



Space Grow Media Agency

Case Study

Margherita & More - Pizza Brand Launch (Bhayandar West)

Client: Margherita & More

Industry: Neapolitan Pizza (Food & Beverage)

Location: Bhayandar West

Platforms: Instagram + Meta Ads

Timeline: 2 Months

Handled by: SpaceGrow Media

A. The Brief

The brand needed:

- Strong local Instagram presence
- Professional visual identity
- Content that drives cravings and orders

B. Research

We studied:

- Food reels that trigger cravings
- Local food discovery behavior
- Offer-based conversion patterns

C. Ideation

Content focused on:

- Pizza-making process
- Cheese pulls & baking visuals
- Offers and combos
- Simple CTAs (Order / DM / Call)

D. Production

SpaceGrow Media delivered:

- Logo design
- Post & banner templates
- Reel shooting & editing
- Offer creatives
- Ads support for local reach

E. Delivery (Results)

Public Proof:

- Followers: 335
- Posts: 26

Outcome:

- Professional brand presence created
- Improved content quality & consistency
- Increased local awareness & engagement

➤ Key Learnings

- Food reels convert attention fast
- Visual consistency builds trust
- Local CTAs matter