

Mala Xiang Guo Promotional Campaign

Case Study Title:

Mala Xiang Guo Promotional Campaign

Client Type:

Burmese Restaurant

Project Goal:

To promote the Mala Xiang Guo menu with a refreshed taste direction and create stronger interest among young social media audiences.

Challenge:

This campaign had to be developed within a very short timeline. I received the client brief urgently and had around four hours to plan the campaign direction, create the visual design, write the copy, and prepare the content strategy.

The initial campaign idea came from the chef and the client. My role was to refine that idea, develop it into a more complete promotional campaign, and turn it into social media-ready content that could attract attention quickly.

My Role:

- Marketing Strategy
- Social Media Design
- Video Content Creation
- Caption Writing
- Campaign Content Direction

Deliverables:

- 1 promotional poster
- 1 story layout
- 2 caption options
- 3 hook ideas
- 3 Reels

Creative Direction

The creative direction focused on making the Mala Xiang Guo campaign feel fresh, youthful, and visually engaging for social media.

Since the target audience was mainly young customers, I combined a clean white theme with the restaurant's brand colors to make the design look modern, bright, and easy to

notice on Facebook and TikTok. I also added playful emoji elements to make the campaign feel more fun, friendly, and relatable to younger audiences.

For the visual hierarchy, Mala Xiang Guo was placed as the main hero menu item to create strong attention at first glance. Supporting menu items were used as secondary visuals to make the offer feel more complete without distracting from the main dish.

For video content, I created three different Reel directions to support the campaign:

1. **Trend Reel** — to catch attention and increase social reach.
2. **Behind the Taste Reel** — to show the flavor, preparation, and food appeal behind the menu.
3. **Follow-up Reel** — to keep promoting the campaign after the first launch post.

The caption direction used a youthful, casual, and slightly humorous tone to match the audience behavior on social media. The goal was not only to announce the promotion, but also to make the menu feel fun, shareable, and worth trying.

Outcome / Improvement

The campaign helped increase attention not only for Mala Xiang Guo, but also for Cream Caramel, which was included as part of the menu experience. After the campaign, the restaurant received positive feedback about the pairing between Mala Xiang Guo and Cream Caramel.

The campaign also generated strong social media engagement and helped make the menu promotion more noticeable, attractive, and easier for customers to understand.

Key Improvements:

- Mala Xiang Guo became more visually attractive for social media.
- Cream Caramel received additional customer attention.
- Customers gave positive feedback about the menu pairing.
- The campaign content became more engaging and youth-friendly.
- The promotion was easier to communicate across Facebook and TikTok.

Best For:

Facebook / TikTok / Menu Promotion / Campaign Launch / Restaurant Promotion Content