

CURRY 36 TEAM

# MARKETING FOR CURRY 36

BERLIN



# WHERE WE STARTED:

- Curry 36 didn't have a TikTok and Curry 36 was not so international in content.
- We have a big customer base and people are recommending us on social media.
- Curry 36 has a lot locations around Berlin:
  - 📍 Mehringdamm 36
  - 📍 Europaplatz 1
  - 📍 Hardenbergplatz 17
  - 📍 Warschauerstrasse 8
- We had plans about making the Curry 36 more international and not so localised.
- A lot of ideas on improving interaction's on the company.

## TARGET GROUP NOW:

**People that want to have fast meal,  
Drivers, People looking for a lunch, Working people, etc.**



# WHAT WE HAD PLANNED & GOAL:

- **Create TikTok for Curry 36.**
- **Make Curry 36 international and visible to tourist.**
- **Make already selling project more profitable.**
- **We would start working on making Curry 36 more international.**
- **Making the plans come true in the reality.**

BRINGING THIS TARGET  
GROUP:

**Young people (Teens), Tourists,  
TikTok viewers, Female audience, Party people, etc.**

# OUR SOCIAL MARKETING CHANNELS:



- **Company Website**
- **Meta apps: (Facebook & Instagram)**
- **Video Adverts**
- **Networking & Co-operation**
- **Events**
- **Sponsorships**

## IDEAS OF TRENDS:

- **Spicy challenges**
- **Eating contest**
- **Sometype: Drink contest**
- **Photo challenge**

## WHAT WE CAN ADD IN FUTURE:

- **TikTok campaigns**
- **Campaign websites**
- **Paid campaign**

# THE CAMPAIGN: 🔥

## TIKTOK / VIDEOS

1. Running food challenge / challenge
  2. How Currywurst is prepared
  3. Advertise the small price
- Marketing and fun related videos -

## META

Advertise our new TikTok account on Instagram and Facebook.

## CAMPAIGN #1

Releasing a challenge that the best photo of currywurst wins Curry 36 merchandise or some kind coupon.



# TIKTOK CHALLENGE: 🔥

- We uploaded our first video of the challenge!
- Next up: Video about photo challenge with a prize (Insta and tiktok), Marketing video of how curry wurst is made.
- In only 15 minutes we got 800 views and nearly 50 likes on our TikTok platform. Numbers keep rising every minute and more people are getting interested.

We are trying to push the campaigns in English and German for our local / international customers.

*First tiktok video:*



*The example of ad video:*



# CAMPAIGN:

- Idea of the campaign is to bring us more visibility and organic impressions from our audience.
- The campaign's main factor is to bring customers in the restaurant by a prize hook. So that customer feels a feeling of trying to win something while enjoying the meal.
- Rules of the campaign: Our viewer posts a picture of curry wurst with hashtag #mycurry36. After 1-2 weeks time we will choose a 2 random winners with the best photo published. (Prize: Hoodie or voucher?)
- Publishing the ad to: Tiktok and Instagram(?)

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THANK YOU!

DANKE!

