

BREVA FOODS

Flavour, Crafted Perfectly.

Social Media Strategy

Instagram · LinkedIn · X (Twitter)

Prepared by Anjana

PR Portfolio — Social Media Strategy Sample

Brand Overview

Brand	Audience	Brand Voice
Breva Foods A F&B brand offering organic snacks, cold-pressed juices, and health-forward meal kits across urban India.	Urban Millennials & Gen Z Health-conscious consumers aged 22-38 in Tier 1 cities. Digitally active, values-driven, and willing to pay a premium for clean-label food.	Warm. Purposeful. Real. Not wellness, approachable nourishment. Conversations, not broadcasts.

Strategic Objectives

01 Brand Awareness

Establish Brevia Foods as a recognisable, trusted name in urban health food culture within 6 months.

02 Community Building

Grow an engaged audience of health-conscious consumers who advocate for the brand organically.

03 Thought Leadership

Position Brevia as a credible voice on clean eating, sustainable sourcing, and mindful consumption.

04 Conversion & Sales

Drive traffic to the brand website and increase direct-to-consumer sales through social-first campaigns.

Platform Strategy



Primary Brand Channel

Visual storytelling, product discovery, and community engagement through Reels, Stories, and carousel posts.

Content Mix

- Behind-the-scenes production
- Recipe Reels & tutorials
- UGC reposts & community tags
- Seasonal campaign visuals

5–6 posts/week



Thought Leadership

Industry positioning and B2B outreach. Articles, brand milestones, and commentary on food sustainability and wellness trends.

Content Mix

- Founder perspective articles
- Supply chain & sourcing stories
- Brand milestone announcements
- Press coverage shares

2–3 posts/week



Conversation & Culture

Real-time engagement, trending food conversations, and brand personality. Quick, witty, and culturally relevant.

Content Mix

- Trending food/wellness topics
- Customer conversation replies
- Campaign hashtag activations
- Quick polls & opinion threads

1–2 posts/day

Content Pillars



Product Stories

Hero content showcasing the product — ingredients, textures, process. Aesthetic and appetite-driven.



Education & Tips

Clean eating guides, label-reading tips, nutritional myths debunked. Builds credibility and saves.



Community & UGC

Customer reposts, testimonials, and co-created content. Humanises the brand and builds trust.



Brand Values

Sustainability sourcing, farmer partnerships, packaging ethics. Connects with values-led consumers.



Reels & Shorts

Quick, engaging short-form video for reach. Recipes, day-in-life, ASMR unboxing, trending audio.



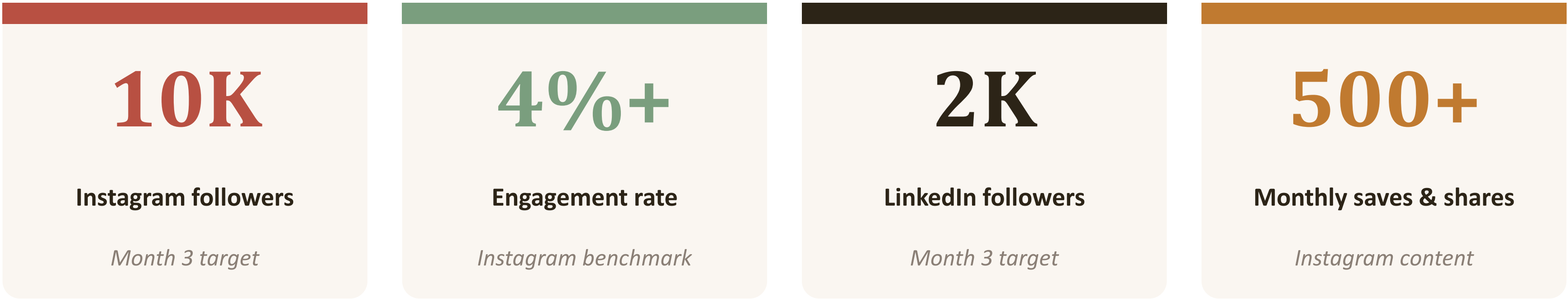
Conversations

Polls, Q&As, hot takes on food culture. Drives engagement and positions the brand as a peer, not a billboard.

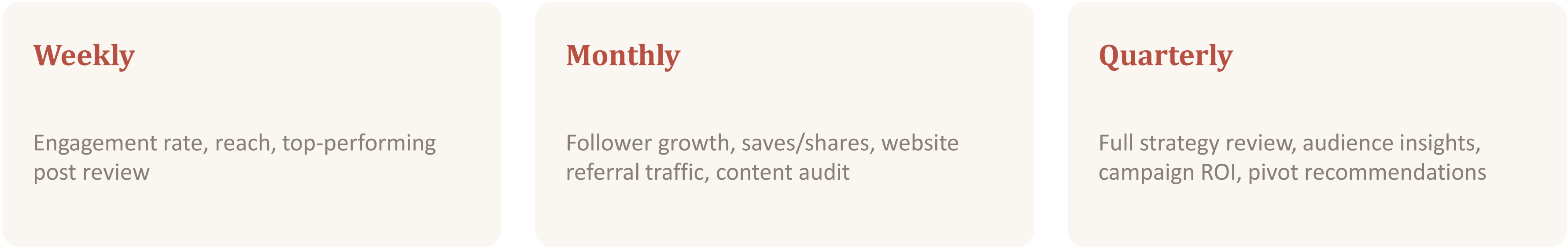
Sample Weekly Content Calendar

Day	Instagram	LinkedIn	X (Twitter)
Monday	Product carousel - new SKU spotlight	Article: Our sourcing philosophy	Poll: Sweet or savoury snacker?
Tuesday	Recipe Reel - 60 sec meal kit demo	—	Reply thread: trending clean eating topic
Wednesday	UGC repost + caption story	Team behind-the-scenes post	Brand hot take on food labelling
Thursday	Educational carousel - reading labels	—	Meme/relatable food content
Friday	Product aesthetic photo + weekend CTA	Brand milestone or press share	Weekend meal prep tip
Saturday	Story series - ingredient origin	—	Engagement: 'your Friday plate?' thread

KPIs & Success Metrics



Reporting Cadence



Strategy delivers results.

*Only when rooted in
understanding,
not assumptions.*

This strategy was developed as part of
a PR portfolio by Anjana.

Open to PR roles across communications,
content strategy, and digital PR.

Portfolio Sample — Not an actual brand campaign.