



ZENITH
Digital Intelligence by **CREATIVES**

ZENITH AI - Social Media Plan

PROPRIETARY DIGITAL INTELLIGENCE | CREATIVES.ME

PREPARED FOR: Ziad abdallah

DAY 1 - CONTENT PLAN

Content Strategy Pillar: Product Spotlight (Signature Dish)

On-Screen Visual Text Hook: BEIRUT'S BEST BITE.

Visual Generation Prompt: Video concept: Extreme close-up cinematic slow-motion panning over a gourmet signature burger or dynamic brunch dish, steam gently rising, moody dramatic lighting, blurred bustling cafe background, high contrast, 4k resolution, shot on 85mm lens.

Recommended Audio Style: Upbeat luxury deep house

Caption: The cravings end here. 🍔 Elevate your lunch break with our signature plates, crafted with premium ingredients and a whole lot of passion. Tag your lunch date below!

📍 Drop by our Beirut location today.

Strategic Hashtags: #BeirutFood #RestoCafeBeirut #LebanonEats #BeirutRestaurants

#LebaneseFoodies #TasteLebanon

DAY 2 - CONTENT PLAN

Content Strategy Pillar: Authority/Educational (Coffee Craft)

On-Screen Visual Text Hook: MORNINGS DONE RIGHT.

Visual Generation Prompt: Video concept: Macro shot of rich espresso pulling into a ceramic cup, followed by a barista pouring flawless tulip latte art. Warm morning sunlight slicing through a window, rustic wooden counter, cozy cafe aesthetic.

Recommended Audio Style: Minimalist lo-fi beats

Caption: Perfecting the pour, one cup at a time. ☕ Our baristas know exactly how to kickstart your Beirut mornings. Whether you need a quick espresso or a smooth latte, we have your caffeine fix sorted. How do you take your coffee?

Strategic Hashtags: #BeirutCoffee #LebanonCafe #CoffeeLoversLebanon #BeirutLife #SpecialtyCoffeeBeirut #CafeCulture

DAY 3 - CONTENT PLAN

Content Strategy Pillar: Community Trust (Ambiance/Vibe)

On-Screen Visual Text Hook: YOUR NEW FAVORITE SPOT.

Visual Generation Prompt: Image concept: Wide architectural shot of a beautifully designed modern resto-cafe in Beirut, featuring lush green indoor plants, warm ambient pendant lighting, comfortable velvet seating, and stylish patrons chatting naturally. Cinematic interior photography, 35mm.

Recommended Audio Style: Elegant cinematic acoustic guitar

Caption: Designed for your comfort, engineered for great times. ✨ Whether you are working remotely, catching up with friends, or enjoying a quiet moment, our space is yours to claim. Come experience the vibe. 🌿

Strategic Hashtags: #BeirutVibes #LebanonNightlife #BeirutDesign #CafeInterior #BeirutSpots #LebanonDiaries

DAY 4 - CONTENT PLAN

Content Strategy Pillar: Product Spotlight (Dessert)

On-Screen Visual Text Hook: SAVE ROOM FOR THIS.

Visual Generation Prompt: Video concept: Slow-motion drizzle of rich, glossy warm chocolate over a decadent layered dessert, powdered sugar dusting the plate, elegant plating, dark moody background to make the dessert colors pop.

Recommended Audio Style: Trending pop instrumental

Caption: Because every great meal deserves an unforgettable ending. 💎 Dive into our signature dessert and let your tastebuds celebrate. Who are you sharing this with? (Or keeping it all to yourself? 😊)

Strategic Hashtags: #BeirutDesserts #SweetToothLebanon #LebanonFoodies #BeirutEats #ChocolateLovers #BeirutCafe

DAY 5 - CONTENT PLAN

Content Strategy Pillar: High-Ticket Conversion (Weekend Bookings)

On-Screen Visual Text Hook: WEEKEND PLANS? SORTED.

Visual Generation Prompt: Video concept: Fast-paced energetic montage of clinking glasses, sharing platters of Lebanese fusion tapas, smiling friends laughing around a crowded stylish table. Warm evening lighting, vibrant energetic mood.

Recommended Audio Style: Upbeat electronic dance music

Caption: The weekend is calling and we are ready for you! 🥂 Great food, incredible drinks, and the best crowd in Beirut. Tables are filling up fast—tap the link in our bio to reserve your spot for tonight! ➡️📱

Strategic Hashtags: #BeirutNightlife #WeekendInBeirut #LebanonRestaurants #BeirutEvents #ReserveNow #BeirutCity

DAY 6 - CONTENT PLAN

Content Strategy Pillar: Authority/Educational (Behind the Scenes)

On-Screen Visual Text Hook: BEHIND THE FLAVOR.

Visual Generation Prompt: Video concept: Handheld, documentary-style footage inside a bustling, spotless kitchen. A chef expertly tossing ingredients in a flaming pan. High energy, authentic, bright kitchen lighting, crisp focus.

Recommended Audio Style: Fast-paced rhythmic percussion

Caption: Magic happens here. 🔥 Take a peek inside our kitchen where fresh, locally-sourced ingredients meet culinary expertise. We do not cut corners, we only craft perfection. Come taste the difference today. 🍽️

Strategic Hashtags: #LebaneseChef #BeirutKitchen #BehindTheScenes #LebanonGastronomy #FreshFoodBeirut #CulinaryArt

DAY 7 - CONTENT PLAN

Content Strategy Pillar: Community Trust (UGC Style Repost)

On-Screen Visual Text Hook: SPOTTED AT OURS.

Visual Generation Prompt: Image concept: POV shot looking down at a beautiful table spread of morning pastries, fresh orange juice, and iced coffee, styled effortlessly like an influencer's Instagram feed. Bright natural daylight, soft shadows.

Recommended Audio Style: Trending soft acoustic

Caption: We love seeing our space through your eyes! 📸 Tag us in your photos for a chance to be featured on our page. Drop in today and create your own picture-perfect moments. ✨

Strategic Hashtags: #BeirutMornings #LebanonGram #BeirutPhotography #CafeViews #LebaneseInfluencers #BeirutLovers

DAY 8 - CONTENT PLAN

Content Strategy Pillar: Product Spotlight (Signature Drinks/Mocktails)

On-Screen Visual Text Hook: THIRST TRAP.

Visual Generation Prompt: Video concept: Ice clinking into a crystal glass, vibrant colorful liquid poured over, garnished with a smoking cinnamon stick or fresh citrus twist. Macro lens, neon backlighting highlighting the condensation on the glass.

Recommended Audio Style: Smooth R&B instrumental

Caption: Refreshment, redefined. 🍹 Sip on our handcrafted signature drinks, blended perfectly to match the Beirut sunset. Which flavor is your go-to? Let us know below! 📌

Strategic Hashtags: #BeirutDrinks #MocktailsLebanon #MixologyBeirut #LebanonNights #DrinkStagram #BeirutChill

DAY 9 - CONTENT PLAN

Content Strategy Pillar: High-Ticket Conversion (Lunch Specials)

On-Screen Visual Text Hook: UPGRADE YOUR LUNCH.

Visual Generation Prompt: Image concept: Symmetrical top-down view of a beautifully arranged business lunch combo: a fresh salad, a gourmet sandwich, and a craft soda, placed on an elegant marble table beside a closed laptop.

Recommended Audio Style: Upbeat corporate tech beat

Caption: Ditch the sad desk lunch. 🥗 Elevate your midday break with our Business Lunch specials, designed for quick, delicious, and satisfying dining. Perfect for meetings or a solo escape. See you at noon! 🕒

Strategic Hashtags: #BusinessLunchBeirut #BeirutCorporate #LebanonLunch #HealthyFoodBeirut #BeirutOffices #EatLocalLebanon

DAY 10 - CONTENT PLAN

Content Strategy Pillar: Community Trust (Meet the Team)

On-Screen Visual Text Hook: MEET THE MAGIC MAKERS.

Visual Generation Prompt: Video concept: Quick, smiling portrait transitions of the cafe staff in stylish aprons—baristas, waiters, and chefs—looking directly into the camera and smiling, shot in a warm, inviting, cinematic portrait mode.

Recommended Audio Style: Feel-good indie pop

Caption: The smiles behind your favorite orders! 🙌 Our team is the heart and soul of our resto-cafe, dedicated to making every visit special for you. Next time you are in, say hi! We cannot wait to serve you. ❤️

Strategic Hashtags: #TeamWork #BeirutPeople #LebanonService #HospitalityLebanon

#CafeStaff #BeirutCommunity

DAY 11 - CONTENT PLAN

Content Strategy Pillar: Product Spotlight (Breakfast Platter)

On-Screen Visual Text Hook: START STRONG.

Visual Generation Prompt: Image concept: A lavish traditional-meets-modern Lebanese breakfast spread. Fresh manakish, labneh with olive oil swirls, fresh mint, olives, and sunny-side-up eggs in a clay pan. Bright morning light.

Recommended Audio Style: Calm traditional fusion beat

Caption: Breakfast the way it was meant to be. 🔍 Fresh, flavorful, and incredibly satisfying. Gather your friends and start your morning right with our ultimate breakfast spread. Who is waking up early for this? ☀️

Strategic Hashtags: #LebaneseBreakfast #BeirutMornings #Manakish #Labneh #LebanonFoodGuide #BreakfastInBeirut

DAY 12 - CONTENT PLAN

Content Strategy Pillar: Authority/Educational (Fresh Ingredients)

On-Screen Visual Text Hook: FARM TO TABLE.

Visual Generation Prompt: Video concept: Close-up of hands slicing vibrant, crisp vegetables on a heavy wooden cutting board. Water droplets on fresh tomatoes, vibrant green basil leaves. Cinematic, rich colors, high contrast.

Recommended Audio Style: Acoustic rhythmic snapping

Caption: Quality you can taste in every single bite. 🍅 We source the freshest local ingredients to ensure our menu delivers bold, authentic flavors every day. Real food, real passion. 🌿

Strategic Hashtags: #FreshProduce #LebanonAgriculture #EatCleanBeirut #HealthyLebanon #RealFood #BeirutChefs

DAY 13 - CONTENT PLAN

Content Strategy Pillar: Community Trust (Evening Ambiance)

On-Screen Visual Text Hook: BEIRUT AFTER DARK.

Visual Generation Prompt: Image concept: A low-light, moody photograph of the resto-cafe at night. Warm glowing Edison bulbs, candles on the tables, silhouettes of people enjoying their evening, cozy and intimate nightlife aesthetic.

Recommended Audio Style: Chillout lounge music

Caption: When the sun goes down, the vibe turns up. 🌙 Join us for a relaxed evening of great music, ambient lighting, and unforgettable flavors. The perfect backdrop for your Beirut nights. ✨

Strategic Hashtags: #BeirutNights #LebanonEvenings #NightOutBeirut #CozyVibes #BeirutLounge #EveningInLebanon

DAY 14 - CONTENT PLAN

Content Strategy Pillar: High-Ticket Conversion (Event/Gathering Booking)

On-Screen Visual Text Hook: CELEBRATE WITH US.

Visual Generation Prompt: Video concept: A fast-paced panning shot over a long, beautifully decorated private dining table set for a birthday or corporate event. Champagne flutes, elegant plates, festive lighting. High-end lifestyle videography.

Recommended Audio Style: Upbeat luxury party anthem

Caption: Planning a birthday, corporate dinner, or special gathering? 🎉 Let us host your unforgettable moments. Custom menus, private sections, and impeccable service. DM us or call to book your next big event! ✉️

Strategic Hashtags: #BeirutEvents #CelebrateInBeirut #LebanonBirthdays #EventVenueBeirut #PrivateDining #BeirutParty

DAY 15 - CONTENT PLAN

Content Strategy Pillar: Product Spotlight (Pasta/Main Course)

On-Screen Visual Text Hook: CARBS & HAPPINESS.

Visual Generation Prompt: Image concept: Fork twirling a steaming portion of creamy truffle pasta, parmesan cheese gently falling like snow over the dish. Dark rustic table, warm

spotlight on the food, mouth-watering macro photography.

Recommended Audio Style: Italian classic instrumental remix

Caption: Comfort food, elevated. 🍝 Dive into our rich, flavorful pasta dishes designed to hit the spot every single time. Warning: Highly addictive! Tag the friend who owes you a pasta date. 📌

Strategic Hashtags: #PastaLovers #BeirutDining #LebanonFoodBloggers #TrufflePasta #ComfortFoodBeirut #BeirutEats

DAY 16 - CONTENT PLAN

Content Strategy Pillar: Authority/Educational (Coffee Roasting/Sourcing)

On-Screen Visual Text Hook: THE PERFECT BEAN.

Visual Generation Prompt: Video concept: Slow-motion shot of roasted coffee beans cascading from a burlap sack into a grinder. Rich brown tones, cinematic lighting, a visual representation of premium aroma.

Recommended Audio Style: Deep, rhythmic, acoustic drum beat

Caption: We don't compromise on your daily cup. ☕ Our beans are carefully selected and roasted to perfection to ensure you get the boldest, smoothest flavor profile in Beirut. Taste the dedication today.

Strategic Hashtags: #CoffeeBeans #LebanonRoasters #BeirutCoffeeShop #CaffeineAddict #EspressoLebanon #PremiumCoffee

DAY 17 - CONTENT PLAN

Content Strategy Pillar: Community Trust (Pet-Friendly Patio)

On-Screen Visual Text Hook: BRING YOUR FURRY FRIENDS.

Visual Generation Prompt: Image concept: A cute golden retriever sitting happily next to an outdoor cafe table. A cup of coffee and a croissant on the table. Bright, sunny, welcoming outdoor terrace aesthetic.

Recommended Audio Style: Cheerful ukulele melody

Caption: Good food, great vibes, and puppy love! 🐾 Our outdoor terrace is 100% pet-friendly because we know your four-legged friends deserve a day out too. See you and

your pets this weekend! 🐶☕

Strategic Hashtags: #PetFriendlyBeirut #DogsOfLebanon #BeirutPets #LebanonOutdoors
#CafeTerrace #BeirutWeekend

DAY 18 - CONTENT PLAN

Content Strategy Pillar: High-Ticket Conversion (Delivery/Takeaway)

On-Screen Visual Text Hook: CRAVING THIS AT HOME?

Visual Generation Prompt: Video concept: Sleek, high-quality branded takeaway packaging being carefully sealed and handed to a delivery driver. Transition to a person unboxing the delicious, steamy food at home on their couch. Fast-paced, modern.

Recommended Audio Style: Fast-paced trending hip-hop instrumental

Caption: Can't make it to us? We'll come to you! 🛵 Enjoy the exact same restaurant-quality flavors from the comfort of your own home. Order now via our delivery partners or call us directly! Link in bio. 📦

Strategic Hashtags: #BeirutDelivery #TotersLebanon #LebanonFoodDelivery
#TakeawayBeirut #HomeDining #BeirutFoodies

DAY 19 - CONTENT PLAN

Content Strategy Pillar: Product Spotlight (Matcha/Alternative Drinks)

On-Screen Visual Text Hook: MATCHA MADNESS.

Visual Generation Prompt: Video concept: Mesmerizing swirl of bright green matcha being whisked, then poured over ice and milk in a clear glass. Slow-motion, bright white background to make the green pop.

Recommended Audio Style: Lo-fi chill ambient

Caption: Switch up your routine with our premium iced matcha. 🍵 Smooth, earthy, and perfectly balanced. The ultimate afternoon pick-me-up for those who want something a little different. Have you tried it yet? 💚

Strategic Hashtags: #MatchaLebanon #BeirutMatcha #HealthyDrinks #LebanonCafe
#BeirutLifestyle #MatchaLovers

DAY 20 - CONTENT PLAN

Content Strategy Pillar: Community Trust (Customer Quote/Review)

On-Screen Visual Text Hook: DON'T JUST TAKE OUR WORD.

Visual Generation Prompt: Image concept: A clean, aesthetic graphic text post featuring a 5-star review quote over a slightly blurred, beautiful image of the cafe's interior. Elegant typography, premium branding.

Recommended Audio Style: Soft, inspiring piano

Caption: Hearing your feedback makes everything we do worth it. ★ Thank you for making us your go-to resto-cafe in Beirut! Haven't visited yet? Come find out why our guests keep coming back. 🍷

Strategic Hashtags: #CustomerReview #BeirutCommunity #LebanonReviews #TopRatedBeirut #BeirutLocal #HappyCustomers

DAY 21 - CONTENT PLAN

Content Strategy Pillar: Product Spotlight (Appetizer/Mezze)

On-Screen Visual Text Hook: THE PERFECT START.

Visual Generation Prompt: Video concept: Dynamic zoom-in on a crispy, golden-fried appetizer being dipped into a rich, creamy garlic or hummus sauce. Mouth-watering ASMR crunch sound synced with the visual.

Recommended Audio Style: ASMR crunch sound with subtle background beat

Caption: Start your meal the right way. 🧄 Our starters are designed for sharing, but we won't judge if you keep them all to yourself! Crispy, fresh, and full of flavor. Order yours today. 🍷

Strategic Hashtags: #LebaneseMezze #Appetizers #BeirutDining #LebanonFoodies #TasteBeirut #ShareTheFood

DAY 22 - CONTENT PLAN

Content Strategy Pillar: Authority/Educational (Art of the Mocktail)

On-Screen Visual Text Hook: SHAKEN, NOT STIRRED.

Visual Generation Prompt: Video concept: A skilled bartender performing a dramatic shaker toss, pouring a vibrant, fruit-infused mocktail over crushed ice. High energy, dramatic bar lighting, sharp focus.

Recommended Audio Style: Funky upbeat disco edit

Caption: Crafting liquid art daily. 🍊 Our mixologists put as much passion into our alcohol-free creations as our kitchen puts into the food. Refreshing, complex, and totally delicious. Cheers! 🥂

Strategic Hashtags: #MixologyLebanon #BeirutBar #MocktailMagic #LebanonNights #DrinkArt #BeirutVibes

DAY 23 - CONTENT PLAN

Content Strategy Pillar: High-Ticket Conversion (Date Night)

On-Screen Visual Text Hook: PERFECT DATE NIGHT.

Visual Generation Prompt: Image concept: Over-the-shoulder shot of a couple holding hands across a beautifully set table for two. Two glasses of wine/mocktails, a glowing candle, romantic evening mood, softly blurred background.

Recommended Audio Style: Romantic acoustic ballad

Caption: Looking for the perfect spot to impress? 🌹 Ambient lighting, exquisite food, and an intimate atmosphere make us Beirut's top choice for date night. Tag the person who owes you a dinner date! 🥂 Book your table via the link in bio.

Strategic Hashtags: #DateNightBeirut #RomanticDinner #LebanonCouples #BeirutLove #DineInBeirut #LebanonRestaurants

DAY 24 - CONTENT PLAN

Content Strategy Pillar: Product Spotlight (Gourmet Salad)

On-Screen Visual Text Hook: HEALTHY MEETS DELICIOUS.

Visual Generation Prompt: Image concept: A vibrant, colorful gourmet salad in a large artisan bowl—bright green spinach, ruby pomegranate seeds, grilled halloumi, and a drizzle of balsamic glaze. Overhead shot, bright natural light.

Recommended Audio Style: Light, breezy acoustic pop

Caption: Eating green doesn't mean compromising on flavor. 🥗 Our vibrant, nutrient-packed salads are tossed with the freshest ingredients and house-made dressings. Your perfect guilt-free lunch awaits! 🥑

Strategic Hashtags: #HealthyBeirut #LebanonFitness #SaladBowl #FreshFoodLebanon #BeirutEats #CleanEating

DAY 25 - CONTENT PLAN

Content Strategy Pillar: Community Trust (Weekend DJ/Music Vibe)

On-Screen Visual Text Hook: WEEKEND SOUNDTRACK.

Visual Generation Prompt: Video concept: A DJ spinning tracks at a sleek booth in the corner of the cafe, transitioning to guests nodding to the beat while enjoying their drinks. High-energy, warm neon lighting, lively atmosphere.

Recommended Audio Style: Trending deep house mix

Caption: The volume goes up when the weekend arrives. 🎵 Join us this Friday and Saturday for live beats, incredible bites, and the best energy in town. Get here early to secure your spot! 🎧

Strategic Hashtags: #BeirutDJ #LebanonNightlife #BeirutWeekends #LiveMusicBeirut #CafeVibes #BeirutEntertainment

DAY 26 - CONTENT PLAN

Content Strategy Pillar: Product Spotlight (Cheesecake/Special Dessert)

On-Screen Visual Text Hook: A SLICE OF HEAVEN.

Visual Generation Prompt: Video concept: A dessert fork cutting smoothly through a dense, creamy slice of baked cheesecake topped with a glossy berry compote. Extreme macro shot, soft focus background.

Recommended Audio Style: Soft, sweet melodic tune

Caption: Warning: Might cause intense cravings. 🍰 Our signature baked cheesecake is the talk of the town. Creamy, rich, and perfectly balanced. Come grab a slice before we sell out today! 🍓

Strategic Hashtags: #BeirutCheesecake #LebanonDesserts #SweetCravings #BeirutCafe

#DessertPorn #LebanonFoodies

DAY 27 - CONTENT PLAN

Content Strategy Pillar: Authority/Educational (Speed & Service)

On-Screen Visual Text Hook: QUICK & FLAWLESS.

Visual Generation Prompt: Video concept: Fast-paced montage of a barista tamping espresso, a chef plating a dish, and a waiter gracefully placing it on a table. Time-lapse feel but smooth, highlighting efficiency and professionalism.

Recommended Audio Style: Fast-paced electronic ticking beat

Caption: On a tight schedule? We've got you. 🕒 Enjoy lightning-fast service without ever sacrificing quality or presentation. The perfect spot for your quick lunch break or power meeting in Beirut. 📁

Strategic Hashtags: #FastService #BeirutProfessionals #LebanonBusiness
#QuickBiteBeirut #BeirutCafe #Hospitality

DAY 28 - CONTENT PLAN

Content Strategy Pillar: Product Spotlight (Wood-fired Pizza/Flatbread)

On-Screen Visual Text Hook: HOT OUT THE OVEN.

Visual Generation Prompt: Image concept: A bubbling, wood-fired artisan pizza/flatbread being pulled out of an authentic stone oven on a wooden peel. Glowing fire in the background, melted cheese stretching.

Recommended Audio Style: Rustic Italian ambient music

Caption: Hand-stretched dough, premium toppings, and baked to crispy perfection. 🍕 Our artisan flatbreads are made fresh to order. Which topping combination is your absolute favorite? Let us know! 👉

Strategic Hashtags: #ArtisanPizza #BeirutFood #LebanonEats #WoodFired #BeirutDining
#LebanonRestaurants

DAY 29 - CONTENT PLAN

Content Strategy Pillar: Community Trust (Co-working Vibe)

On-Screen Visual Text Hook: YOUR NEW OFFICE.

Visual Generation Prompt: Image concept: A stylish freelancer working on a sleek laptop at a sunny window counter in the cafe. A notepad, a pen, and an iced latte next to them. Aesthetic, productive, bright workspace vibe.

Recommended Audio Style: Lo-fi focus beats

Caption: Fuel your productivity. 🖥️ Free Wi-Fi, plenty of power outlets, and a steady supply of premium coffee. Ditch the home office and let our inspiring atmosphere help you crush your to-do list today! ☕📈

Strategic Hashtags: #RemoteWorkBeirut #LebanonFreelancers #CoworkingBeirut #DigitalNomadLebanon #CafeOffice #BeirutTech

DAY 30 - CONTENT PLAN

Content Strategy Pillar: High-Ticket Conversion (The Ultimate Feast)

On-Screen Visual Text Hook: GATHER THE CREW.

Visual Generation Prompt: Video concept: An impressive drone-style overhead shot panning across a massive table completely covered in our top menu items—burgers, salads, pastas, colorful drinks, and desserts. Hands reaching in to grab food in a joyful, communal setting.

Recommended Audio Style: Epic cinematic crescendo

Caption: Life is meant to be shared over incredible food. 🍽️ From our signature dishes to our refreshing drinks, we have something for everyone. Gather your crew and feast with us this week! Tap the link in our bio to book your table. 🥂

Strategic Hashtags: #BeirutFeast #LebanonDining #BeirutRestaurants #FoodiesOfLebanon #GatherInBeirut #LebanonLife

PART 2: PAID ADVERTISING BLUEPRINT

Campaign Objective & Goal: To maximize footfall and local brand dominance, utilize the **Engagement (Profile Visits)** objective primarily to build local aesthetic authority, coupled with a localized **Reach/Local Awareness** campaign optimized for "Get Directions" or "WhatsApp Messages" for instant reservations.

Recommended Monthly Testing Budget: \$350 - \$500 USD per month. In the highly concentrated Beirut market, this budget allows for aggressive geo-fenced reach, roughly \$12-\$16 USD/day, splitting spend between heavy video views (Reels) and high-intent reservation retargeting.

Hyper-Targeted Core Audience:

- **Location:** Pin drop on your exact Beirut location + 5km to 8km radius strictly (Targeting areas like Gemmayze, Mar Mikhael, Badaro, Achrafieh, Downtown).
- **Demographics:** Ages 20–45, All Genders.
- **Interests & Behaviors:** Dining out, Coffeeshouses, Restaurants, Nightlife, Fast casual restaurants, and Luxury lifestyle.
- **Advanced Targeting:** "Engaged Shoppers" behavior, and create a 1% Lookalike Audience based on users who have previously engaged with your Instagram page in the last 90 days.

Algorithmic Placements & Ad Formats: Rely heavily on **Manual Placements: Instagram Reels and Instagram Stories ONLY.** Avoid Audience Network. Use high-tempo, 7-to-10 second vertical video creatives featuring aesthetic food pours, vibrant atmosphere, and trending audio. Carousel ads should be used exclusively for "Menu Highlights" retargeting.

High-Converting Ad Hook Copy Example:

Headline Hook: "Looking for your new favorite spot in Beirut? 🍷🌿"

Body: "Step away from the noise and step into our vibe. Whether you're craving an artisan coffee to start your morning, or mouth-watering gourmet dishes for a dinner date, we've brought the ultimate dining experience right to the heart of the city. 🍽️✨"

Call To Action: "Tap 'Visit Instagram Profile' to explore our menu and DM us to secure your table for tonight! 📍 Located in [Insert Neighborhood]."

PART 3: RISK COMPLIANCE & SAFETY STANDARDS

⚠️ **CRITICAL ADVERTISING RESTRICTIONS & POLICY RISKS:**

As a Resto-Cafe in the Middle East, you face strict Meta (Instagram) Advertising Policies specifically regarding controlled substances and lifestyle claims.

- 1. Tobacco & Shisha Prohibition:** Meta strictly prohibits the promotion of tobacco products. If your cafe serves Shisha/Hookah, **DO NOT** show pipes, smoke rings, or shisha menus in your PAID ads. This will trigger an instant account suspension. (Organic posts are generally safer, but ads are strictly policed).
- 2. Alcohol Advertising Laws:** If you serve alcohol, your ads must be strictly age-gated to 18+ or 21+ depending on regional legal drinking age settings. Failure to age-restrict ads showing cocktails/beer will result in immediate ad rejection.
- 3. Misleading Pricing/Clickbait:** Do not use "Bait and Switch" wording like "Free Food" if it requires a massive unstated purchase. All promotional offers must have clear terms visible on the landing page or caption.

Account Suspension Guardrails:

- 1. Clean Creative Boundaries:** Keep all paid advertising strictly focused on food, coffee, interior ambiance, and non-alcoholic/non-tobacco elements. If a video shows a blurred shisha pipe in the background, the AI moderation bot will flag it. Keep the paid visual frame completely clear of these elements.
- 2. Ad Account Warm-up:** Do not launch a \$50/day ad campaign on a brand new ad account. Start with \$5/day for a week, pay the first billing cycle successfully, and then scale the budget. Rapid spend on new Lebanese ad accounts often triggers Meta's "Unusual Activity" fraud blocks.
- 3. Evade "You/Your" Negative Attributes:** Meta penalizes ads that assume personal attributes. Instead of saying "Are you tired of bad coffee in Beirut?" (which assumes the user's negative state), reframe it to a positive business spotlight: "Experience the smoothest

coffee in Beirut."

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