

**PURÉE  
FANTASTICO**

If everyone  
is thinking the same,  
then someone  
isn't thinking.

CONTENT & STRATEGY SAMPLES

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**SUBWAY, EVENT MARKETING**

**“COOKIE WAY”**

**TWEETS:**

Get ready for gooey: We heard your love for cookies and we brought the goods.  
12/4-12/5 91 Allen St

Nothing says we love you more than cookies.

All cookies, all the time 91 Allen St.

Your wish is our command. We're taking over NYC and bringing sweet delicious cookies  
at 91 Allen St.

Get your chocolate chip on, or your caramel, or your macadamia on.

We heard you like cookies. We baked them just for you.

Come get your love baked fresh in cookie form.

Deliciousness and for a good cause

Gooey yumminess for a good cause.

The sign of true love? Cookies.

**AT THE EVENT COPY:**

Now that's what we're talking about.

Smart people making smart decisions.

Lining up for life changing deliciousness.

Fresh from the oven, here we are!

—

**POST EVENT COPY:**

That's a wrap! What was your favorite bite?

Did you take a bite out of the cookie way experience?

Cookies out, chips down, tummies full. That's a wrap.

## SUBWAY, SOCIAL MEDIA MARKETING

### “MEAT CUTES”

Unexpected yet perfect

Slide 1

- It was a day like any other and I was craving my usual sub.
- But my stomach disagreed and I ordered a Baja Chicken Fresh instead.

Slide 2

- Wow what a difference a sub makes! So Tangy, creamy and delicious
- It was a party in my mouth and only the freshest were invited.

Slide 3

- You never know what magic waits you when you can have so much.

Slide 4

- What swoon worthy tale do you want to hear next?

## SUBWAY, SOCIAL MEDIA MARKETING

### “MEAT CUTES”

My one and only

Slide 1

- It was a cool day and I was craving something healthy and delicious.
- There you were, piled high with tasty vegetables and covered in cool ranch.

Slide 2

- Layered with chicken and bacon? Too tasty to resist.
- Our eyes meet. I become weak.

Slide 3

- And to top it all off, I got to customize you to my heart's content.
- I knew you were the only one for me.

Slide 4

- What swoon worthy tale do you want to hear next?

## SUBWAY, SOCIAL MEDIA MARKETING

### “XMAS JINGLES”

1.

Here comes subway, here comes subway right into my mouth

2.

Here comes footlongs, here comes footlongs, right into my mouth

3.

Giddy up giddy up giddy up it's grand. Two subs in my hands.

4.

Jingle bells, subway smells  
Really really good.

5.

I have some subs for you, bar-um ba pa um.  
They come untoasted too, ba-rum ba pa bum.

They come in pairs of two, ba-rum ba pa bum

They're so nutritious too, ba-rum ba pa bum.

6.

Deck your sub with tons of veggies, fa la la la la, la la la la

Deck your sub with meats a plenty, fa la la la la, la la la la

Don we now our chips a-munching, fa la la la la, la la la la

In our subs our bacons crunchy, fa la la la la la la la la

## SUBWAY, MARKETING CAMPAIGN

### A CONCEPT UTILIZING SUBWAY'S DISTINCT PERSONA IN A PLAYFUL WAY.

A campaign of different personas that you can call upon to swap out your sad lunch for a Subway one. The person talks to the camera (like Ernest and Vern)

Player Coach, a personification of the helpful team-player attitude SW uses. Embodied by The Rock (who else?)

Fairy Sub Mother, a personification of the optimism and goodness of SW's ethos. Fast food but better. She's the better.

The Sommelier, a personification of the quality in SW's ingredients.

### THE SCENE:

The three SW brand voice personas meet in The BORED room to discuss the problems people face.

There's a bagged lunch in the middle of the table as each one contemplates a solution. They poke the bag and are in thought with what to make of it.

The player coach (The Rock): "A good team player never lets their team settle with a sad lunch"

The fairy-sub mother: "I agree, one does need a much better lunch.."

The Sommelier: "A palette so refined only the best will do. Say, the Italian BMT?"

They all agree.

--

This way you can triangulate the SW voice and invite engagement with the person instead of asking someone to admit they have a sad lunch. Here, the viewer is given not only an out but a way forward if they find themselves with the sad lunch.

**HOW THIS TRANSLATES TO SOCIAL:**

Social media 'take over' with advice, tips, proverbs coming specifically from that tone of voice-as-persona

Sad lunch generator

If this, then that suggestion/memes

Proverbs

Helpful tips for a non boring lunch (utilizing SWs promo menu)

Snippets/30-60 second spots for tik tok

## PANDORA JEWELRY, SOCIAL MEDIA ANALYSIS & SUGGESTIONS

For the Holiday season, it would make sense to create content around the messaging of their recent tweets, which focus on giving back, being sustainable, and donating.

Depending on their stance around the supply chain issue- we could use this as an opportunity to create a concept for giving/gifting as a concept of service and connecting rather than purchasing.

There is also an opportunity to 'supply chain' with charms. Charms adding on to the chain etc.

### COMPETITOR ANALYSIS

Between Tiffany's, Kay Jewelers and Swarovski— nobody has been utilizing Halloween on their channels. Pandora has an opportunity to leverage their HP collection as a way to boost their charms and create an opportunity for Halloween/costume content.

ideas:

harry potter x pandora halloween / like Disney outfit REFERENCE but a slight HP reference and a focal point of the charm.

comments on halloween post:

transform your look w/ one of our charms

charms: the perfect way to transform your look

IG/Kay- focusing on the emotions brought w/ the jewelry. Kay's Jewellery IG looks more like a photo album that just SO HAPPENS to feature beautiful engagement rings.,

IG /Tiffany's IG looks like a museum or art gallery. Their pieces are centered, curated, and artful. The jewelry is treated as art pieces, letting the piece sell itself.

responses:

<https://www.instagram.com/p/CVOei7XF16h/>

1. Cute! Needs a charm.
2. How charming!

<https://www.instagram.com/p/CUIRvsHjfYU/>

1. So beautiful! Would pair well with (this charm link)



## CHEESECAKE FACTORY, SOCIAL MEDIA ANALYSIS & SUGGESTIONS

### TWITTER

You want to be engaged, but you don't need to be as tied to the post and replies as with TikTok.

Currently the average response time for companies on twitter is 33 min and 44 seconds, but customers expect a response within 30 minutes. Replying to tweets and mentions needs to be treated like a conversation with friends. Timely hedging into immediate. Once you've ignored a tweet, it's gone.

The tone should be witty, playful, with a sprinkle of warm sass to counteract any negativity. It'll play well if you are in on the joke and playfully flirt a comment or an emoji back.

The tone needs to be witty, playful, with a sprinkle of warm sass— showing that you are in on the joke and playfully flirt a comment or an emoji back to diffuse any negativity.

Responding to any negativity with high res tight crops of cheesecake texture to “taunt”, responding with a snarky Willy Wonky meme to challenge anyone hating on the menu, and a flirty for anyone saying they haven't been, are interested in going, etc.

- show missed opportunities to play on positive mentions

tool kit:

emojis, memes (gene wilder, woman staring, woman staring at math equations)

**FACEBOOK** is where people come to complain. The average response time is a whopping 1 hour and 56 minutes, but customers are wanting less than 30 minutes.

Because 71% of all social media complaints happen here, the tone needs to be more Oprah with a smattering of Adele— meaning warm, calm, empathetic and action oriented with humor where appropriate.

In terms of general engagement and not complaint management, the tone can branch more towards the warmth and playful sass, leaning into replies that tell customers about new offers or “if you like this, you'll like XYZ” with a peppering of emojis listed for twitter applied here as well.

The average user is older, more thoughtful, and therefore the responses should reflect that.

Posts from TikTok, IG, and Twitter can be cross pollinated for Facebook as well.

## **Tik Tok**

This social media powerhouse is a totally unutilized opportunity for TCF. For a platform that boasts the most engagement out of all of them, here's an opportunity to create some entertaining content that creates that personality TCF wants to convey.

Since the audience is younger, here's where you can bring out the full Willy Wonky wonderment and personality that's witty and playful.

Comments can be responded to with video which would continue the personality-driven approach that works best on this platform. The more you interact with your commenters, the more your video is recommended via the algorithm so immediate attentiveness is necessary. While Amazon and DoorDash have disabled their comments on their ads (for fear of negativity), TCF has an opportunity to showcase their mettle by handling negativity in a playful diffusing way.

Nimble and ready to hop on trends— this is how you're going to best use this platform.

Chipotle has used TikTok's 'Challenges' aspect to a level of success. TCF could also utilize this to drive engagement.

## **INSTAGRAM**

This should be Oprah's "favorite things" of Cheesecake factory— the food, the happy people enjoying said food, and some playful "behind the scenes" of the food (as per their comfort level of silliness)

Responses should be thoughtful and directly related to the commentor— avoiding generic responses. Making things personal keeps the personality inline. Or, you could respond short and sweet with emojis listed previously.

Time is less of a factor as things are more curated and thoughtful in Instagram than they are for Twitter and TikTok. You want to respond to comments timely but not necessarily needed immediately. Within 30 minutes is expected.

## **REWORKING PSYCHIATRY, WEBSITE COPY**

### **INTRO/WELCOME COPY FOR THE HOMEPAGE, V1**

Hi, I'm a psychiatrist who does things differently, rationally, & honestly.

No assholes, just individuals ready to meet the challenges of their experiences for a change that sticks.

We need you in this fight. Let's go.

### **INTRO/WELCOME COPY FOR THE HOMEPAGE, V2**

Hi, I'm a psychiatrist who does things differently, rationally, & honestly.  
If you're an asshole go somewhere else; otherwise, let's get to work.

We need you in this fight. Let's go.

### **INTRO/WELCOME COPY FOR THE HOMEPAGE, V3**

Psychiatry handled differently: rationally, & honestly.  
If you're an asshole go somewhere else; otherwise, let's get to work.

## REWORKING PSYCHIATRY, WEBSITE COPY

### WORK WITH ME, VI

Curious in working together?  
Here's what that looks like:

We'll meet where you're at  
Appointments can be at my Madison office, outside sitting or walking, and using secure video. I can make house or office calls, and we can meet with your therapist or other health provider at their office.

We'll connect  
I hear so many stories from people who came away from a doctor's appointment feeling unheard, and with questions they didn't get answered. I want to hear you.

We'll take the time we need to be sure I understand you so that the solutions I suggest will work for you and what you want to get out of our work together.

We'll work it through  
To make change that sticks, we need to consider what brought you to where you are. Depending on what's going on, I might want to talk to you about the quality of your sleep, nutrition, and/or your physical health.

We take a look at your self care habits like exercise, work/life balance, how you manage the intoxicants you use, meditation and other practices, intoxicant management. And we may want to talk about the health of your relationships, and your sense of connection and purpose.

I approach your diagnosis as something we'll figure out together, and then not focus on any more than it's helpful. You'll always have access to your assessment and all of our appointment notes, and I'll ask you to make corrections and comments which I'll include in the record.

We'll plan the goals we decide to work on will always be yours and will always reflect what you value. I partner with you to strategize and make sustained changes in your life.

## DR. REFUND, WEBSITE COPY

Our three step Tax Care Plan:

Step 1: Tax Triage:

Assessing the damage, reviewing the history & discovering the problem

Together we formulate the perfect customized solution to help and heal all tax woes.

30 minute consultation

reviewing prior work

Establishing tax representation

Handling any Emergency Requests (the worst case ER!)

2) Financial Irrigation:

Flushing out the problem, making space for the solutions:

Once we identify your plan, we begin treatment!

Filing tax returns or amendments

Contacting the IRS over an issues

A customized solution just for you!

3) Post-Op Maintenance:

Now that your tax issues are cured, we ensure financial protection; further protecting you against future ailments.

Alerting you of any noteworthy tax changes which may impact you

Establishing a tax plan for next year

Providing you with tools and advice throughout the year to save on your taxes

Updating your plan for life events when they happen.

We're available throughout the year— not just tax season.

i.

This mascara is your new BFF  
Lengthens / separates and adds volume to your lashes

Will not run with happy/ sad tears  
Will not smudge at the gym, beach / pool  
No more panda eyes - the formula tubes your lashes and can be removed with warm water. Hot Flush Proof

The thin wand separates and lengthens  
large wand will add vavoom!!

You're welcome. xx Sandra

ii.

Meet your new lash support team. This mascara has two wands to give your lashes the absolute best. One side lengthens and separates, the other breaks out the volume.

This tubing formula coats each lash, leaves you panda-eye free and is easily removed by warm water—but never by happy or sad tears, the gym, pool, beach, or hot flashes.

You're welcome. xx Sandra

iii.

Say hello to your new BFFs. This mascara has two wands to give your lashes the absolute best. One side lengthens and separates, the other breaks out the volume.

This tubing formula coats each lash, leaves you panda-eye free and is easily removed by warm water—but never by happy or sad tears, the gym, pool, beach, or hot flashes.

You're welcome. xx Sandra

iv.

Say “hey girl, hey!” to your new BFFs. This ultra-luxe mascara has two wands to surround each lash with the absolute best. One wand lengthens and separates, the other breaks out the volume.

This tubing formula coats each lash, leaving you panda-eye free and is easily removed by warm water, but never by happy or sad tears, the gym, pool, beach, or hot flashes.

You're welcome. xx Sandra

v.

Get ready for a whole new level of fabulous. This mascara has two wands, coating each lash with the absolute best. One wand lengthens and separates, the other boosts the va va voom.

Our ultra-luxe tubing formula surrounds each lash, leaving your eyes raccoon-ring free and while it's easily removed by warm water, it's never smudged by happy or sad tears, the gym, pool, beach, or hot flashes.

You're welcome. xx Sandra

**SANDRA GLYNN, WELCOME NOTE**

Hi love,

I'm Sandra.

My passion for makeup— endless. My passion for helping women by educating them in how to apply their makeup the best— relentless.

For years now, I have been looking for a set that had every brush necessary for the every day woman to confidently apply their makeup. No more using the little sponge brush that comes with your eyeshadow, or applying your foundation with your fingers\*.

Here I have curated a range of brushes that will look after your base— be it foundation, contour, blush and then eyes and brows. 10 brushes specifically chosen and tested by me to ensure you and your makeup application is fabulous and flawless.

I've even labeled each brush, so you wont need to second guess what its for.

Enjoy looking gorgeous!

xo

Sandra

\*Note, nothing wrong with applying your foundation with your fingers!  
I have been known to do so regularly.