



CASE STUDY #2: LAUNCHING LA COCINA MEXICAN RESTAURANT



CLIENT OVERVIEW

LA COCINA MEXICAN RESTAURANT is a vibrant dining establishment that brings authentic Mexican flavors to the heart of Great Falls, Montana. As they prepared for their grand opening, they needed a high-energy promotional video that would capture their brand's essence, attract new customers, and generate buzz in the community.

THE CHALLENGE

LA COCINA faced a common challenge among new restaurants—standing out in a competitive market. They needed a video that:

- **Showcased their authentic Mexican cuisine and inviting atmosphere.**
- **Created excitement and anticipation in announcing their grand opening.**
- **Effectively engaged their target audience on social media.**
- **Provided a lasting visual asset they could continue using beyond the opening event.**

THE SOLUTION

GENTLE THUG VISUAL MEDIA developed a 60-second promo video that embodied the energy, flavors, and warmth of **LA COCINA**. Our approach included:

- **Cinematic Food Shots:** We used high-quality close-ups of sizzling fajitas, handcrafted tacos, and fresh guacamole to make the audience crave the food.
- **Vibrant Atmosphere Showcasing:** Footage of the restaurant's decor, friendly staff, and lively ambiance set the tone for an inviting dining experience.
- **Dynamic Editing & Music:** Fast-paced cuts and upbeat Latin music created an engaging and immersive experience that kept viewers hooked.
- **Call-to-Action (CTA):** The video closed with a compelling invitation: *"Where there is Mexican food, there is happiness."*

THE PROCESS

- **Creative Development:** We worked closely with **La Cocina**'s team to align the video's tone with their brand identity.
- **Pre-Production Planning:** Storyboarding, shot lists, and scheduling ensured a smooth shoot.
- **Production:** Filming captured the unique and colorful setting, menu highlights and behind-the-scenes footage.
- **Post-Production:** Editing focused on maintaining energy, with color grading that enhanced the rich, warm tones of the food and restaurant interior.
- **Social Media Optimization:** The final video was formatted for multiple platforms (Instagram, Facebook, YouTube) to maximize reach.

THE RESULTS

- **Increased Awareness:** The promo video generated buzz on social media, with hundreds of views and shares within days.
- **Successful Grand Opening:** La Cocina reported a strong turnout, with many attendees mentioning they saw the video online.

- **Ongoing Use:** The restaurant continues to use the video for marketing, showcasing it on their website and social media pages.

KEY TAKEAWAYS

- **A high-energy promo video can effectively drive restaurant foot traffic.**
- **Cinematic food shots and atmosphere visuals create a sensory appeal.**
- **Social media-friendly video formatting ensures maximum engagement.**

CONCLUSION

By partnering with **GENTLE THUG VISUAL MEDIA**, **LA COCINA MEXICAN RESTAURANT** successfully launched with a compelling promotional video that established their brand, drove customer excitement, and set them up for long-term success in the community.