

SCOPE OF WORK — PINPLAY

Social Media Marketing & Brand Positioning

Client	PinPlay Kolkata (PinPlay Cafe LLP)
Category	Family Entertainment Destination — Kids Gaming, Bowling, VR/360 Games, Bowling Lanes & Cafe
Instagram	instagram.com/pinplayofficial
Location	Majherhat & Axis Mall, Kolkata, West Bengal
Prepared By	Blue Waves Media
Date	1 September 2026

1. Background & Current Social Media Analysis

Blue Waves Media conducted a review of PinPlay's existing social media presence. The following gaps were identified:

- Content leans too heavily on AI-generated visuals, lacking a genuine, human and local feel.
- Instagram Highlights are missing, so key information is not easily accessible to visitors.
- Brand positioning is unclear — visitors cannot immediately tell whether PinPlay is a cafe, a kids' gaming zone, or a family entertainment destination.
- Posts are being created individually without a defined content direction or pillar structure.
- Existing videos have potential but need stronger hooks, transitions, text overlays and storytelling.
- Graphics lack a consistent visual identity and professional finish.
- Family, birthday and group-celebration offers are not being promoted strategically.

2. Objective

Position PinPlay as Kolkata's leading Family Entertainment Destination — communicating the complete experience of "Eat • Play • Celebrate • Create Memories" rather than promoting the cafe or the gaming zone in isolation. Within 5-10 seconds of visiting the profile, a visitor should understand: "This is a place where I can bring my kids, enjoy food, and celebrate special occasions."

3. Scope of Work

3.1 Content Strategy — Five Core Pillars

- Kids Gaming & Entertainment — game-zone videos, kids enjoying VR/360/bowling, new features, fun challenges, walkthroughs and parent reactions.
- Cafe & Food — best-selling dishes, food reels, behind-the-scenes, new menu items, combo offers and cafe ambience.

- Celebrations — birthday parties, birthday packages, kitty parties, family get-togethers and group events.
- Family Experience — weekend-plan content, parent + child moments and family day-out reels that sell the experience, not just the facility.
- Offers & Engagement — weekend offers, family combos, birthday and kids' packages, festival offers and Book Now campaigns.

3.2 Weekend Offer Strategy

Every weekend will carry a themed hook (e.g. "Make Your Weekend a Family Fun Day!" — Play, Eat, Spend Time Together, Create Memories) paired with a specific weekend offer or combo, giving families a recurring reason to visit rather than generic promotional posts.

3.3 Birthday & Kitty Party Content Series

A dedicated content series will run around celebrations, covering:

- Birthday: setup, decoration, cake cutting, kids playing, birthday packages, before/after shots and customer celebration moments.
- Kitty Parties: positioning PinPlay as "A Fun Place for Your Next Kitty Party" through group seating, food, games, ambience and celebration moments.

3.4 Instagram Profile Optimisation

Bio rewrite so the business is understood at a glance:

- Kids Play • Cafe • Celebrations
- Fun for Kids | Food for Families
- Birthdays | Kitty Parties
- Location + Book/Enquire Now CTA

Instagram Highlights to be created and maintained:

- Games, Cafe, Birthday, Kitty Party, Offers, Location, Reviews, Contact

3.5 Video & Reel Production Standard

Every reel will follow the structure: Hook → Experience → Benefit → CTA, with the following editing standards applied:

- Strong opening 2-3 seconds and fast-paced cuts
- Professional text overlays with consistent fonts
- Branded transitions and reel covers
- Trending, relevant audio and a clear call-to-action

3.6 Graphic Design Direction

Visual identity will move away from generic, AI-looking templates toward a look that is Fun + Premium + Family-Friendly, with consistent typography, brand colours, offer templates and logo placement — recognisable even without the logo visible.

3.7 Human & Local Content

Increased focus on real, local content: real customers, real kids enjoying the games, real food, real birthday celebrations, real family moments, staff interactions and real ambience — AI tools may support production, but the brand voice will feel authentic and local.

4. Monthly Deliverables

Content Pillar	Focus
Kids Gaming & Entertainment	Game-zone reels, kids enjoying games, walkthroughs, challenges
Cafe & Food	Best-selling dishes, food reels, combos, ambience
Family Experience	Weekend plans, parent + child moments, day-out content
Celebrations (Birthday & Kitty Party)	Birthday setup, cake cutting, kitty party positioning
Offers & Engagement	Weekend offers, combos, festival offers, Book Now CTAs
Reviews / Brand Content	Testimonials, real customer moments, brand trust content
Daily Engagement	Polls, behind-the-scenes, quick updates, re-shares

Suggested Content Ratio

Category	Share
Entertainment & Gaming Experience	40%
Cafe / Food	20%
Celebrations (Birthday & Kitty Party)	20%
Offers	10%
Reviews / Brand Content	10%

5. Paid Advertising Strategy (Phase 2)

Once organic content and profile positioning are established, Blue Waves Media recommends running targeted Meta ad campaigns. Ad spend is funded directly by the client to Meta and is not included in the agency fee below.

- Birthday Leads — objective: generate birthday-booking enquiries
- Family Weekend Ads — objective: increase weekend footfall
- Kitty Party Ads — objective: generate group-booking enquiries
- Offer Ads — objective: promote limited-time offers

Targeting will cover parents, families, birthday planners and audiences interested in kids' activities, cafes and celebrations, refined by location and performance. A separate Meta Ads scope and budget recommendation can be shared once organic execution is underway.

NEW LAUNCH IN AXIS MALL

Social Media Marketing & Google Business Profile Strategy

Property	New Restaurant + Games Destination, Axis Mall
Positioning	Food + Games + Social Experience Destination — "Eat. Play. Unwind."
Launch Date	20 September
Prepared By	Blue Waves Media
Date	1 September 2026

1. Marketing Objective

Position the new Axis Mall outlet as more than a restaurant — a complete Food + Games + Social Experience Destination where guests can enjoy non-vegetarian food, drinks, games and quality time with friends and family. Core positioning: "Eat. Play. Unwind."

2. Launch Timeline

Phase	Window
Pre-Launch	1 - 19 September
Launch Day	20 September
Post-Launch	21 September onward

3. Monthly Social Media Content Plan

Content Type	Monthly Quantity
Reels	6
Static Posts	8
Carousel Posts	4
Total	18 Posts

Reels (6/month)

- Restaurant and ambience showcase
- Games experience
- Food showcase
- Drinks and nightlife experience
- Customer experience / reaction
- Weekend / offer promotional reel

Static Posts (8/month)

- Grand Opening Announcement, Launch Offer, Signature Food, Games Zone
- Drinks & Ambience, Weekend Offer, Birthday Celebration, Location/Booking CTA

Carousel Posts (4/month)

- "5 Reasons to Visit Us", Food & Games Experience, Birthday/Celebration Packages, Weekend Experience/Offers

4. Pre-Launch Strategy (1 - 19 September)

Objective: build awareness, curiosity and anticipation ahead of launch.

- Coming Soon announcement and countdown campaign
- Restaurant, interior, games zone, food, drinks and ambience teasers
- Behind-the-scenes content and location reveal
- Launch announcement

5. Launch Day (20 September)

Strong real-time content coverage on launch day:

- Grand Opening Reel, restaurant walkthrough, food showcase
- Games experience, drinks and ambience, customer reactions, opening moments
- Launch offer and live Stories throughout the day

Main CTA: "We Are Open. Come Experience It Yourself."

6. Post-Launch Content Strategy

Focus shifts from awareness to footfall, bookings and repeat visits, across five themes:

- Food — signature non-veg dishes, best-sellers, preparation, chef specials, customer reactions
- Games & Entertainment — games showcase, challenges, group gaming, fun competitions
- Drinks & Ambience — drinks showcase, night ambience, weekend experience
- Celebrations — birthdays, anniversaries, kitty parties, group gatherings, corporate events
- Offers & Promotions — weekend, group and birthday offers, limited-time promotions

7. Creative & Video Direction

A premium, authentic, experience-driven presence built on real food photography, real customer experiences, real games and real ambience — professionally edited with strong hooks, transitions, text overlays, consistent Reel covers and brand colours/typography. AI-generated content will be kept to a minimum to maintain authenticity.

8. Instagram Profile Optimisation

Highlights: Food | Games | Drinks | Offers | Celebrations | Events | Reviews | Location | Contact

Bio will clearly communicate: Restaurant + Games + Food + Experience + Location + Booking CTA

9. Google Business Profile Strategy

Initial Setup

- Profile creation and verification, primary and relevant secondary categories
- Business description, accurate address/map pin, phone, website, hours and special hours
- Services, menu information, relevant attributes and social/profile links

The profile will be positioned around the complete Restaurant + Games + Entertainment experience.

Ongoing GBP Content

- Food, games, ambience, weekend/launch offers, events, birthday celebrations, customer experiences, new photos and promotions

Google Photos

- Exterior, entrance, interior, seating, food, games area, drinks/bar area, staff, event setup, night ambience, customer experience

Review Management

- Encourage genuine customer reviews post-visit and respond professionally to positive and negative feedback to strengthen local trust

10. Local SEO Strategy

Google Business Profile and content will be optimised around high-intent local searches, including:

- Restaurant near me, non-veg restaurant near me, best restaurant in [Location]
- Family restaurant, restaurant with games / gaming zone, birthday party restaurant
- Group dining, weekend restaurant, restaurant for celebrations

11. Paid Advertising Strategy

Meta Ads

- Grand opening awareness, weekend footfall, birthday & group bookings, promotional offers, retargeting

Google Ads

- Targeting high-intent searches: restaurant near me, non-veg restaurant near me, restaurant with games, best restaurant in [Location], restaurant for birthday celebration

Ad spend to be funded directly by the client; a detailed budget recommendation will be shared separately once the account is set up.

12. Marketing Funnel

- Pre-Launch: Awareness → Curiosity → Followers
- Launch: Reach → Engagement → First Visits
- Post-Launch: Content → Offers → Enquiries → Visits → Bookings
- Long-Term: Experience → Reviews → Repeat Visits → Word of Mouth

6. Commercials

Component	Amount (INR)
Social Media Marketing & Content Strategy — Monthly Retainer	Rs. 30,000
GMB for Majherhut	Rs.7000
GMB for Axis Mall	Rs.7000
GST @ 18%	Rs.7920
Total Payable per Month	Rs.51,920

Note: The above fee covers content strategy, planning, production and posting of the deliverables listed in Section 4. Paid media spend (Section 5), when activated, is billed separately and funded directly by the client.

7. Payment Terms

- 100% of the monthly retainer is payable in advance, on or before the 1st of every month.
- Content shoots require the venue, staff and props to be made available on scheduled shoot days.
- Any content requiring paid actors, props, or third-party licensed music will be quoted separately.

8. Assumptions & Exclusions

- Scope covers Instagram and Facebook; content will be repurposed for both platforms.
- Raw footage/photography is captured by Blue Waves Media during scheduled monthly shoot visits; ad-hoc/on-demand shoots beyond the plan may attract additional charges.
- Meta advertising budgets, GMB management, influencer collaborations and website/App work are outside this scope unless agreed separately in writing.
- This Scope of Work is valid for 15 days from the date of issue.

For Blue Waves Media

<https://docs.google.com/document/d/1rEgGWowwLCkLiAi0tQiR4rgGxrEXoRx6/edit>

For