

Rive Gauche Digital Marketing Campaign Proposal

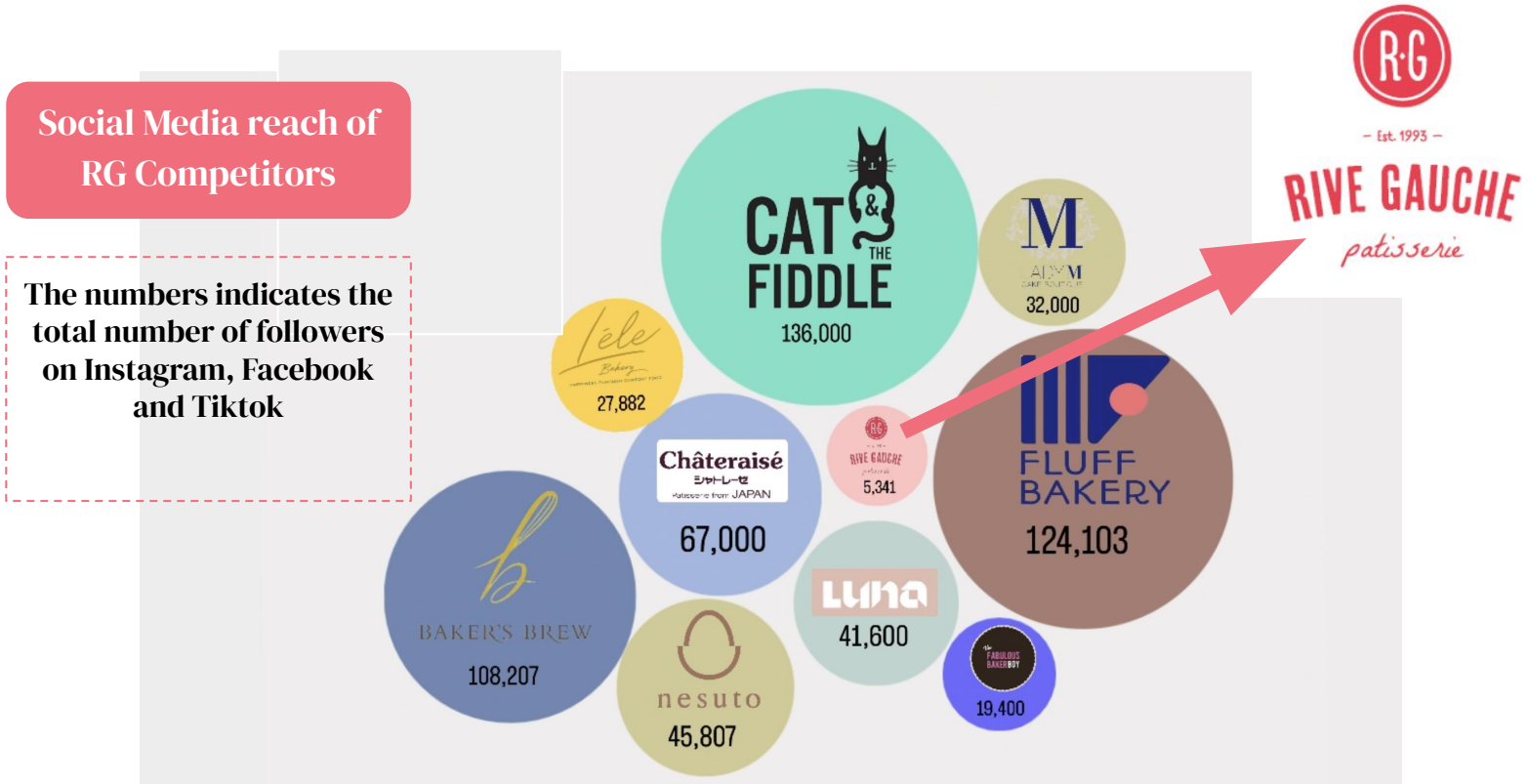


— Est. 1993 —

RIVE GAUCHE
pâtisserie



Rive Gauche Competitive Landscape



Positioning of Rive Gauche



— Est. 1993 —

RIVE GAUCHE
patisserie

Current Positioning



Relative Brand Unknown



Minimal Social Media Presence



Brand Proposition Could be more defined



Content Marketing



Influencer Marketing

Desired Positioning



Memorable French-Inspired Experience



Go-To Brand for French Pastries



Known for having a joyful and warm brand personality

Campaign Objectives



**1. Increase Brand Awareness
among Target Audience**



**2. Increase Brand Social Media
Conversion**

Target Audience



Age:

18-30

Demographics:

- University Students Young
- Adults in the Workforce, Middle-Class Background

Pain Points



Cannot Afford
Travelling Expenses
for the Experience



Want to have the
experience of
French pastries

Psychographic



Loyal to brands
that give them a
positive
experience



Goes out
frequently for
desert

Why Them?



Gen Z values
customer
experiences
Highly



TikTok is fast
growing, Gen
Z is the Top
consumer

Proposed Campaign



Theme

**Parisian Vibe - A French
flair comes to life.**

Key Message

**Dive into the heart of Paris
with each bite. Experience the
authentic taste and
sophistication of French
pastries in the heartland of
Singapore.**

Tagline

**Délice de Paris:
A Slice of Delight**

Example Influencer Marketing Agenda

Amandine Honvault also known as @new_to_Singapore is a French expat in Singapore. She shares her daily life and experiences to her followers through Instagram and TikTok.



38.9K Followers
1.1M Likes



19.6K Followers
24.43% Engagement Rate

Timeline	Deliverables	Content
November 2023	1x TikTok Video 1x IG Reel	Exploring Rive Gauche patisserie
February 2024	1x TikTok Video 1x IG Reel	Having Rive Gauche cakes while on a picnic with friends



Example Promotional Tiktok Video for Rive Gauche

Storyboarding



Video



Caption

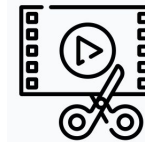


danblunm · Creator

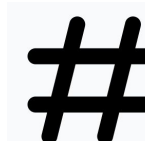
Take a break from your studies and hustle with our Rive Gauche collection of cakes and pastries. Dive into flavors so rich, they'll transport you straight from the lecture hall or office to the streets of Paris. Affordable luxury, just for the go-getters like you! 🍰📖

🔥 #StudyBreakTreat #HustleAndDessert
#AffordableLuxury #RiveGaucheDelights
#YoungAdultIndulgence
#FromCampusToParis 5s ago

less

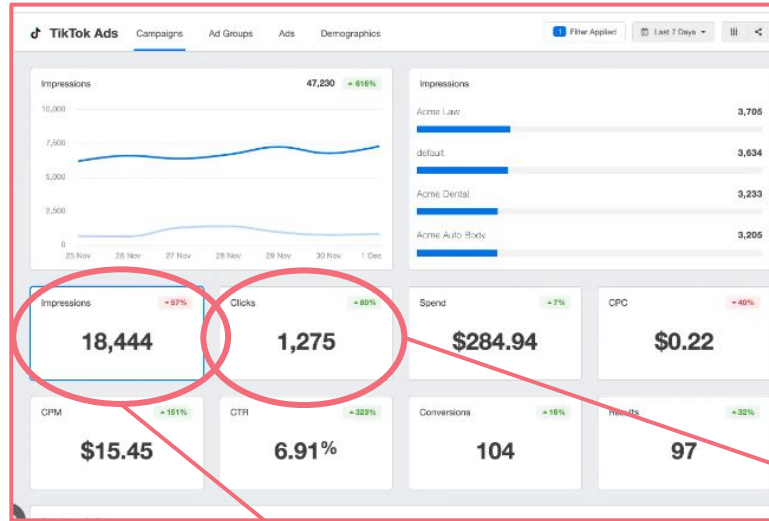


TikTok's algorithms prioritize short videos, leading to better organic reach.



Hashtags will increase discoverability and boost engagement.

KPIs to Track for Tiktok



Goal 1: Increase Impressions

A high number of views indicates broad exposure and reach on the platform.

Views and Impressions are the same on Tiktok but not for other Platforms

Goal 2: Increase Brand Social Media Conversion

Clicks tracks the amount of conversions from the campaign, if you choose paid media, we can increase potential leads to your landing page.

Targets



25K Views / Impressions



27 Likes



50 Shares



250 Link Clicks
(1% CTR)



50 Followers

Campaign Evaluation

	1	2
Business Objectives	Increase Brand Awareness among Target Audience	Increase Leads through Social Media
Outcome of Objectives	Promote Memorable French-Inspired Experience as the main brand offering	Make as much people visit the Rive Gauche Website.
KPIs	Views / Impressions	Link Clicks
Targets	 25K Views/Impressions	 250 Link Clicks
Segment	1. University Students 2. Young Adults in the Workforce	1. University Students 2. Young Adults in the Workforce