
CRAVE HOUSE
Crave House
PLAYBOOK 2026




# Overview

Welcome to **Crave House**.

An on-the-go **FMCG** brand built around the idea “**With You / Your Journey Buddy**.” We create fresh juice and bakery experiences designed to move with people through their everyday journeys.

Every visual, message, and campaign is lifestyle-led, relatable, and ready to move, turning simple, on-the-go moments into consistent brand experiences across retail and digital platforms.

We specialize in creating:

- **Lifestyle storytelling that moves with people.**
- **Viral-ready visuals inspired by real life.**
- **Event-driven offers that create demand.**

# Brand DNA

- **Brand Strategy**
  Core Brand Idea: With You / Your Journey Buddy
  Market Position:  On-the-go FMCG

- **Brand Positioning**
  Position in Consumers' Minds: A companion brand that moves with you.

- **Brand Value Proposition**
  What the brand delivers: Ready, easy, fits your life, and always there.

- **Brand Messaging Framework**
  Core Message: **WITH YOU**
  Tagline / Slogan: **YOUR JOURNEY BUDDY**

- **Key Phrases / Supporting Messages**
  READY WHEN YOU ARE
  Always by your side



# Objectives

- **Build strong brand awareness**
  Establish a recognizable and distinctive Crave House identity.

- **Drive engagement & grow community**
  Build meaningful connections through lifestyle-led, relatable content.

- **Showcase the brand with product focus**
  Highlight Crave House products in a strong, consistent, and appealing way.

- **Increase sales, especially during seasonal moments**
  Boost demand through seasonal campaigns and event-based offers.



# TARGET AUDIENCE




## WHO ARE THEY?

- Gender: All genders.
- Age: 16–35.
- Location: UAE.
- Interested in fresh juices and on-the-go bakery items.




## WHAT ARE THEIR ATTRIBUTES?

- Busy and looking for quick, high-quality food.
- Love visually appealing, tasty products.
- Enjoy sharing their experience on social media.



## WHAT DO THEY WANT?

- Fast, fresh, and exciting food experiences.
- Products that grab attention and offer something new.
- Consistency in quality.



# Content Pillars

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# Social Media Content Pillars

Our content pillars ensure that we stay consistent, engaging, and always aligned with Crave House’s funky, modern, and fresh brand identity.

- **Fresh & Fun Vibes:** Tips, trends, and creative ways to enjoy Crave House’s bakery and juice products.
- **Brand Experience:** Showcasing the unique Crave House experience—fresh, exciting, and on-the-go.
- **Lifestyle Refresh:** How Crave House fits into the everyday lives of our audience, adding flavor and energy to every moment.
- **Engagement & Interaction:** Interactive posts, seasonal campaigns, and events that spark excitement and build a community around Crave House.




# Content Caption

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# Crave House

# Tone and Voice

We speak to everyone with energy, excitement, and freshness, always keeping it modern and full of movement.

Our tone is **lively**, **energetic**, and always in motion—just like the vibrant, fresh experiences Crave House delivers.

- **Lively & Energetic** – Always full of energy, reflecting the vibrant experiences of Crave House.
- **Friendly & Approachable** – Communicates in a way that feels natural and welcoming to everyone.
- **Playful & Fun** – Adds a sense of joy and excitement to every interaction.
- **Stylish & Modern** – Keeps the language fresh, trendy, and in tune with current trends.
- Language: **Casual English**.

# Crave House

# Copywriting Checklist

We aim for fun, energetic content that reflects freshness, excitement, and vibrant moments, just like every juice and bite we serve.

- Always **fresh**, **vibrant**, and exciting: Crafted to bring joy and energy with every word.
- **CTA**s are clear and inviting, reflecting a quick, '**Grab it and go**' vibe.
- Every caption combines **exciting lifestyle** + **vibrant energy.**
- Captions show **emotion** and that Crave House is **with you** anytime, anywhere.
- Make every customer feel like they're part of something **fun** and **refreshing.**

# Crave House
# Hashtags

Hashtags expand our reach, making Crave House’s content more visible, engaging, and discoverable by those who crave fresh moments.

**Keep it fresh:**

Use short, vibrant, and fun hashtags that match our playful and energetic tone.

**Stay relevant:**

Choose hashtags that reflect freshness, refreshing moments, healthy lifestyle, and on-the-go lifestyle.

**Be consistent:**

Keep hashtags aligned with Crave House’s lively, fun, and refreshing brand identity.

**Core Hashtags:** #juicejuice #CraveHouse #grab #taste #viral

**Lifestyle Hashtags:** #fresh #readytoeat #everyday #lifestyle

**Content Hashtags:** #cookies #behindthescenes #withyou #snacks #strawberryjuice




# Platform Strategy

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# Platforms

**Instagram:** It is our main platform, focusing on Stories and engaging the audience through Reels, posts, and product images.

**TikTok:** We'll focus on UGC, trending sounds, and popular trends, with increased engagement during seasonal moments.

**Snapchat:** We'll focus on Stories and product experiences with the Gulf audience, boosting brand connection through challenges and Reels.

**Facebook:** We'll focus on product images, ads for the eatery and shop, showcasing the full brand, though it's our lowest priority platform.

# Instagram

## Highlights

- Where to Find Us
- Fresh Juices
- Bakery
- Reviews
- Menu
- Q&A



**Where to Find Us**



**Fresh Juices**



**Bakery**



**Reviews**




**Menu**




**Q&A**

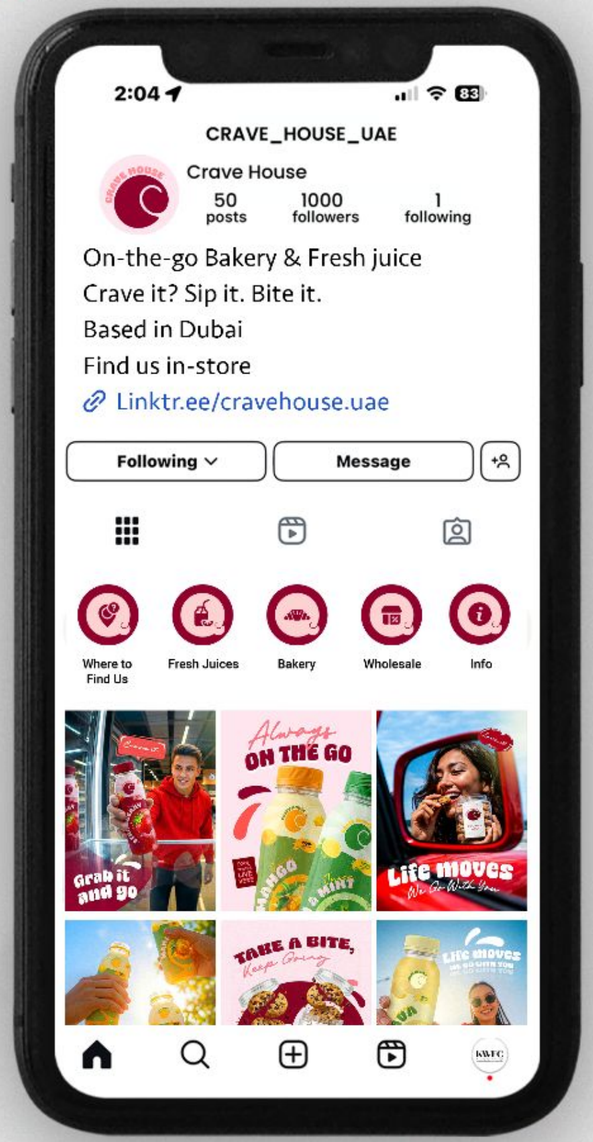
# Instagram

## Profile Optimization

### Bio

On-the-go Bakery & Fresh juice
Crave it? Sip it. Bite it.
Based in Dubai
Find us in-store
Linktr.ee/cravehouse.uae



# Instagram

## Carousel



# Stories

The look and feel of Instagram and Facebook stories



# Stories

The look and feel of Instagram and Facebook stories



# Tiktok

## Profile optimization

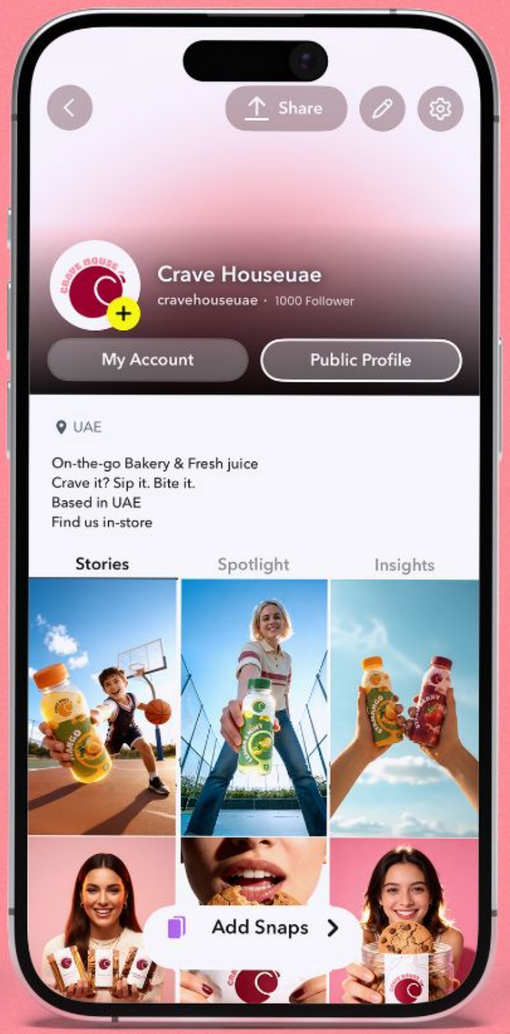
**BIO**

On-the-go Bakery & Fresh juice
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# Snapchat







CiAO!

# Facebook

**Profile optimization**

**BIO**

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# Color Palette










**Hex** #FFFFF
RGB(255, 255, 255)

**Hex** #faele9
RGB(255, 142, 153)

Pale Blush

**Hex** #ff8e99
RGB(255, 142, 153)

Soft Rose

**Hex** #ff8e99
RGB(146, 0, 45)

Burgundy

**Hex** #EC6F78
RGB(236, 111, 120)

Dark Raspberry

**Hex** #9f1e36
RGB(255, 142, 153)

Rose

# Grid Fonts

## Funky Vibes Font

**life Moves**

Head Lines

A bold, rounded, playful font with
a youthful and energetic feel that gives a fun, positive vibe.

## Michigan Signature Font

*We Go With You*

SubHead

A flowing handwritten signature-style font with an elegant,
personal, and warm lifestyle feel.






# Annual Campaign

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# Annual Campaign Calendar

Q1

**Q1 | January – March**

- New Year Healthy Start (January 1)
- Dubai Shopping Festival
- Valentine’s Day Specials (February 14)
- Ramadan Prep & Refresh Campaign (February)
- International Women’s Day Campaign (March 8)
- Mother’s Day (March 21, UAE)

Q2

**Q3 | July – September**

- Eid Al Adha (depends on Hijri calendar)
- Dubai Summer Surprises (July - August)
- Back-to-School (August - September)
- Summer Stay Sharp Campaign (July - Aug)

Q3

**Q2 | April – June**

- Eid Al Fitr (depends on Hijri calendar)
- Exam Season Boost Campaign
- Graduation Season (May - June)
- Summer Refresh Campaign (June)
- World Juice Day (June 1)

Q4

**Q4 | October – December**

- Breast Cancer Awareness Month (October)
- 11.11 Sales (November 11)
- National Day (December 2)
- Martyrs’ Day (November 30)
- Christmas Promotions
- New Year Prep (late December)




# Content & Production Plan

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## Content Ratio & Volume

### Content Ratio

- 45% Videos → Reels (Product videos, lifestyle shots, and trending content).
- 55% Photos → Product photos, lifestyle visuals, and occasion-based images.

### Expected Content Volume (per month)

- Reels: 5–8
- Static Posts: 7–10
- Stories (daily): 2–5 minimum
- Professional Shoots: 1–3 monthly




# Pr Campaigns

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# Lifestyle

# Social Media Influencer

## Zehra blogs



**214K**

Followers

Zehra is a lifestyle content creator known for engaging vlogs and high-quality content around food and beverages. Her strong reach and creative presentation make her a great fit for brand collaborations in the food and drink space.

## Youssef Said



**903K**

Followers

Youssef Saïid is a UAE-based lifestyle content creator.
He has previously worked on advertising campaigns for Sharjah Mall and creates engaging, high-quality content, making him a strong fit for brand collaborations.

## Zineb hadi



**104K**

Followers

Zineb is a UAE-based family and lifestyle content creator. Her content highlights family moments and everyday life, making her a great fit for family-oriented brands and creating warm, relatable family-focused content.

## Afrae



**4.2M**

Followers

Afrae Es (Afrae Es-satte) is a Family & Lifestyle content creator based in UAE. She shares content about family life, motherhood, and daily lifestyle moments, which connects strongly with her audience.

# Lifestyle

# Social Media Influencer

## uae_explore.ar



**852K**

Followers

uae_explore.ar is an Arabic Instagram account dedicated to exploring and discovering the best spots in the UAE, especially focusing on food, cafes, and lifestyle.

## marwannn.uae



**215K**

Followers

marwannn.uae is a popular Emirati lifestyle influencer.

The account's reach is strong due to high-quality content featuring exclusive experiences, new places, and trendy spots.

## lilly Samy



**1.4M**

Followers

Lilly Samyx is based in the UAE and famous on TikTok for her constant challenges. With a great reach, she's a popular lifestyle influencer, sharing engaging content on beauty, fashion, and daily life.

## Mai Ibrahim



**4.2M**

Followers

Mai Ibrahim is a Family & Lifestyle content creator with a strong social media presence, known for sharing relatable daily life moments and family content, and she has a large, highly engaged audience.



# Thank you

CRAVE HOUSE

*For Watching*