

MARKETING PROPOSAL · SIX-WEEK LAUNCH

A Tavola

A six-week campaign to bring Eleven on Monaro to the table.

Prepared for

Melissa

The venue

Authentic Italian, Queanbeyan

The aim

From a quiet start to full tables

THE OPPORTUNITY

Great food, a warm room, and an online story still waiting to be told.

Eleven on Monaro has the hard part already sorted. The wood fire is lit, the pasta is made by hand, and the room is the kind of place people want to settle into. What it does not have yet is a presence online, and for a new venue that is the single widest gap between a good meal and a booked-out Friday.

That gap is the good news. It means nothing has to be undone. We are not fixing a tired feed, we are writing the first chapter, and we get to set the tone from the very first post.

This proposal lays out a focused six-week campaign: one clear idea, a consistent voice, and a week-by-week plan that turns the food you already serve into a reason to come in.

WHAT WE BUILD ON

The restaurant is already the strategy.

i.

The wood fire

The most cinematic asset any restaurant can have. Flame, char, and the pull of a pizza from the oven. This is the centre of the campaign on camera.

ii.

Made by hand

House-made gnocchi and fresh pasta are the proof behind the word authentic. People believe what they can see being made.

iii.

Gluten free, done properly

Most pastas and every pizza can be made gluten free. In Canberra and Queanbeyan that community is small, loyal, and starved of real options. It travels by word of mouth faster than anything.

iv.

A table built for groups

Banquet menus and the Feed Me menu make Eleven an easy yes for birthdays, work nights, and family occasions. Built-in reasons to book.

v.

Two cities, ten minutes apart

Queanbeyan is home, Canberra is next door. The campaign speaks to both and treats the location as a feature, not a footnote.

Simple dishes, quality ingredients, a place to gather.

Your own words. The whole campaign just makes sure more people hear them.

WHAT SIX WEEKS SHOULD ACHIEVE

Four clear outcomes.

1 Build the Instagram from a standing start into a genuine local following.

2 Establish a recognisable voice and a consistent, warm visual identity.

3 Drive measurable first bookings and online orders during the campaign.

4 Make Eleven the answer when someone asks where to go for Italian.

THE IDEA

A Tavola

Pull up a chair.

Every post, every reel, and every story ladders up to one feeling: this is the warm, unpretentious table you have been looking for, and it is right here in Queanbeyan. Not a grand opening that shouts. An invitation that welcomes.

a tavola: what an Italian family calls out when the food is ready and everyone needs to come and sit down. It is not a slogan. It is an instruction.

HOW WE SPEAK

Five things we talk about, on rotation.

01

The Craft

The oven, the dough, the gnocchi rolled by hand, the pass under the heat.

02

The Hero Dish

One beautiful plate at a time, shot close and shot warm.

03

The People

Who is behind it and why. What makes a new place become your place.

04

The Room

Candlelight, full tables, the easy noise of people gathering.

05

The Practical

Hours, gluten free, book a table, order online. The quiet conversion layer.

THE SIX WEEKS

A campaign served in three courses.

A good Italian meal arrives in courses, each one setting up the next. The launch works the same way. Six weeks, three movements, building from hello to a full table.

Antipasto

The Arrival

WEEKS 1 & 2 · AWARENESS

First we say hello. We introduce the room, the fire, and the faces, and we give people a reason to follow before we ever ask them to book.

WEEK 1

- Launch reel: the oven firing, a pizza in and out.
- The room, set and quiet before service.
- Meet the team, and the why behind Eleven.

WEEK 2

- Gnocchi rolled by hand, the made-here proof.
- Antipasto platter, styled for two to share.
- A short house note: how we cook and what we stand for.

VOICE SAMPLE · LAUNCH

Wood fire. House-made everything. The kind of Italian you remember, made simple and made properly. We have been quietly getting ready. Now we would love to feed you.

Il Primo

Made by Hand

WEEKS 3 & 4 · DESIRE

Now the food does the talking. We hero the signature dishes one at a time and make the gluten free story impossible to miss, turning attention into appetite and first orders.

WEEK 3

- Pappardelle ragu, slow-cooked lamb, the fork pull.
- Carbonara done right, no shortcuts.
- The gluten free post, warm and front and centre.

WEEK 4

- Pizza montage: the Eleven, the Diavola, the Bufalina.
- Dessert hero: tiramisu, or the Nutella pizza pulling apart.
- First customer review, restyled as social proof.

VOICE SAMPLE · GLUTEN FREE

A note for our coeliac friends. Most of our pasta and all of our pizza can be made gluten free, in a kitchen that takes it seriously. You should not have to choose between safe and delicious. Here you do not.

A Tavola

Come Gather

WEEKS 5 & 6 · BOOKINGS

The final course turns warmth into bookings. We sell the occasion, lean on group menus, and recut the campaign's best moments into one last invitation to come and sit down.

WEEK 5

- A full table mid-meal, hands reaching, glasses up.
- Banquet menus for groups, a direct booking push.
- The Feed Me menu: let the chef decide.

WEEK 6

- A week-at-Eleven montage, the campaign recut.
- Repost real diners, their photos become the proof.
- A warm thank you and a look at the season ahead.

VOICE SAMPLE · GATHER

Birthdays, work nights, the whole loud and happy family. Let us set the table, you just bring the people. A tavola.

July 2026, mapped out.

A sustainable rhythm, not a content factory.
 Three feed pieces a week (a reel, a post, a carousel), with stories layered through the days.
 Pre-launch teasers open the month, then the campaign builds week by week.

■ Reel
 □ Carousel
 ■ Post
 □ Story

MON	TUE	WED	THU	FRI	SAT	SUN
		PRE-LAUNCH · TEASERS 1 STORY Something is coming	2	3 STORY Sneak peek: the oven	4	5 STORY We open this week
WEEK 1 · ANTIPASTO 6 REEL Launch: oven firing STORY Countdown	7 STORY Behind the scenes	8 POST The room, set & quiet	9 STORY Ask us anything	10 CAROUSEL Meet the team	11 STORY Saturday service	12
WEEK 2 · ANTIPASTO 13 REEL Gnocchi by hand STORY Prep	14 STORY Menu peek	15 POST Antipasto for two	16 STORY Poll: pizza or pasta	17 CAROUSEL How we cook	18 STORY Full house	19
WEEK 3 · IL PRIMO 20 REEL Ragù, the fork pull STORY Slow-cooked	21 STORY Wine pairing	22 POST Carbonara, done right	23 STORY Kitchen close-up	24 CAROUSEL Gluten free, properly	25 STORY Booked out	26
WEEK 4 · IL PRIMO 27 REEL Pizza montage STORY From the oven	28 STORY Specials	29 POST Nutella pizza	30 STORY Thank you	31 CAROUSEL First reviews		

Weeks 5 and 6 (A Tavola, the gather and the bookings push) carry into early August, closing out the six-week campaign.

HOW WE CAPTURE IT

Six weeks of content, from two sessions.

The plan is built to be light on the kitchen, not another job for the team. Almost everything is captured during normal prep and service across two short shoots. Everything else is quick phone stories that never need to be perfect.

Session A

In the kitchen, during prep

- The oven firing and a pizza in and out
- Dough stretched, gnocchi rolled, ragu stirred
- Plating, and the pass under the heat lamps

Session B

Front of house, golden hour

- The empty room, set and candlelit
- Hero dishes shot top down and at an angle
- A real table mid-service, with diners' blessing

WORKING TOGETHER

A focused sprint, start to finish.

i.

Strategy

The idea, the voice, the visual direction, and this week-by-week plan, set before a single thing is filmed.

ii.

Production

The two shoots, the reels edited, the captions written, and the photography styled and shot on site.

iii.

The grid, ready to go

A complete six-week schedule of posts, reels, and stories, handed over ready to publish, with room to adjust as we learn what lands.

NEXT STEP

If this feels like the right direction, the next conversation is a quick one: scope and timing, then we lock a launch date and book the first shoot. I would love to help Eleven open loudly.

VTF *Creative*

Brand and content for hospitality and property.

Prepared with care for Eleven on Monaro.

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