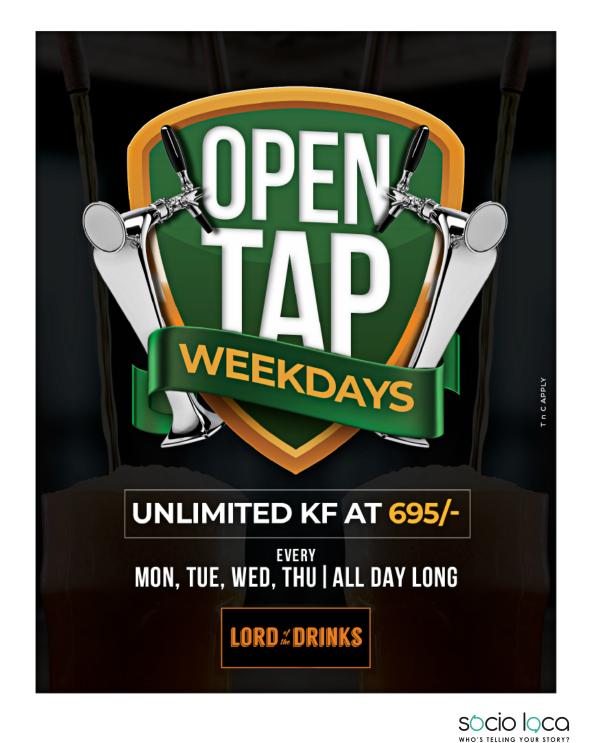




Poster

Open Tab:

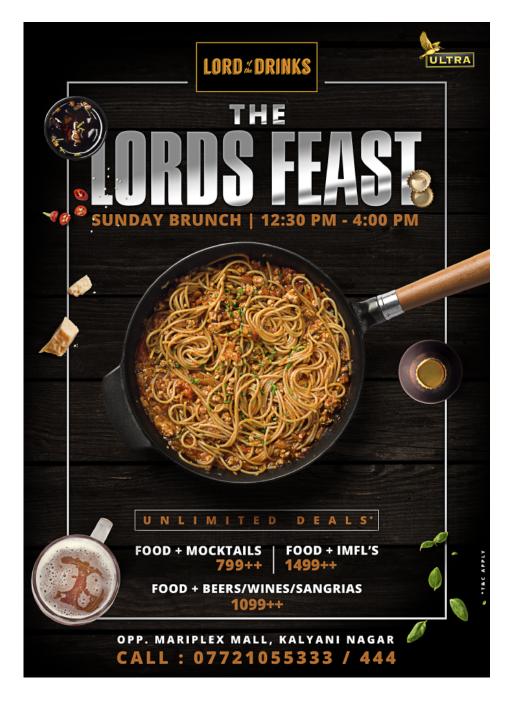
This campaign was around "Unlimited Beer at Lord of the Drinks". To make the image relatable, we have used the beer colour and its fizz in the background. We have included the element "tap" to show how the beer will be served and also highlighted "Weekdays" to mention its availability.



Special Menu Design

Lod Feast:

The idea of this campaign was to promote unlimited food and beverage deals at Lord of the Drinks. To execute this, we have included food and beverage elements in the image. We have also made sure that these elements cover the entire image and not just the center. Dark background with light coloured elements has been used to keep the focus on Food and drinks.





Special Menu Design

Packages:

The idea of this image is to show the "Party Packages at Lord of the Drinks". For this, we have used a black background with white text as it's a convenient format for reading. To highlight the deals we have used orange colour for two reasons. First, it their brand colour and secondly, the Orange colour is attractive when paired with the black background colour. We have also added minimal elements of food and beverages to complete the motive of the image.

LORD the DRINKS

PARTY PACKAGES

GREETINGS FROM LORD OF THE DRINKS!

AT LORD OF THE DRINKS, WE UNDERSTAND THE NEED TO CELEBRATE SPECIAL OCCASIONS IN STYLE WITH A FUN AND EXCITING PARTY. FOR THE SAME, WE OFFER YOU THE FOLLOWING FOOD AND BEVERAGE PACKAGES FOR A COMFORTABLE AND ENJOYABLE DINING EXPERIENCE AT OUR OUTLET:

@ INR 1400 + TAXES

3 VEGETARIAN STARTERS 3 NON - VEGETARIAN STARTERS 2 VEGETARIAN MAIN COURSE DISHES 2 NON - VEGETARIAN MAIN COURSE DISHES 1 DAL | RICE | ASSORTED BREADS 2 DESSERTS ONE BARTENDER'S SPECIAL MOCKTAIL



PLATINUM PACKAGE @ INR 3200 + TAXES

WHISKY - JW RED LABEL VODKA - ABSOLUT RUM - OLD MONK/BACARDI GIN - GORDON'S BEER - KINGFISHER ULTRA/TAP BEER WINE - RED / WHITE SANGRIA 4 TYPES OF COCKTAILS

DINNER

AS MENTIONED IN THE FOOD PACKAGE



GOLD PACKAGE @ INR 2500 + TAXES

WHISKY - BLACK & WHITE / TEACHERS VODKA - SMIRNOFF RUM - OLD MONK, BACARDI GIN - BLUE RIBAND BEER - KINGFISHER PREMIUM AND KINGFISHER DRAUGHT WINE - RED / WHITE SANGRIA 4 TYPES OF COCKTAILS

DINNER

AS MENTIONED IN THE FOOD PACKAGE

SILVER PACKAGE @ INR 2000 + TAXES

WHISKY - BLENDER'S PRIDE VODKA - SMIRNOFF RUM - OLD MONK, BACARDI GIN - BLUE RIBAND BEER - KINGFISHER PREMIUM AND KINGFISHER DRAUGHT WINE - RED / WHITE SANGRIA 4 TYPES OF COCKTAILS

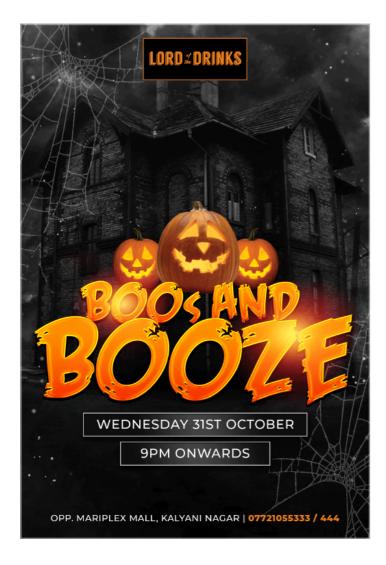
DINNER

AS MENTIONED IN THE FOOD PACKAGE

These offer packages are subject to terms and conditions, as listed below: We do not serve prawns with the buffet package All mixers such as socials and aerated drinks will be part of the package* Other beverages such as canned juices, ginger ale, Red Bull and Tonic Water, etc., will be charged according to consumption* Starters and liquor will be served for 2 - 2 & 1/2 hours only* The buffet closes by 12.00 midnight. We charge a 50% advance fee on the booking for confirmation, and 50% before the party begins. Any breakage or destruction of Lord of the Drinks' property will be subject to a fine, as per the management's decision. Misbehaviour by guests is strictly not tolerated. The management reserves rights of admission and entry of persons entering banquet facilities. Audio-visual facilities including DDs and Mics are all chargeable. We hope you enjoy your experience here at Lord of the Drinks and that we have the pleasure of serving you soon



Generic Posts



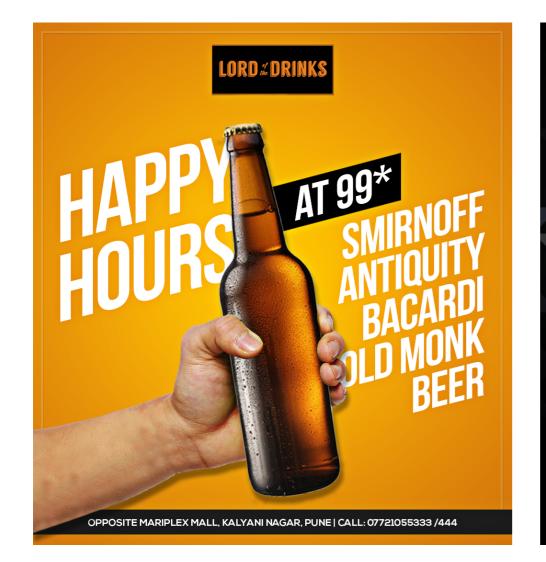




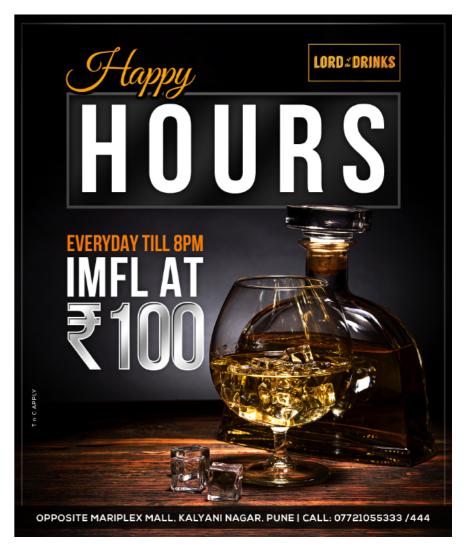




Generic Posts









Tent Card Designs









