

Instagram content x Estorick Caffè

Brief:

Developed Instagram posts and stories for the café of a London museum dedicated to Italian art and culture. The campaign sought to introduce museum visitors to the café and its offer. The goal was to attract visitors and encourage them to immerse themselves further in the Italian cultural experience by enjoying the café's menu.

Insights:

- The museum's audience primarily consists of older adults (50+), who are cultural enthusiasts with a deep appreciation for art, tradition, and authenticity. Many are drawn to the museum's focus on Italian culture, making the café a natural extension of this interest.
- Italian food is often associated with quality, craftsmanship, and indulgence, which resonates strongly with this demographic.
- Social media use among older adults is growing, particularly for staying connected with cultural institutions. However, content must reflect the museum's institutional tone of voice while being visually appealing and engaging.

Strategy:

- **Visuals:** Showcase the café's Italian authenticity through beautifully curated shots of classic dishes like coffee, cakes and silky soups.
- **Tone of Voice:** Balance the museum's institutional tone with warmth and a sense of storytelling. Use language that highlights the authenticity of the ingredients in a friendly tone.
- **Stories:** Use Instagram Stories to share quick, engaging content like Italian food trivia, chef spotlights, or sneak peeks of seasonal dishes. Incorporate interactive elements like polls to show the new seasonal specials (e.g., *"Do you prefer our broccoli soup or our butternut squash soup?"*).



