About the client

The objective is to build a content ecosystem that goes beyond showcasing food. We want Zooba to become a cultural, lifestyle, and culinary brand with a recognizable personality and a strong connection to its Egyptian roots.

Pillars :

- Cairo Culture
- Zooba's Personality
- Egypt Goes Global
- The Zooba Lifestyle

Single Minded Proposition

Egyptian culture, told through food.

Deliverables

- [ ] 6 x 60 second video shorts
- [ ] 6 Posts

Objectives

First 3-Month Goal

The first three months will focus on restructuring Zooba's social media accounts to align with the new brand aesthetics and visual identity.

The main objectives will be:

1. Visual Identity Restructuring: Apply the new creative direction across all social media platforms, ensuring consistency in colors, typography, layouts, photography, and overall visual language.

2. Content Organization: Restructure the content to follow a clear, organized direction, with content pillars and categories that we will discuss, define, and agree upon together.

3. Creative Direction: Establish a recognizable style for each type of content while maintaining a unified brand personality across all platforms.

4. Content Strategy: Develop a structured publishing approach, ensuring that every piece of content serves a purpose and contributes to the overall brand communication.

5. Account Optimization: Review and improve existing accounts, including bios, highlights, feed layouts, covers, and overall presentation.

The goal: Build a consistent and recognizable digital presence for Zooba, where the visual identity, content, and brand personality work together under one clear creative direction.

Evolving Creative Direction

A New Creative Approach Every 3 Months

Rather than keeping the same creative execution throughout the year, Zooba's social media should evolve through quarterly creative directions.

Each three-month cycle will introduce:

- A fresh visual treatment.
- New storytelling techniques.
- Different content formats and executions.
- New campaign concepts.
- Creative experiments that keep the brand relevant and unexpected.

Icon References



Identity

ZOOBA

Brand personal

- Bold
- Authentic Egyptian Culinary
- Film photography aesthetics

Icon References





Zooba – Content Ideas & Creative Direction

1. Monthly Song Recommendation

- A monthly music selection that reflects Zooba's personality.
- Egyptian classics, underground music, modern discoveries, and songs connected to food or culture.
- Can be presented through reels, stories, and curated playlists.

2. The Culture Behind Our Food

- Travel to the places of origin of our dishes and ingredients.
- Document the people, traditions, stories, and environments behind Egyptian food.
- Show the cultural significance of each dish rather than simply presenting the recipe.

3. Cultural Irregularities – Merch Collection

- Explore unusual, funny, nostalgic, and recognizable aspects of Egyptian culture.
- Translate Egyptian expressions, habits, social situations, and cultural references into merchandise designs.
- Turn the merch into a conversation starter and an extension of Zooba's identity.

4. Meet the Chef

- Introduce the chef as a personality, not just someone working behind the kitchen.
- Give him his own content series, opinions, stories, cooking experiments, and food recommendations.
- Build a human connection between the audience and the people behind the food.

5. Zooba Around the World

- Create international content for Zooba branches outside Egypt.
- Explore how Egyptian food and culture are experienced in different countries.
- Highlight local communities, cultural exchanges, customer experiences, and the identity of each branch.

6. Seasonal Content

- Develop creative campaigns around seasonal moments and occasions.
- Ramadan, Eid, summer, winter, back to school, and other relevant cultural moments.
- Connect each season to Zooba's food, personality, and audience rather than relying on generic holiday posts.