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S O C I A L M E D I A & I N F L U E N C E R E N G A G E M E N T

EK QUARTER

————— *the pitch* —————

P E R M I T R O O M B Y K U K O O × D I G I T A L R H E T O R I C

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● NOSTALGIA POURED INTO A GLASS ● ZYAADA NAHI, BILKUL SAHI ● STRANGERS BECOME TABLES ●

Pehle namaste.

We build brands that people talk about, not just scroll past.

Digital Rhetoric is a performance-led creative studio. We pair sharp art direction with the numbers that matter, so your feed does more than look good – it fills tables.

STRATEGY & CONTENT

Brand voice, art direction and a calendar that actually gets posted.

INFLUENCER PARTNERSHIPS

The right creators, curated by taste and local reach, not follower vanity.

PERFORMANCE MARKETING

Reach that converts to footfall, tracked and optimised week on week.

EK QUARTER, AS WE SEE IT

Nostalgia, poured into a glass.

A permit room for a new generation. The warmth and mischief of **70s, 80s & 90s** India, where college memories meet adult budgets and every wall, drink and playlist starts a story. Our job is to make the feed feel exactly like that room.

PERMIT-ROOM SOUL

RETRO BOLLYWOOD

OG CHAKNA CULTURE

COMMUNITY NIGHTLIFE



the permit room, but classy

CONSISTENCY > INTENSITY

Show up every week, on purpose.

Instagram rewards regularity. A steady, planned cadence keeps the algorithm warm, keeps Ek Quarter top-of-mind, and compounds reach week over week — far more than an occasional burst.

WARM ALGORITHM

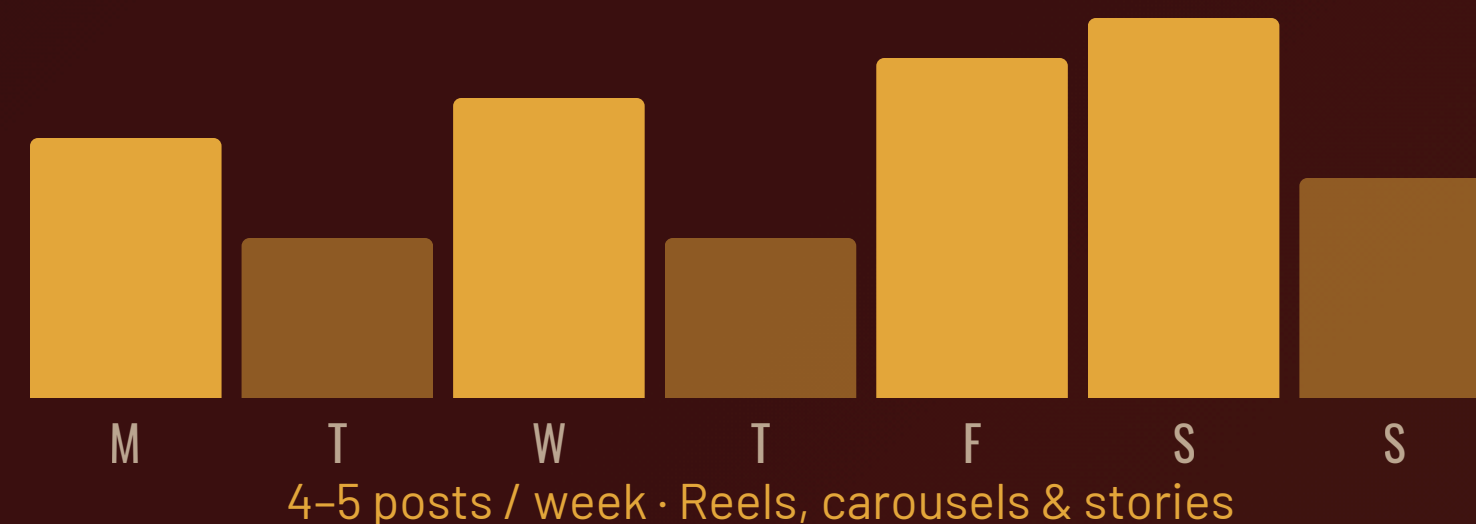
Regular posts = better reach

TOP OF MIND

Seen weekly = visited weekly

One quick fix to start: both handles have been quiet since 14 July — let's get the rhythm back this week.

A STEADY WEEK AT EK QUARTER



The soul is gold. The finish needs polish.

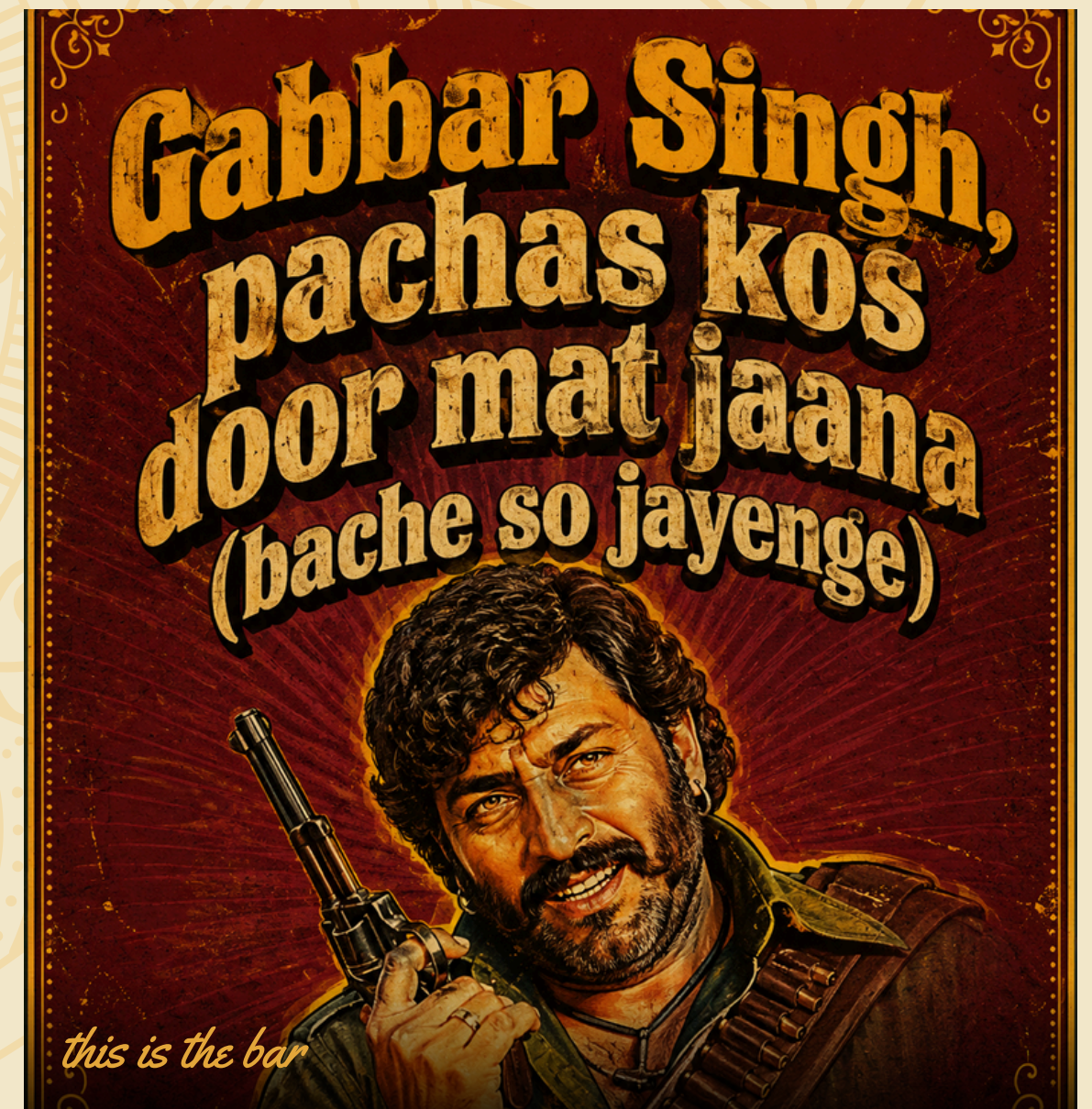
Permit-room energy done loud reads cluttered. Done right, it reads confident and collectible. Same nostalgia — better taste.

TACKY

Every element shouting at once
Stock templates, mismatched fonts
Random posting, no rhythm
Discount energy, no story

CLASSY

One hero idea per frame
Bespoke retro system, real craft
A consistent, planned cadence
Wit and warmth that earns saves



OUR POSITIONING

The Classy Permit Room.

Familiar hai, bas thoda upgrade.

01 · FAMILIAR, ELEVATED

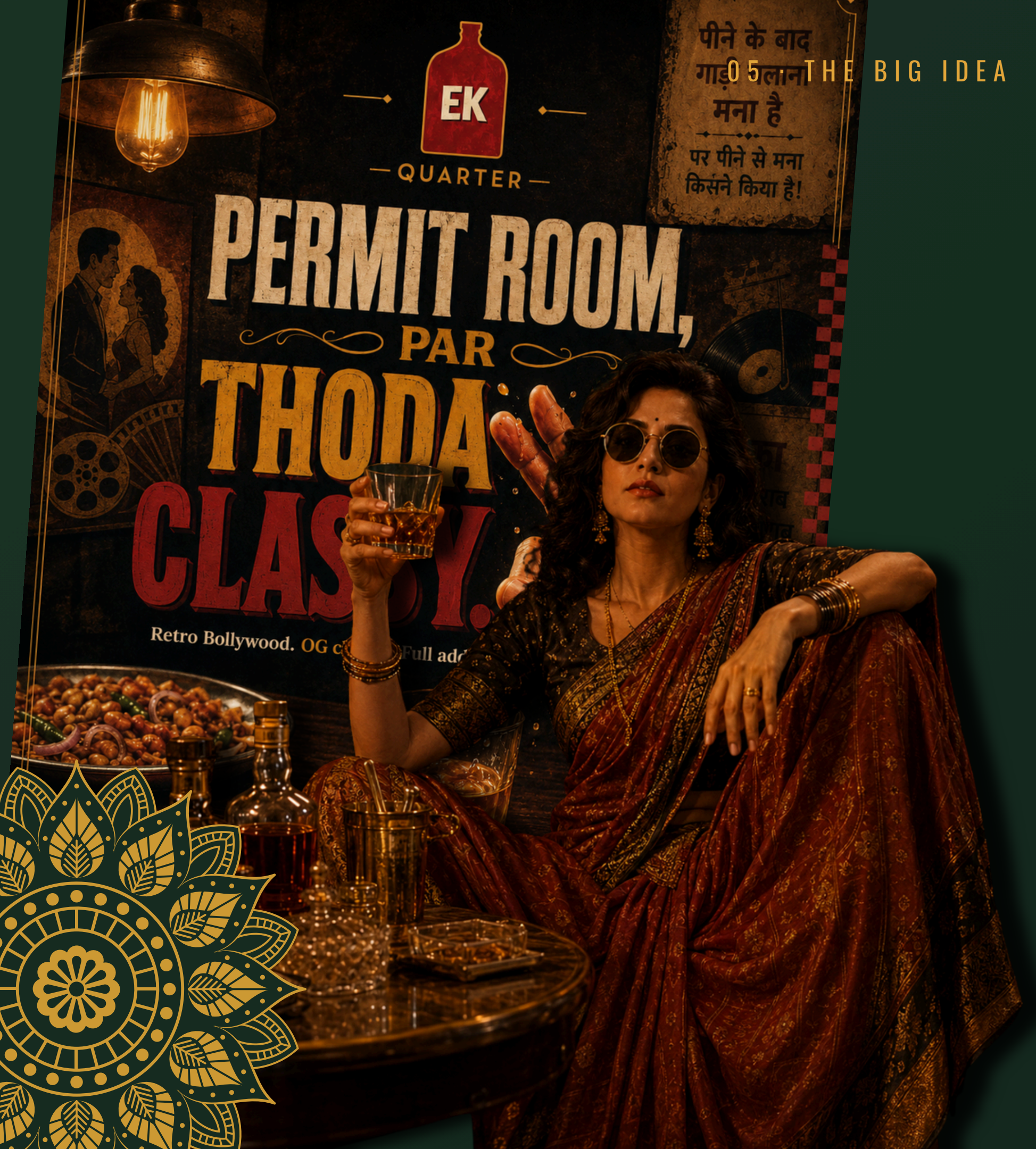
The chakna and quarter nostalgia everyone loves — shot like a premium brand.

02 · NOSTALGIA, ART-DIRECTED

One retro system so every post is unmistakably Ek Quarter.

03 · DESI WIT, PREMIUM FINISH

Hinglish one-liners with a wink — never loud, always in on the joke.



THE BIG IDEA

Five content pillars

A repeatable mix that always has something to post — and never feels repetitive.



CHAKNA CHRONICLES

Crave-worthy food films — vada pav, ghee roast, chilli chicken.

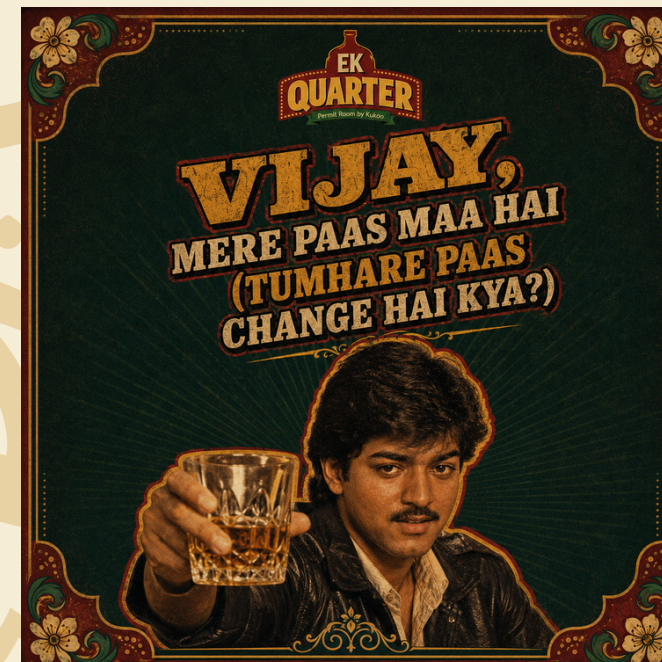
2* / WEEK



NAAM TOH SUNA HOGA

Signature pours with quirky desi names, poured on camera.

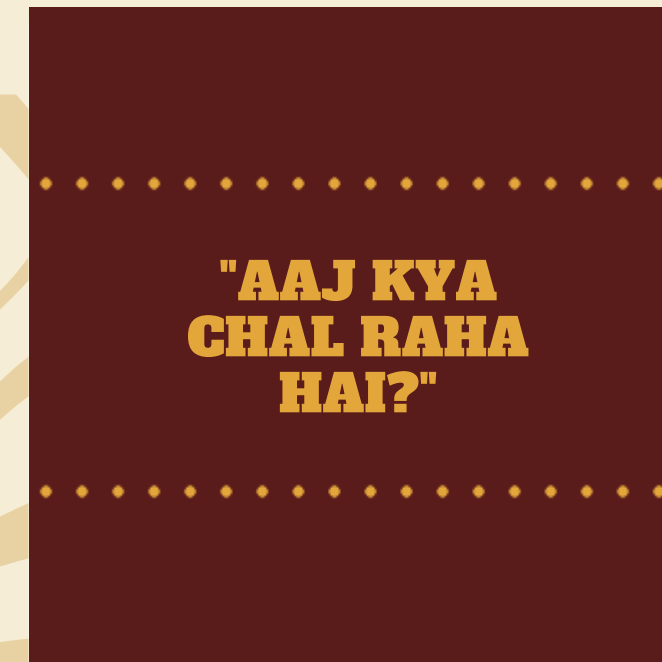
1* / WEEK



RETRO REELS

70s–90s Bollywood nostalgia and trends with an Ek Quarter twist.

2* / WEEK



LED LINES

Witty one-liners on the scroller — our most shareable format.

2* / WEEK



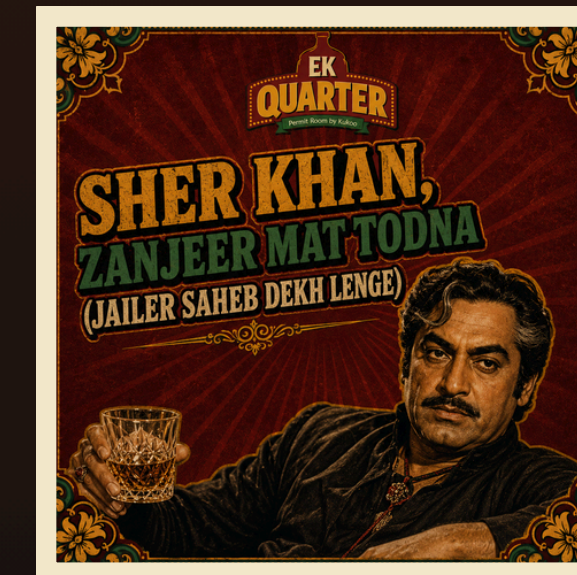
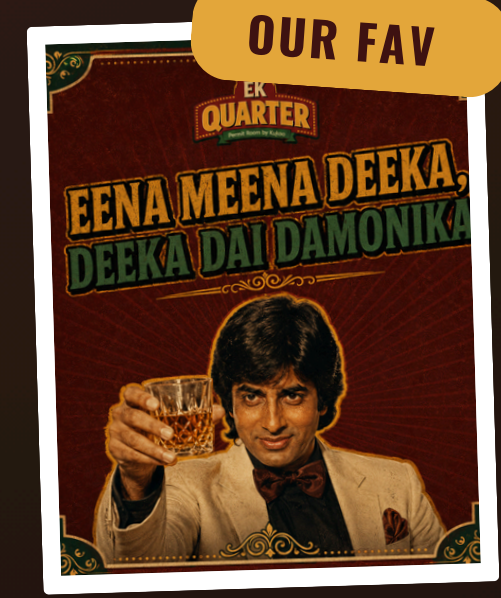
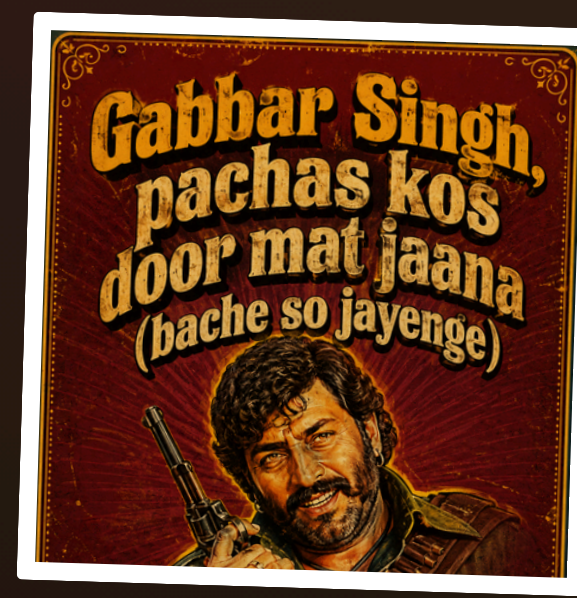
WEEKEND BUZZ

Live nights, DJ sets and the crowd that makes the room.

WEEKLY

The look & feel

sample creatives — one retro world, endless posts



One-liners built to get screenshotted

Retro filmi dialogue, flipped for the permit room — the caption IP that does the sharing for us.

ON THE LED WALL

**Rajesh Khanna,
kangi mat karna.**

ON THE LED WALL

**Khoon mat baha,
tamatar mehenga hai!**

ON THE LED WALL

**Dupatta mat lahra,
bijli gir jayegi.**

and in the same spirit...

**Pehla peg humara,
baaki sab tumhara.**

and in the same spirit...

**Peene se pehle,
photo toh banta hai.**

and in the same spirit...

**Thoda pi, thoda ji,
baaki Monday pe.**

Signature content series

Recurring formats people start to look forward to — the difference between posting and being followed.



WEEKLY · REEL

Naam Toh Suna Hoga

Each week we unveil one signature pour and the desi story behind its name — a mini pour-film with a punchline.

Why: turns the menu into must-watch content.



FORTNIGHTLY · CAROUSEL

Chakna Court

Two plates enter, one wins. The community votes in the comments — vada pav vs lehsun chana, settled by the jury.

Why: comment-bait that trains the algorithm.



WEEKLY · STORY + GRID

Quarter Confessions

Guests drop anonymous one-liners; the best go up on the LED wall and onto the feed as collectible retro cards.

Why: user-made content makes regulars feel seen.

THE SIGNATURE RITUAL

Pehli Boond

pehla finger dip, phir ship.

Everyone dips a finger and flicks the first drop, for luck, for the ones not here, for old times. We make that tiny, universal ritual Ek Quarter's own - a signature moment guests perform, film and share.

- 1 In-venue:** etched coasters & LED cue the ritual at every table.
- 2 Social:** slow-mo splash reels + **#PehliBoond** UGC hook.
- 3 Influencers:** creators launch it, guests keep it going.



Influencer engagement

Chosen for taste and local pull — a tiered mix that builds reach and trust at the same time.

TIER 01 · ANCHORS

City tastemakers

2-3 marquee food & nightlife creators to headline the relaunch and set the tone.

TIER 02 · LOCAL FLAVOUR

Micro foodies

8-10 neighbourhood creators a month for steady, believable word-of-mouth.

TIER 03 · REGULARS

Guests as creators

Nano voices & UGC rewarded with perks — the ritual keeps the content flowing.

The Quarter Table

A monthly curated invite night — one theme, one table of creators, a room full of content. A signature format that keeps Ek Quarter in the feed without feeling like an ad.



Reels & video playbook

Five formats on rotation – the ratio that grows reach without burning the team out.

01 POUR FILMS

Slow-mo cocktail builds, sound-on.

02 CHAKNA B-ROLL

Sizzle, steam, first bite — crave in 8s.

03 RETRO TREND-JACK

Trends flipped with a 70s–90s twist.

04 ROOM STORIES

Founders, staff & regulars — the human side.

05 LED LINES

One-liner cards built for shares & saves.



WEEKLY MIX ~60% Reels · 25% Carousels · 15% Stories — 4-5 / week

REFERENCE REELS: THE TONE WE'RE CHASING

REEL 01

/reel/DaNduXVsc_K

REEL 02

/reel/DYXDqPEsjUI

REEL 03

/reel/DZhPd1toPzn

REEL 04

/reel/DY0WeQTJV0q

REEL 05

/reel/DRPmFZUkrxh

REEL 06

/reel/DTib1E-Ac-W

REEL 07

/reel/DZSSZbKIk02

REEL 08

/reel/DQy36Haku8M

REEL 09

/reel/Dalsym-OyDZ

Our first 90 days together

MONTH 1

Set the Table

- Unified look across both handles
- Brand voice & grid dialled in
- Pillars live, anchor creator #1

MONTH 2

Build the Buzz

- Signature series in full swing
- Micro-creator wave + first Quarter Table
- Pehli Boond ritual goes live

MONTH 3

Turn Up the Volume

- UGC ritual compounding
- Paid amplification on winners
- Double down on what's working

CONSISTENCY

A feed that never goes quiet

REACH

New eyes every week

SAVES & SHARES

Content worth keeping

FOOTFALL

The feed fills tables

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shall we?

Let's pour the first quarter.

The room already has the soul. Let's give the feed the same
energy - classy, retro, unmistakably Ek Quarter.

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