

01 / ONE BUSINESS. A CONNECTED LAUNCH.

Made to come together.

Mango & Smoke: Filipino flavor. American smoke. Tropical soul.



THE BRIEF

Introduce a fictional Tampa restaurant through its food, make the menu easy to explore, and carry one recognizable identity across the launch.

THE CREATIVE DIRECTION

Charcoal backgrounds put the food first. Mango adds emphasis, leaf adds a tropical accent, and cream gives menus and information room to read.

THE PIECES

Website concept + compact menu + social profile + three post directions + happy-hour artwork + a sample launch desk.

This exercise uses fictional scenarios, image concepts and sample prices. It does not document a real opening, client relationship or campaign results.

02 / ONE VOICE. THREE USEFUL JOBS.

Give the post a purpose.

Each piece should tell someone something useful and make the next step clear.

01 / INTRODUCE

Pull up a chair.

Filipino roots. A little American smoke. A table made for sharing. Meet Mango & Smoke, a restaurant concept built around bold flavor and generous hospitality. Take a look at what's on the menu.

Next step: [Explore the concept menu.](#) >

02 / SPOTLIGHT

Meet the slow-smoked side of adobo.

Smoked pork belly. A soy-vinegar glaze. Garlic rice and the bright crunch of pickled papaya. This is the signature plate in our Mango & Smoke restaurant concept. Come hungry. Explore the rest of the menu.

Next step: [See the smoke and grill selection.](#) >

03 / INVITE

Stay a little longer.

A little citrus. A little smoke. A few more stories around the table. Imagine happy hour at Mango & Smoke: smoky small plates and calamansi refreshments. Sample promotion: Tuesday-Friday, 4-7 PM. Fictional venue; no live offer.

Next step: [Explore the happy-hour concept.](#) >

A real campaign would confirm the offer and timing, check every destination, agree the posting plan, and keep the website, social copy and printed promotion consistent. No posts have been published from this brief.

03 / THE DETAILS BEHIND THE FIRST IMPRESSION.

Before the first service.

Sample responsibilities to adapt with a real business owner. This is a project handover example, not a record of a restaurant opening.

BEFORE ANNOUNCING

- | | |
|--|----------------|
| ☐ Approve the visual direction | Business owner |
| ☐ Confirm dishes, prices and allergen details | Kitchen lead |
| ☐ Review the first social posts | Content lead |
| ☐ Check links and the phone layout | Website lead |

BEFORE OPENING

- | | |
|--|----------------|
| ☐ Match printed and online menu versions | Kitchen lead |
| ☐ Confirm the offer and hours across channels | Business owner |
| ☐ Prepare the team handover | Shift lead |
| ☐ Complete the opening walkthrough | Shift lead |

AFTER LAUNCH

- | | |
|--|---------------------|
| ☐ Review agreed menu and source-click measurement | Website lead |
| ☐ Collect recurring customer questions | Front-of-house lead |
| ☐ Review the first campaign against its purpose | Content lead |
| ☐ Agree the next updates and responsibilities | Business owner |

HANDOVER NOTES

Agree the final files, editable templates, platform access, measurement and ongoing responsibilities in the project scope. The interactive launch desk uses temporary sample states and resets on reload. Costs, production and specialist work would be agreed separately.