

# Is Your Space Instagrammable?

6 Ways to Drive Traffic and Social Engagement for Your Restaurant





# Achieving Instagramability

Being 'Instagrammable' is a phrase you've probably heard thrown around quite a bit. What does it really mean? Well, put simply it's creating something that is worthy of a photo op. It's true that millions of people share images of food when dining out, but the Insta-craze has gone beyond just sharing what's on the plate. Instagram users are known for going out of their way to find quirky and unique spaces to fill their feeds.

So why should you care if someone views your restaurant as Instagram-worthy? One simple word - *influence*. Social media is a powerful tool where user generated content serves as the modern word-of-mouth and carries with it photographic evidence. A well designed environment connects emotionally—creating feelings that guests will seek to experience again. Instagrammable touchpoints capture and

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share those feelings while driving repeat visits. Does your guest experience include Instagrammable moments that merit telling the world about them? Read on to learn about six different techniques that our designers at CESO use to create emotionally connected experience touchpoints.



# But First a Bit About CESO

For more than 30 years, CESO has designed, engineered, and built customer experiences for some of the worlds best companies. Our team has deep expertise in the restaurant category, having worked for some of the most successful restaurant brands. We hope you find this report inspiring and helpful. [Team CESO](#)

## A few of our restaurant partners:

Arby's

Burger King

Cracker Barrel

Outback

Blaze Pizza

Carrabba's

Dutch Bros.

Subway

Bonefish Grill

Church's Chicken

Fleming's

Tim Hortons

Buffalo Wild Wings

Coffee Bean

KFC

Wendy's

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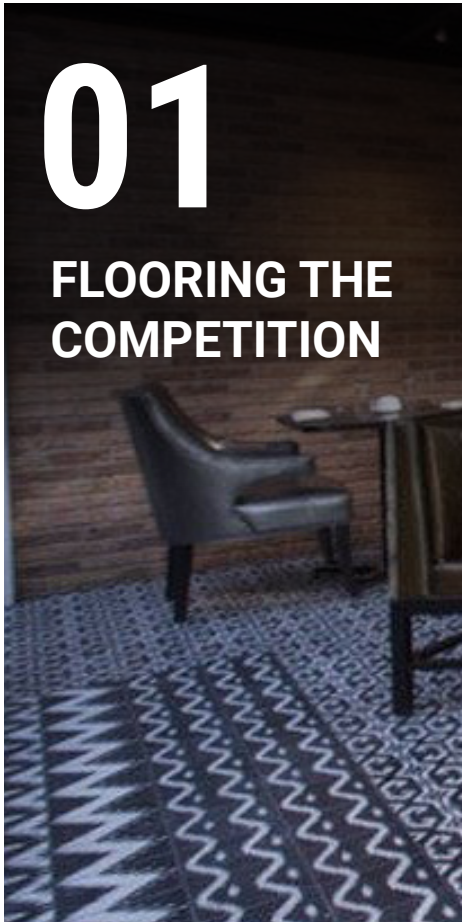


# Are You Ready For Your Close-Up?

Six ways to fill your guests' social media feeds with your unique brand story

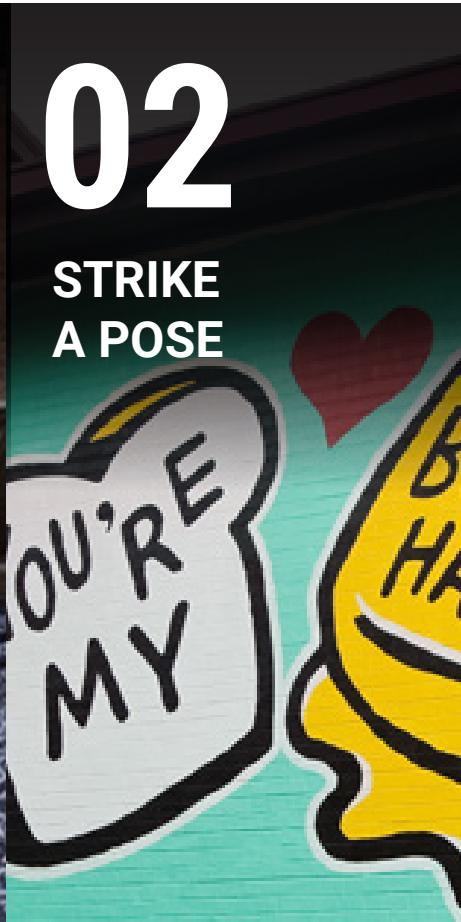
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FLOORING THE COMPETITION



02

STRIKE A POSE



03

FROM BLEAK TO CHIC



04

A LOOK ON THE BRIGHT SIDE



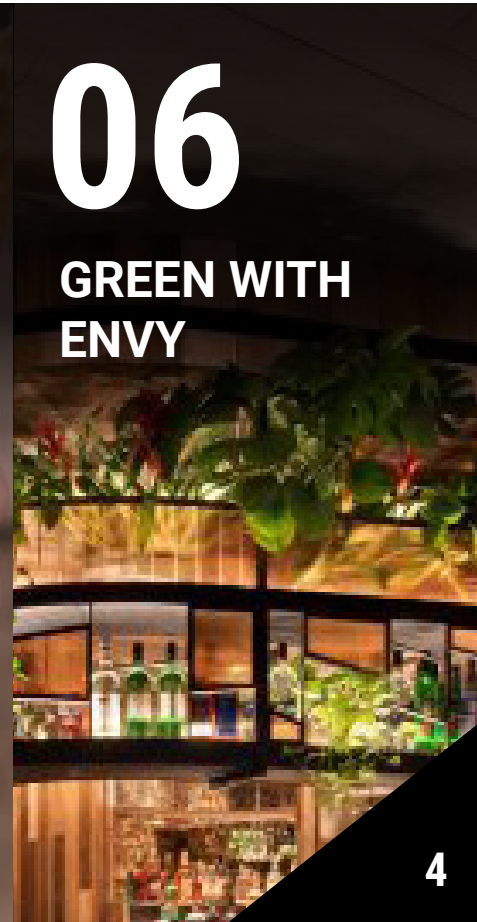
05

WRAP IT UP



06

GREEN WITH ENVY





# 01 FLOORING THE COMPETITION

Eclectic restaurants and cafés adorned by stunning accents are highly sought after among social media users, but have you ever really paid attention to the floor? Vibrantly patterned flooring creates a dynamic setting that adds a unique layer of texture to your space.

Your recognizable flooring design establishes your brand as a market differentiator and conveys quality. Unique flooring will also create the perfect backdrop for strategically placed cups, menu items, and those “shoefies” that are sure to fill Snapchat and Instagram feeds everywhere.

## PRO-TIP

While replacing the entire floor can be expensive, consider retrofitting your experience with flooring accents in key areas to express the unique character of your brand.





# 02 STRIKE A POSE

Custom backdrops make posting on the 'gram almost too easy! You know what they say "pic or it didn't happen". More restaurants are incorporating selfie-worthy stops designed to create moments worth sharing – exterior wall murals, unique interior artwork, and catchy tag-lines scripted into a neon sign. Guests and influencers will travel near and far to strike a pose.

## PRO-TIP

When considering the content for a mosaic, mural, or feature wall, think local. The more tied to the community your experience is, the more authentic and story-rich it becomes for guests to share.





# 03 FROM BLEAK TO CHIC

Instagram opportunities don't require a complete redesign. Sometimes all your space needs to create that perfect photo-op are a few eye-catching details, and what better way to grab their attention than with some well implemented pops of color? Color is a powerful visual language that directly impacts the experience. It is used to influence mood and tap into emotion. What image are you painting in the minds of your guests?

## PRO-TIP

It's not just about the brand color. Complimentary and varied color palettes create more energy and intrigue. Whatever colors you add to your space, don't forget the lighting to make it pop.





# 04 A LOOK ON THE BRIGHT SIDE

Restaurants are getting increasingly creative in the ways lighting is used to capture an IG-worthy photo. Natural light can be just the right touch for that perfect moment. If your space has limited access to natural light, your guests shouldn't need to tap into their phone's lighting options. Unique fixtures can make a bold statement, while dramatic lighting and shadows add intrigue, drama and energy to create just the right vibe.

## PRO-TIP

Restaurants and retailers routinely overlook the importance of lighting which can make or break your decor, branding, and the overall mood you create for your guests.





# 05 WRAP IT UP

While the food should be the star, your brand's packaging should never be an afterthought. When done well, your guests won't even need to tag your location. By strategically activating your brand with distinctive packaging, you create a recognizable moment of engagement. There's a simple formula for viral success: Logo + trendy palette + witty brand voice = camera ready!

## PRO-TIP

Packaging can be a great place to tell quirky, fun stories about your ingredients and your brand character but don't forget the logo. A bold logo placement is a brand billboard carried by each of your guests.





# 06 GREEN WITH ENVY

With a social environment that is catering to the actual environment, it's no surprise that one of the hottest restaurant trends is sustainability. Though the industry is far from being carbon neutral, incorporating more greenery into your interior can appeal to a more eco-conscious audience.

Flourishing plant walls, sprouted centerpieces, and winding wisteria can evoke feelings of social responsibility and a healthy lifestyle. Dramatic green features offer an unexpected visual that's sure to stop any seasoned Instagram-scroller in their tracks.

## PRO-TIP

It would be great if plants took care of themselves because upkeep can be a headache. Artificial plants are gaining popularity because of their realism and lack of maintenance. Just make sure they stay clean.





# Thanks!

If you would like to learn more about how the design team at CESO can help make your brand experience more memorable and relevant to your ever-changing socially-savvy guests, drop us a note.

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Places for the World™**