

SHAWARMA HOUSE

7-DAY LAUNCH CAMPAIGN





DAY 1

The Teaser: It Starts With The Spice

STRATEGIC GOAL

Establish authenticity immediately. Focus on the raw ingredients and the heritage behind the flavor profile before ever showing the final product.

POSTER OVERLAY COPY

Variation A (Direct)

"Imported spices. Local passion.
Something real is coming."

Variation B (Mysterious)

"The secret is in the blend. Opening
soon."

INSTAGRAM CAPTION

Real shawarma doesn't start on a grill. It starts in the markets of the Levant. We're bringing authentic, hand-blended spices to your neighborhood. No shortcuts. Just tradition. 🌶️✨

Are you ready? Drop a 🔥 if you can't wait!

#ShawarmaHouse #AuthenticEats #ComingSoon #StreetFood



DAY 2

The Craft: 100% Halal Beef

STRATEGIC GOAL

Build trust through transparency. Show the high-quality meat carving process to contrast against low-quality fast food alternatives.

POSTER OVERLAY COPY

Variation A (Direct)

"100% Halal Beef. Stacked fresh daily."

Variation B (Descriptive)

"Perfectly marinated. Expertly carved."

INSTAGRAM CAPTION

Quality you can see. Every single day, we stack 100% Halal beef, marinated overnight in our signature blend of 14 spices. The result? Juicy, perfectly charred cuts straight off the spit. 🍖🔪

Opening this weekend. Tag your lunch crew! 📢

#HalalFood #ShawarmaLovers #FreshIngredients #FoodCraving



DAY 3

The Classic: Garlic Chicken

STRATEGIC GOAL

Highlight the crowd-favorite. Emphasize the legendary garlic sauce (Toum) which drives heavy customer retention.

POSTER OVERLAY COPY

Variation A (Craveable)

"Extra Garlic Sauce is always the right answer."

Variation B (Simple)

"Classic Chicken Shawarma. Done Right."

INSTAGRAM CAPTION

Let's talk about the Garlic Sauce. 🧄 Our Toum is whipped fresh every morning –fluffy, potent, and the perfect pairing to our charred chicken shawarma.

Wrap it. Plate it. Devour it.

#ChickenShawarma #GarlicSauce #Toum #MiddleEasternFood



DAY 4

The Sidekick: Spiced Fries

STRATEGIC GOAL

Upsell focus. Convert single-item buyers into combo-meal buyers by showcasing the premium sides.

POSTER OVERLAY COPY

Variation A (Direct)

"Golden, crispy, and dusted with Harissa."

Variation B (Action)

"Upgrade your wrap. Make it a meal."

INSTAGRAM CAPTION

Never skip the sides. 🍟 Our signature fries are cut thick, fried until golden, and dusted with our secret Harissa spice blend.

Pro tip: Dip them straight into the garlic sauce. You're welcome.

#FrenchFries #Harissa #FoodHacks #ComboMeal



DAY 5

The Feast: Mixed Platter

STRATEGIC GOAL

Target group dining and high-ticket orders. Show abundance, sharing, and variety.

POSTER OVERLAY COPY

Variation A (Social)

"Built for sharing. Made for craving."

Variation B (Value)

"Can't decide? Have it all."

INSTAGRAM CAPTION

Why choose when you can have it all? The Shawarma House Mixed Platter brings you the best of everything: Beef, Chicken, fresh hummus, salads, and warm pita.

Grab your friends. It's feast time. 🌯🔥

#Feast #SharePlatter #Hummus #DinnerVibes



DAY 6

The Wrap: Built Heavy

STRATEGIC GOAL

Highlight the value proposition. Show the size, weight, and build of the wrap to justify the premium price point.

POSTER OVERLAY COPY

Variation A (Value)

"Stuffed to the brim. No compromises."

Variation B (Craving)

"The perfect bite, every single time."

INSTAGRAM CAPTION

We don't do light portions. When you order a Shawarma House wrap, you're getting a heavy, toasted, flavor-packed meal that keeps you full.

Tomorrow is the big day. Who's bringing the appetite?

#ShawarmaWrap #HeavyPortions #Foodie #OpeningTomorrow

SHAWARMA HOUSE

DAY 7

Grand Opening: We Are Live

STRATEGIC GOAL

Drive immediate foot traffic. Create urgency and celebrate the launch with a hard call-to-action.

POSTER OVERLAY COPY

Variation A (Urgency)

"We are open. The grills are hot."

Variation B (Celebration)

"Welcome to Shawarma House."

INSTAGRAM CAPTION

THE DOORS ARE OPEN! 🔥

After months of perfecting our spice blends, marinating the meats, and whipping up gallons of garlic sauce... Shawarma House is officially open for business.

📍 Find us at [Insert Location]

🕒 Open today until late!

Come get your fix. See you at the counter!

#GrandOpening #ShawarmaHouse #NowOpen #StreetFood