CASE STUDY: STORYVILLE VENUE LAUNCH + BRAND AWARENESS CAMPAIGN

MELBOURNE social co

BACKGROUND

Hub Management Group (owners of popular Melbourne venues such as Pawn & Co and 29th Apartment) engaged Melbourne Social Co in 2017 to assist in the launch of a new Melbourne venue.

Hub Management's venues attract a loyal, young clientele, who come for good DJs, great drinks and a fantastic atmosphere.

SITUATION

In early 2017, Hub Management acquired popular Melbourne venue Wah Wah Lounge, with a desire to transform it into a new, very theatrical, concept bar, based on classic literature and fairytales.

BRIEF

Melbourne Social Co was engaged to assist with the following:

- **To define the brand and style guide**
- **To create, and execute, a digital strategy for the launch**
- **Graphic design across all launch collateral inc. launch invitations and marketing materials**
- **Guest list curation and management**
- **To amplify the launch through traditional and new media**
- **To assist in the transition of existing bar patrons to the new-look concept**

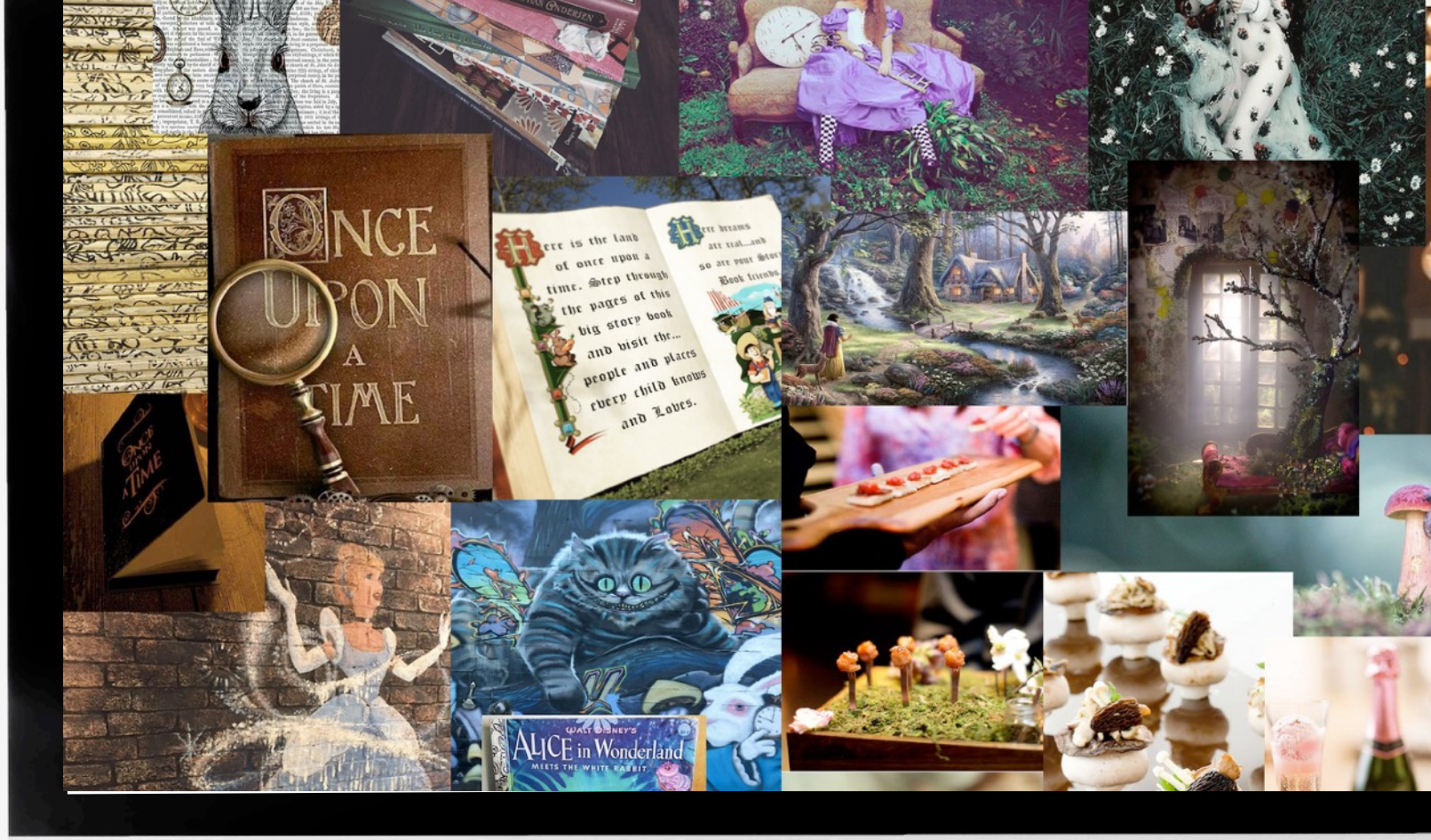
SOLUTION

Pre-Launch

Our team worked with Hub Management to execute the following:

- **Refine the business name and logo**
- **Prepare a brand style guide**
- **Prepare marketing collateral and digital campaign moodboards**

StoryVille



- **Social media teaser campaign**

SOLUTION

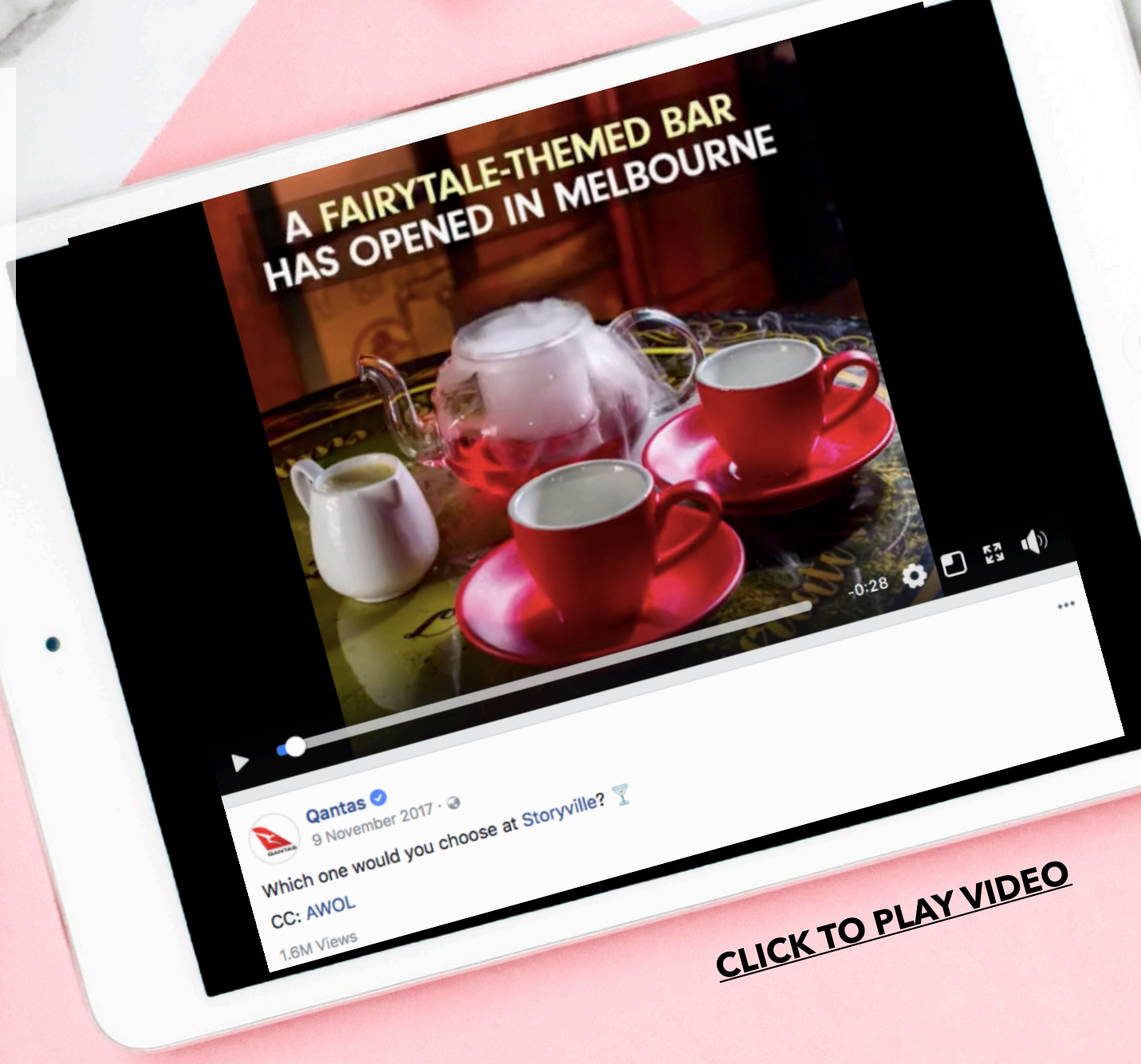
Launch

- **Social media advertising (videos)**
- **Digital influencer and media guest list management (media release)**
- **Invitation design**
- **Launch party event management**

CLICK TO PLAY VIDEO

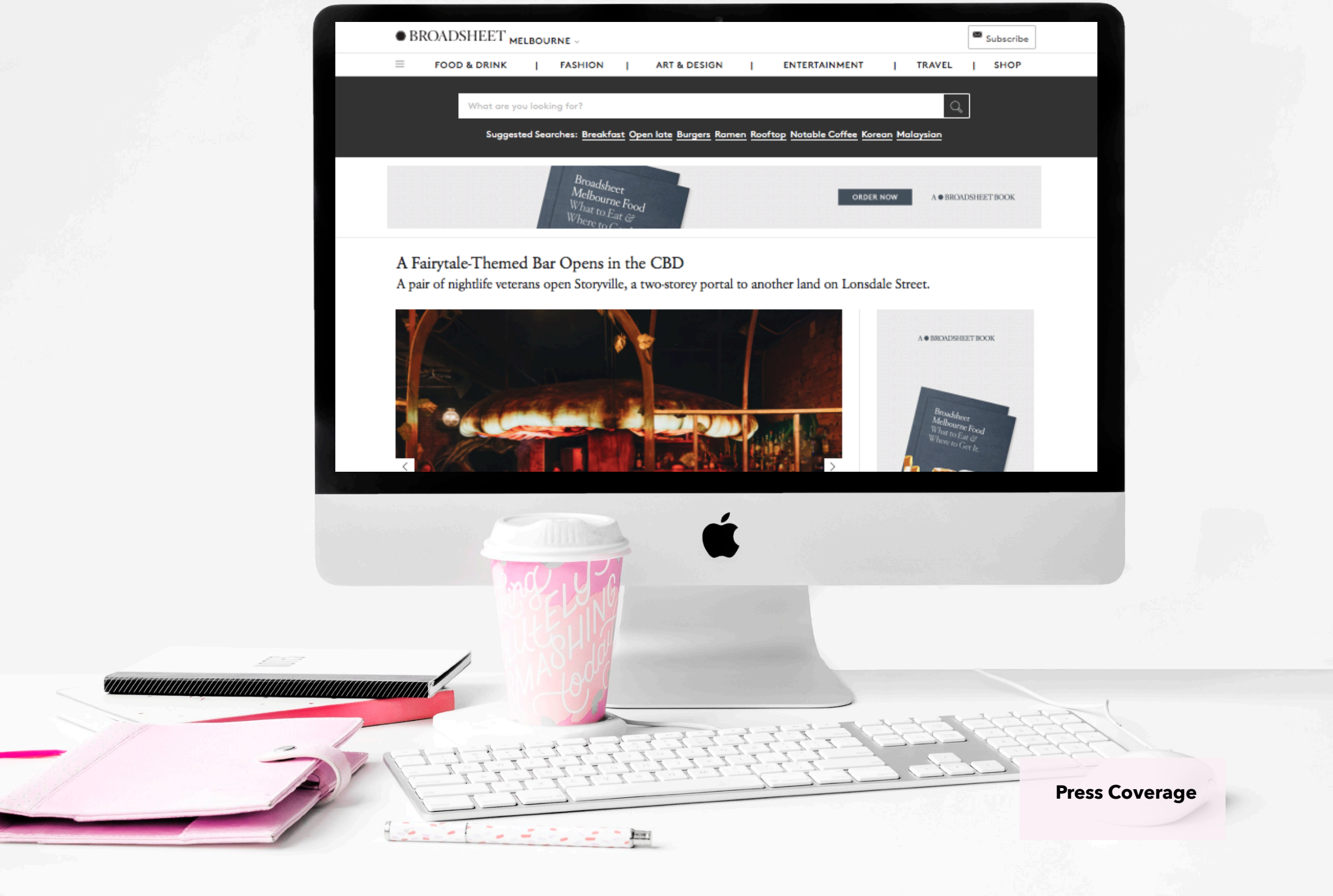
Consolidation

- **Social media management and digital brand awareness campaigns**
- **Public relations and media coverage**



CLICK TO PLAY VIDEO

Press Coverage



Press Coverage

CONTACT:

For further enquiries, please contact:

Rebekah Pickett
Senior Account Manager
rebekah@melbournesocialco.com.au

Shelley Friesen
Director
shelley@melbournesocialco.com.au

MELBOURNE social co