Hideaway - Case study

en route DIGITAL

CLIENT
Hideaway cafe. bar. performance space

PROJECT
Social Media

PLATFORM
Instagram

CHALLENGE

1 The Challenge for us

The client is a well-known bar and cafe in Goa. The places is known as among the best 30 bars in India in 2021. With a vision of being the number 1 hangout place in Goa, the client wanted to scale its social media presence to leverage audience across the globe. Client wanted to go that extra mile to transform its current instagram handle to something that can give personal touch. The also wanted to connect to the audience so that, they would feel to be a part of it and experience this place.

PROBLEM

2 The Problem Statement

The current instagram account was just like ordinary bar and club account with regular standardized posts. They never thought to connect with the audience and was against their vision.

We collaborated with Hideaway to understand and identify the problem in the account and monitoring what was wrong or what was not working for them. We studied on user groups and ecosystem of the HoReCa industry which critical data points. Being just a just around the corner bar and cafe, Hideaway had something more to tell and cultivate emotional touch to the brand because that was also a performance place for the best talents.

To address the problem statement , we research to gain visiblity on what works and what doesn't work for the visitors at all levels for the entire joint as a whole. This helped us to arrive at some intersting conclusions, which helped is top shape our project for Hideaway and also similar brands.

RESEARCH WITH ICONOGRAPHY

3 The Research Outcome

- Lack of immersive experience in layout
- Unclear and text based posts. Too much texts
- No video content to engage the audience
- No interaction with audience at any levels
- Difficulty in reading the messages and posts with zero clarity
- Difficulty in understanding the brand and its value
- No customer footfalls and empty tables
- Lack of reach and engagement of audience
- No importance to social media presence

SOLUTIONS

4 The Vision to solve problems at all levels

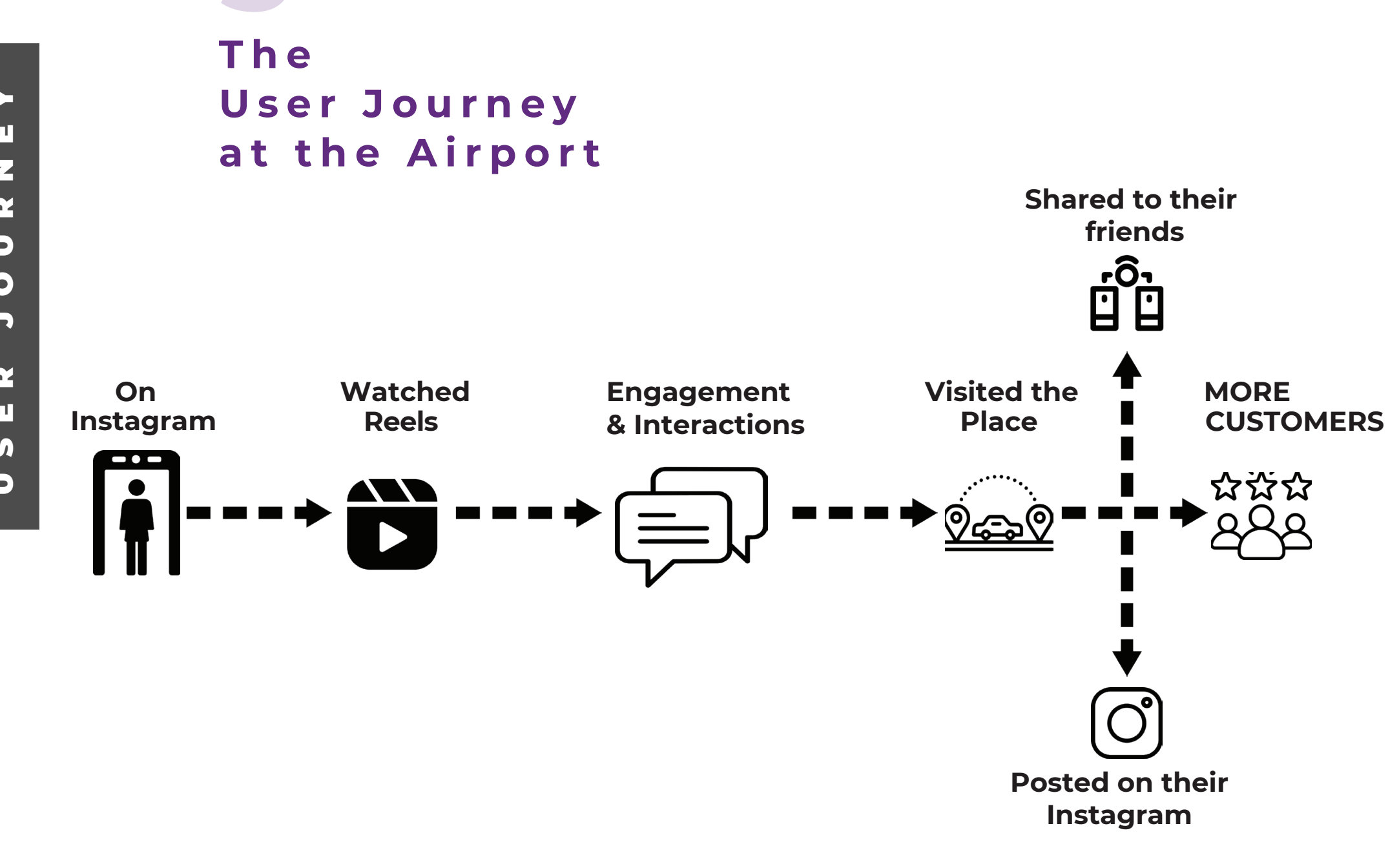
Our primary focus was to reduce the problems at all levels. I have also focussed on quantifying the investments alloted to the budget for retuning, designing & strategizing more on virality rather than number of posts.

The vision was to focus more on the customer lifetime value to not only encourage the users to choose Hideaway as their preferred go-to-joint but also add emotional triggers at all levels.

Finally, we were sure to bring the vibe of "susegat goa" to the handle and add value with simplistic design and hacks to increase more reach and engagement.

USER JOURNEY

5 The User Journey at the Airport



On Instagram → Watched Reels → Engagement & Interactions → Visited the Place → MORE CUSTOMERS

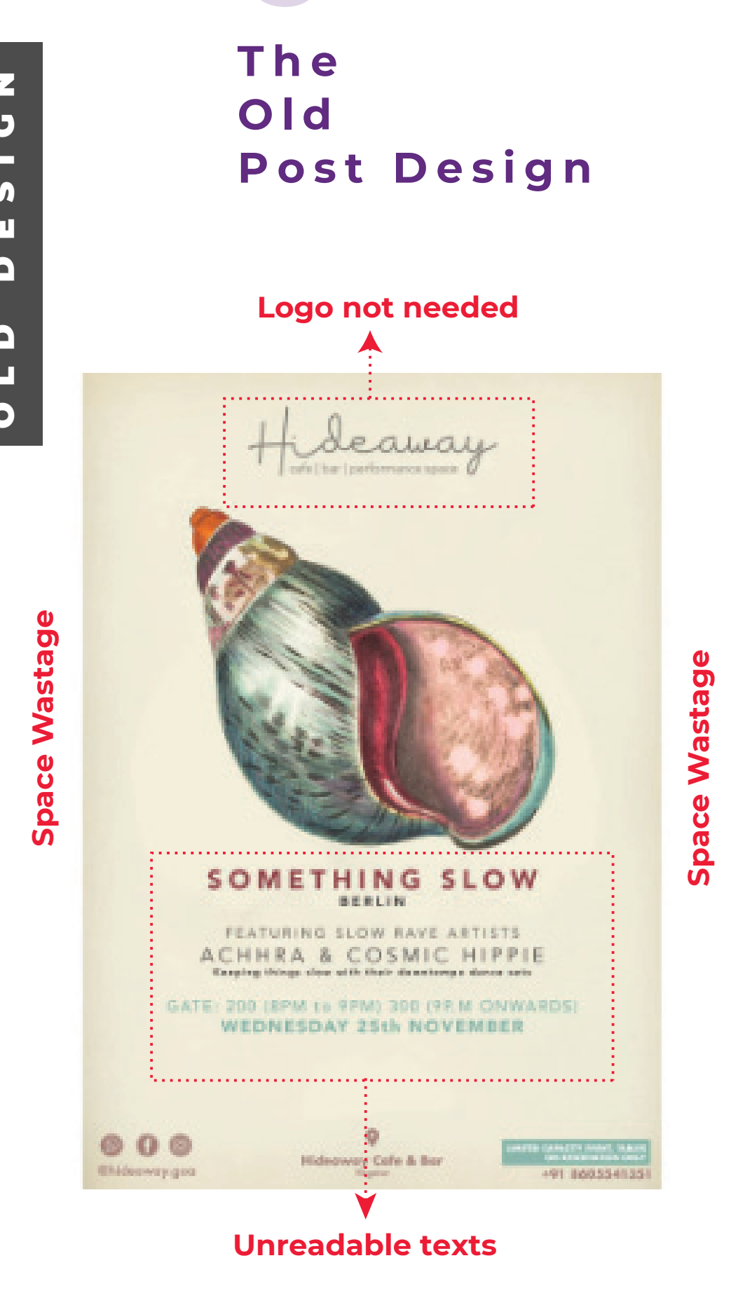
Visited the Place → Shared to their friends

Visited the Place → Posted on their Instagram

OLD GRID

OLD DESIGN

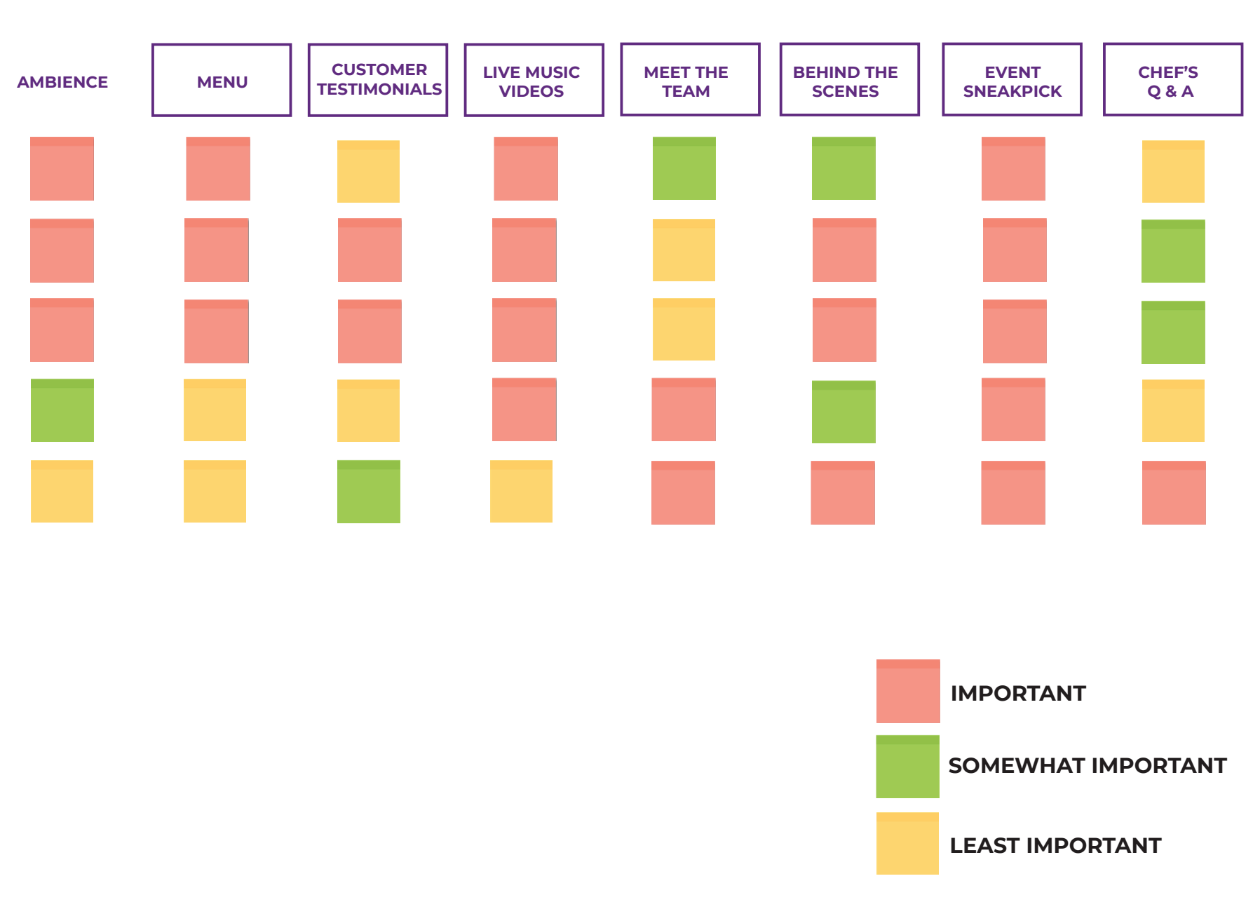
6 The Old Post Design



Space Wastage
Space Wastage
Space Wastage
Space Wastage

CONTENT MAPPING

7 The Content Mapping



AMBIENCE	MENU	CUSTOMER TESTIMONIALS	LIVE MUSIC VIDEOS	MEET THE TEAM	BEHIND THE SCENES	EVENT SNEAKPICK	CHEF'S Q & A
🟥	🟥	🟨	🟥	🟩	🟩	🟥	🟨
🟥	🟥	🟥	🟥	🟨	🟥	🟥	🟩
🟥	🟥	🟥	🟥	🟨	🟥	🟥	🟩
🟩	🟨	🟨	🟥	🟥	🟩	🟥	🟨
🟨	🟨	🟩	🟨	🟥	🟥	🟥	🟥

🟥 IMPORTANT
🟩 SOMEWHAT IMPORTANT
🟨 LEAST IMPORTANT

SOLUTION

8 The Solution at all levels

Our core focus was to bring the solution that can solve the primary problems of the ecosystem and build recurring revenue generating model for Hideaway.

We designed the posts according to priority of the customer that can save time on club hopping and also be predictive in the experience that he is going to get at hideaway.

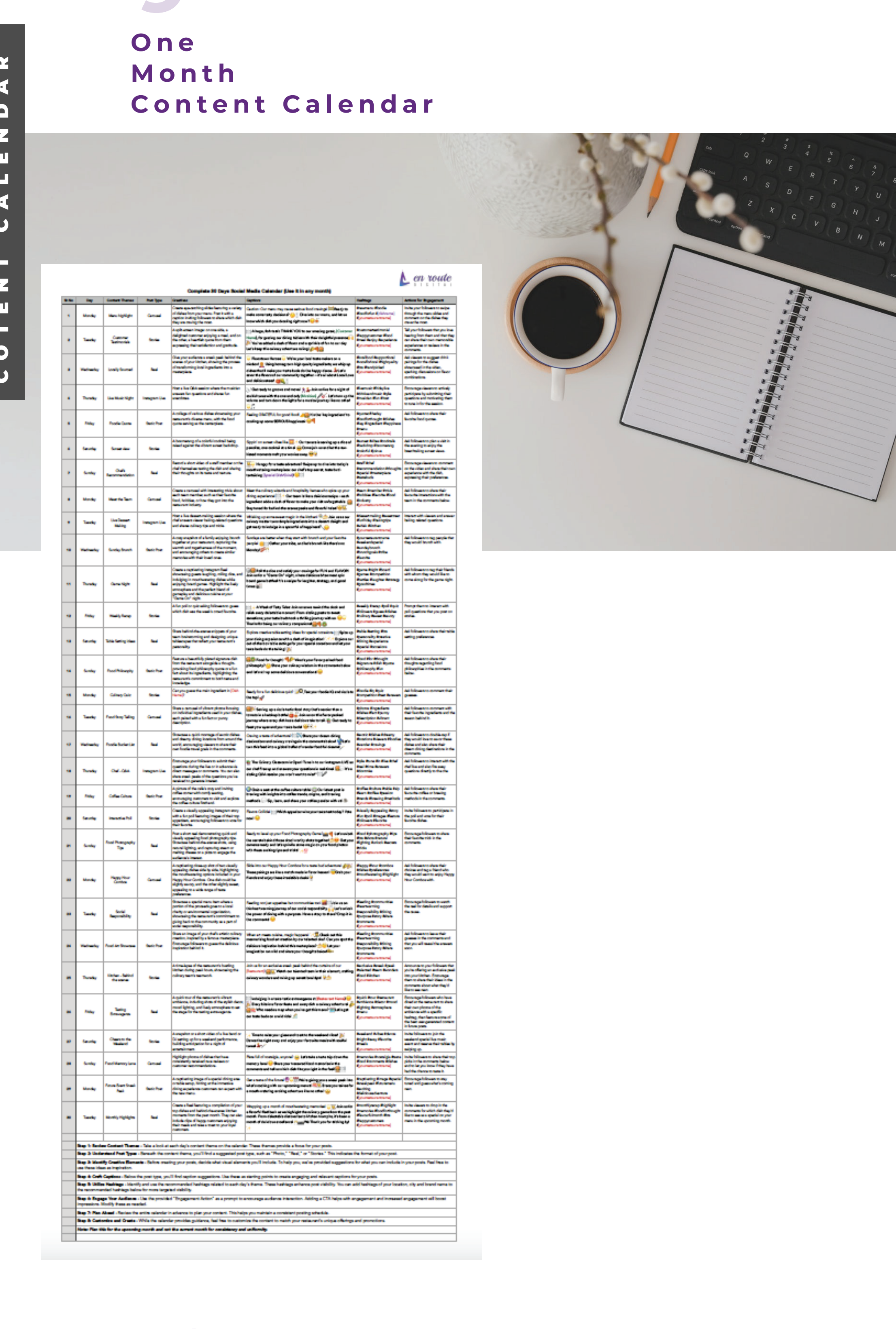
The outcome of the heatmap & information architecture was more helpful to create the content calendar thats more predictable based on the audience it is tageting.

The instagram account itself acts as a hook to engage with the audience enticing his frequent visits to the place. The design of the posts were more personal and will give immersive experience through the smallest screen of its mobile phone.

This eventually maanges to fulfil the vision of hideaway through pre-bookings, stag entries and also capturing the nostaglic moments withthe customers.

COTENT CALENDAR

9 One Month Content Calendar

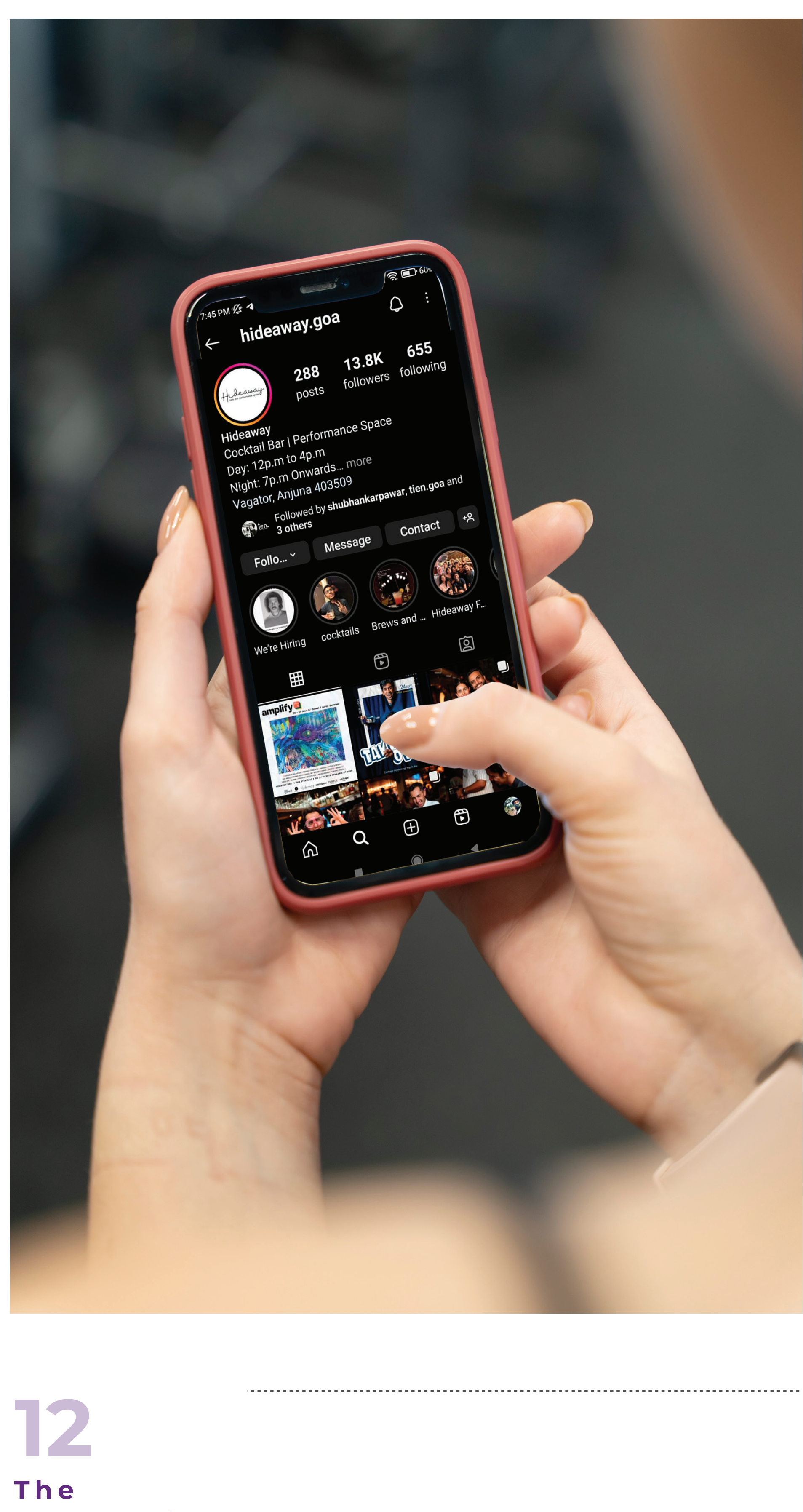


GRID DESIGN

10 The Grid Design

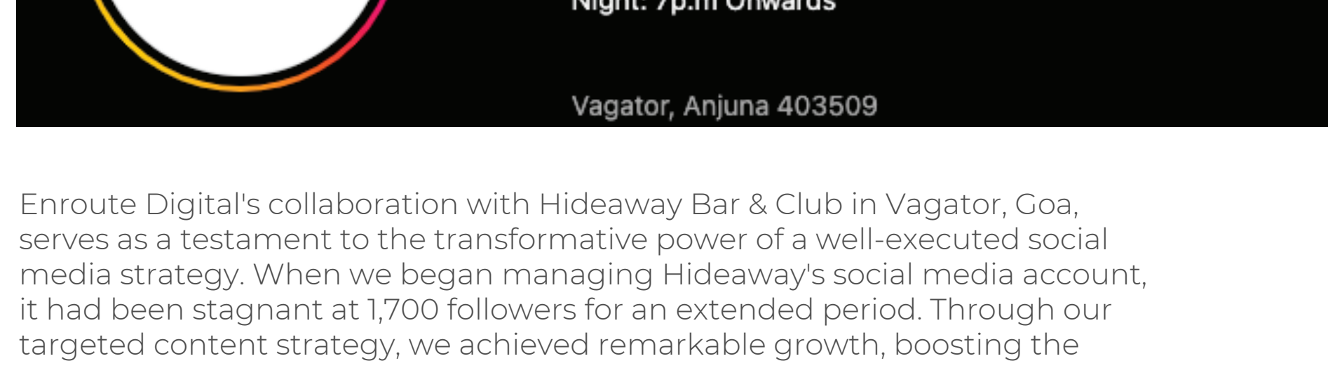
ON MOBILE

11 The Real Experience



FINAL OUTCOME

12 The Expected Outcome



289 posts 13.8K followers 655 following

Hideaway
Cocktail Bar | Performance Space
Day: 12p.m to 4p.m
Night: 7p.m Onwards

Vagator, Anjuna 403509

Enroute Digital's collaboration with Hideaway Bar & Club in Vagator, Goa, serves as a testament to the transformative power of a well-executed social media strategy. When we began managing Hideaway's social media account, it had been stagnant at 1,700 followers for an extended period. Through our targeted content strategy, we achieved remarkable growth, boosting the follower count to over 13,000 organically.

This significant increase in followers translated into heightened engagement rates and enhanced popularity, ultimately earning Hideaway a spot among the top 50 clubs in India. The club now enjoys a substantial increase in daily footfall, solidifying its status as a premier nightlife destination.

For new businesses and prospects, this case study illustrates how Enroute Digital's expertise can drive substantial and organic growth, enhance engagement, and elevate a brand's market position. By partnering with us, your business can achieve similar success, attracting a wider audience and fostering a loyal customer base.