

CASE STUDY · 2021 · SHANGARH, HIMACHAL PRADESH

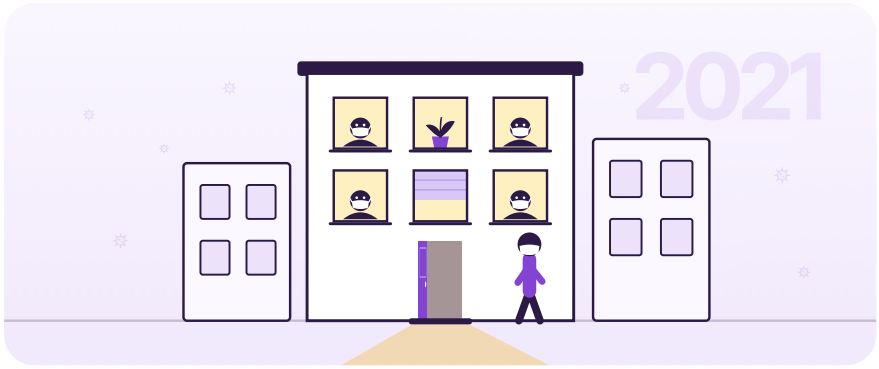
Café Stories & More;

Getting people out of their homes was hard enough. We had to get them into the mountains.

Social Media | Brand Management | Marketing Strategy

The story

It was 2021. The world was cautiously emerging from a pandemic, and convincing people to step out of their homes was already a marketing challenge.



Then came Café Stories & More.

The founder had a slightly more ambitious proposition. What if we didn't just ask people to step out for coffee? What if we asked them to travel all the way to a café tucked away in the hills?



And not just any hills.

Shangarh. A beautiful little village in Himachal Pradesh that, back then, wasn't exactly topping everyone's travel bucket list.



So we had three challenges rolled into one.

FIRST

Convince people to go out again.

SECOND

Convince them to travel somewhere they hadn't necessarily heard of.

THIRD

Convince them that a café was a perfectly good reason to do both.

> **The brief was no longer just about marketing a café. It was about marketing the journey to one.**

Our strategic challenge was to shift the conversation from what the café served to what an experience there could mean. The mountains, the discovery, the detour, and the possibility of finding something unexpectedly wonderful along the way.

> **Because when your café isn't on the way to somewhere, you have to give people a reason to make it the destination.**



And that was the story worth telling.

WHAT CAME NEXT

The story kept going;

Later, the same founder built House of Stories, a hostel in the same village. Then we took House of Stories to Indiranagar, Bangalore's most competitive market.



2021

Café Stories & More

A café in the hills of Shangarh, Himachal Pradesh

This story



LATER

House of Stories

A hostel from the same founder, in the same village



THEN

House of Stories, Indiranagar

Bangalore's most competitive market

Your story could be next;

Start with a free marketing audit, or just tell us what you're building.

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