

LORD OF THE DRINKS CASE STUDY

ABOUT THE BRAND

LORD OF THE DRINKS is a popularly known retro-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



CREATIVE SHOWCASE:

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.

ULTRA

LORD of the DRINKS

NH - 10

BATHINDA
364 KM

AB MAIL

PUNJAB MAIL

JAB WE MET
Bollywood Night

SHAROK

3RD
NOV

OPP. MARIPLEX MALL, KALYANI NAGAR | 07721055333 / 444

CREATIVE SHOWCASE:

ULTRA LORD OF DRINKS

Jab beer peena hai
toh koi sahi
galat time
nahi hota!

JAB WE MET
Bollywood Night

SHAROK 3RD NOV

OPP. MARIPLEX MALL, KALYANI NAGAR | 07721055333 / 444

ULTRA LORD OF DRINKS

Bachpan se hi naa ...
mujhe Dance ka
bahut craze hai,
by god

JAB WE MET
Bollywood Night

SHAROK 3RD NOV

OPP. MARIPLEX MALL, KALYANI NAGAR | 07721055333 / 444

ULTRA LORD OF DRINKS

Aisa lag raha tha ki
kuch toh galat ho raha ho,
jaise passes
nikal rahe ho

JAB WE MET
Bollywood Night

SHAROK 3RD NOV

OPP. MARIPLEX MALL, KALYANI NAGAR | 07721055333 / 444

CREATIVE SHOWCASE:

LORD of DRINKS
ULTRA

Zindagi Na Milegi Dobara

BOLLYWOOD NIGHT

FEAT. **FAITH**
Spreading Music AND THE DHOSTERS

SAT 1ST DECEMBER | 8PM ONWARDS

CONTACT: 07721055333/444

LORD of DRINKS
ULTRA

Kuch Kuch Hota Hai

BOLLYWOOD NIGHT
FT. DJ SHAROK

THUR 14TH FEB | 8PM ONWARDS

CONTACT: 07721055333/444

LORD of DRINKS
ULTRA

Jaa simran jaa peele apni zindagi

બબલ
BOLLYWOOD NIGHT

COMING SOON

OPP. MARIPLEX MALL, KALYANI NAGAR | 07721055333 / 444

CREATIVE SHOWCASE:

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.

LORD of the DRINKS

ULTRA

AFTERDARK

SATURDAY 1ST SEP | 9PM ONWARDS

07721055333/444 | OPPOSITE MARIPLEX MALL, KALYANI NAGAR

CREATIVE SHOWCASE:

JIM BEAM
Originals
PRESENTS

LORD of the DRINKS

BATTERY
ENERGY DRINK

DINEISDA

AFTERDARK

DJ GOLDY RISE

COMMERCIAL+ BDM

SATURDAY 8TH SEP | 9PM ONWARDS

07721055333/444 | OPPOSITE MARIPLEX MALL, KALYANI NAGAR

LORD of the DRINKS

ULTRA

AFTERDARK

FEAT
DJ H

SATURDAY 18TH AUG | 9PM ONWARDS

07721055333/444 | OPPOSITE MARIPLEX MALL, KALYANI NAGAR

LORD of the DRINKS

ULTRA

AFTERDARK

FAITH
Spreading Music

SATURDAY 28TH JULY | 9PM ONWARDS

OPPOSITE MARIPLEX MALL, KALYANI NAGAR | 07721055333/444

CREATIVE SHOWCASE:

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.

LORD of the DRINKS

Pout
NIGHT

DATE: **EVERY WED** FEAT: **DJ ANTOO**

GENRE: **HIP HOP & MOHAMBATTON**

COMPLIMENTARY DRINKS FOR LADIES
CALL : 0 7 7 2 1 0 5 5 3 3 3 / 4 4 4

Revefo ULTRA

CREATIVE SHOWCASE:

LORD OF DRINKS

ULTRA

Reveilo

Pout NIGHT

5TH SEPTEMBER | 8PM

COMPLIMENTARY DRINKS FOR LADIES

OPP. MARIPLEX MALL, KALYANI NAGAR | 07721055333 / 444

LORD OF DRINKS

Pout NIGHT

DATE: EVERY WED FEAT: DJ ANTOO

GENRE: HIP HOP & MOHAMBATTON

COMPLIMENTARY DRINKS FOR LADIES
CALL : 07721055333 / 444

Reveilo ULTRA

LORD OF DRINKS

ULTRA

Reveilo

Pout NIGHT

25TH JULY | 8PM

COMPLIMENTARY DRINKS FOR LADIES

OPP. MARIPLEX MALL, KALYANI NAGAR | 07721055333 / 444

CREATIVE SHOWCASE:

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.

The image is a promotional poster for 'LORD of the DRINKS'. At the top, the brand name 'LORD of the DRINKS' is written in a stylized, orange font within a black rectangular box. Below this, the text 'THE HOUSE' is in a simple white font, and 'Commands' is in a large, white, gothic-style font. The background is a photograph of a bar interior with warm lighting, wooden accents, and a curved bar with stools. At the bottom, a large white number '1' is inside an orange square, followed by the text 'THOU SHALT NOT TAKE SHOTS ALONE' in a bold, white, sans-serif font. At the very bottom, there is a line of text: 'OPPOSITE MARIPLEX MALL, KALYANI NAGAR, PUNE | CALL : 07721055333 / 444'.

LORD of the DRINKS

THE HOUSE
Commands

1 THOU SHALT NOT TAKE SHOTS ALONE

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

CREATIVE SHOWCASE:

LORD of DRINKS

THE HOUSE
Commands

2 THOU CAN MIX VODKA
WITH ANYTHING WHICH
INCLUDES MORE VODKA

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

LORD of DRINKS

THE HOUSE
Commands

3 THOU SHALT LEARN
TO APPRECIATE ALL
FORMS OF BEER

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

LORD of DRINKS

THE HOUSE
Commands

4 THOU SHALT LEARN
TO APPRECIATE ALL
FORMS OF BEER

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

CREATIVE SHOWCASE:

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.



CREATIVE SHOWCASE:

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.

LORD of DRINKS **ULTRA**

THE LORDS FEAST

SUNDAY BRUNCH | 12:30 PM - 4:00 PM

UNLIMITED DEALS*

FOOD + MOCKTAILS	FOOD + IMFL'S
799++	1499++
FOOD + BEERS/WINES/SANGRIAS	
1099++	

OPP. MARIPLEX MALL, KALYANI NAGAR
CALL : 07721055333 / 444

*T&C APPLY

CREATIVE SHOWCASE:

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.



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:

FOOD PACKAGE

@ 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 sodas 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 DJs 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

CREATIVE SHOWCASE:

Generic Posts



CREATIVE SHOWCASE:

Generic Posts



A hand holds a chilled, condensation-covered beer bottle against a bright yellow background. The text 'HAPPY HOURS' is written in large, white, bold letters. To the right, a list of drinks is shown in white text: 'SMIRNOFF', 'ANTIQUITY', 'BACARDI', 'OLD MONK', and 'BEER'. A black banner with 'AT 99*' is placed over the list. The 'LORD of DRINKS' logo is in the top right corner.

LORD of DRINKS

HAPPY HOURS

AT 99*

SMIRNOFF
ANTIQUITY
BACARDI
OLD MONK
BEER

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



A man in a black suit and a woman in a gold sequined dress are dancing. The background is dark with a geometric pattern. The text 'Salsa NIGHT' is written in a large, white, stylized font. Below it, 'EVERY THURSDAY | 8PM' is written in a white box. The 'LORD of DRINKS' logo is in the top left, and the 'ULTRA' logo is in the top right.

LORD of DRINKS

ULTRA

Salsa
NIGHT

EVERY THURSDAY | 8PM

OPP. MARIPLEX MALL, KALYANI NAGAR | 07721055333 / 444



A glass of whisky with ice and a bottle of whisky are shown on a wooden surface. The text 'Happy HOURS' is written in a large, white, serif font. Below it, 'EVERYDAY TILL 8PM' is written in orange, and 'IMFL AT ₹100' is written in large white letters. The 'LORD of DRINKS' logo is in the top right corner.

LORD of DRINKS

Happy
HOURS

EVERYDAY TILL 8PM
IMFL AT ₹100

T & C APPLY

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

CREATIVE SHOWCASE:

Tent Card Designs



socio loca
WHO'S TELLING YOUR STORY?



+91 8080237140



www.socioloca.com



info@socioloca.com



SocioLoca



@SocioLoca



@socio_loca