



PECOS

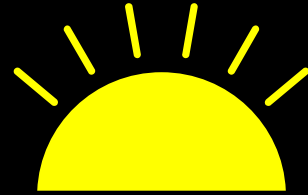
Campaign



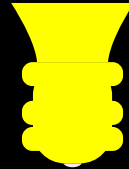
Reminiscence



CAMPAIGN ESSENCE



What's Pecos to you?



Ambience

Music

**Food &
Beer**

1

CREATIVE POSTS

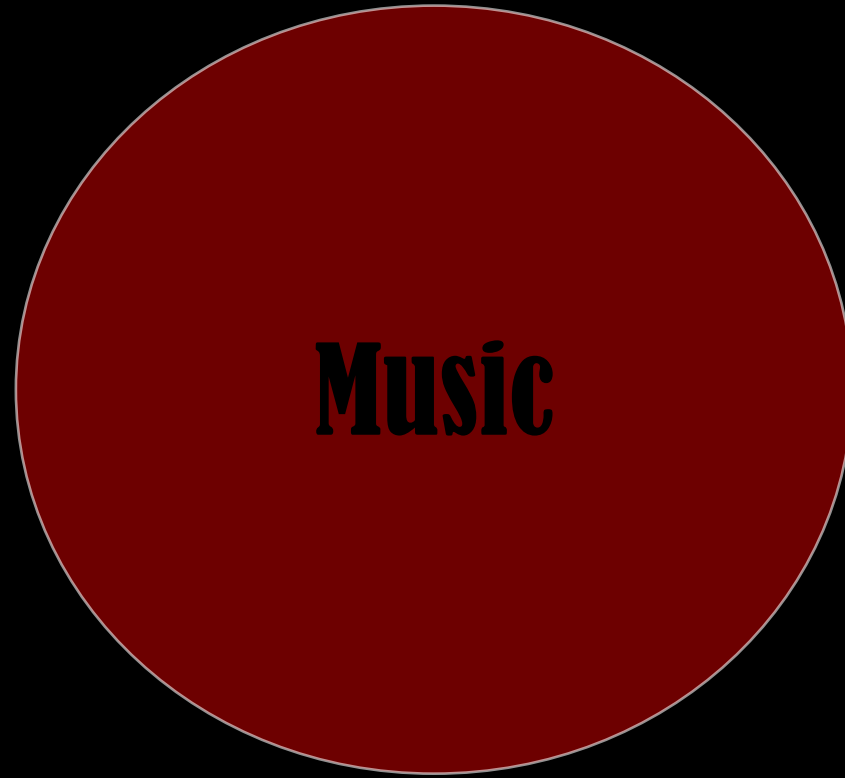
A large, solid red circle with a thin white outline, centered on the page.

Ambience

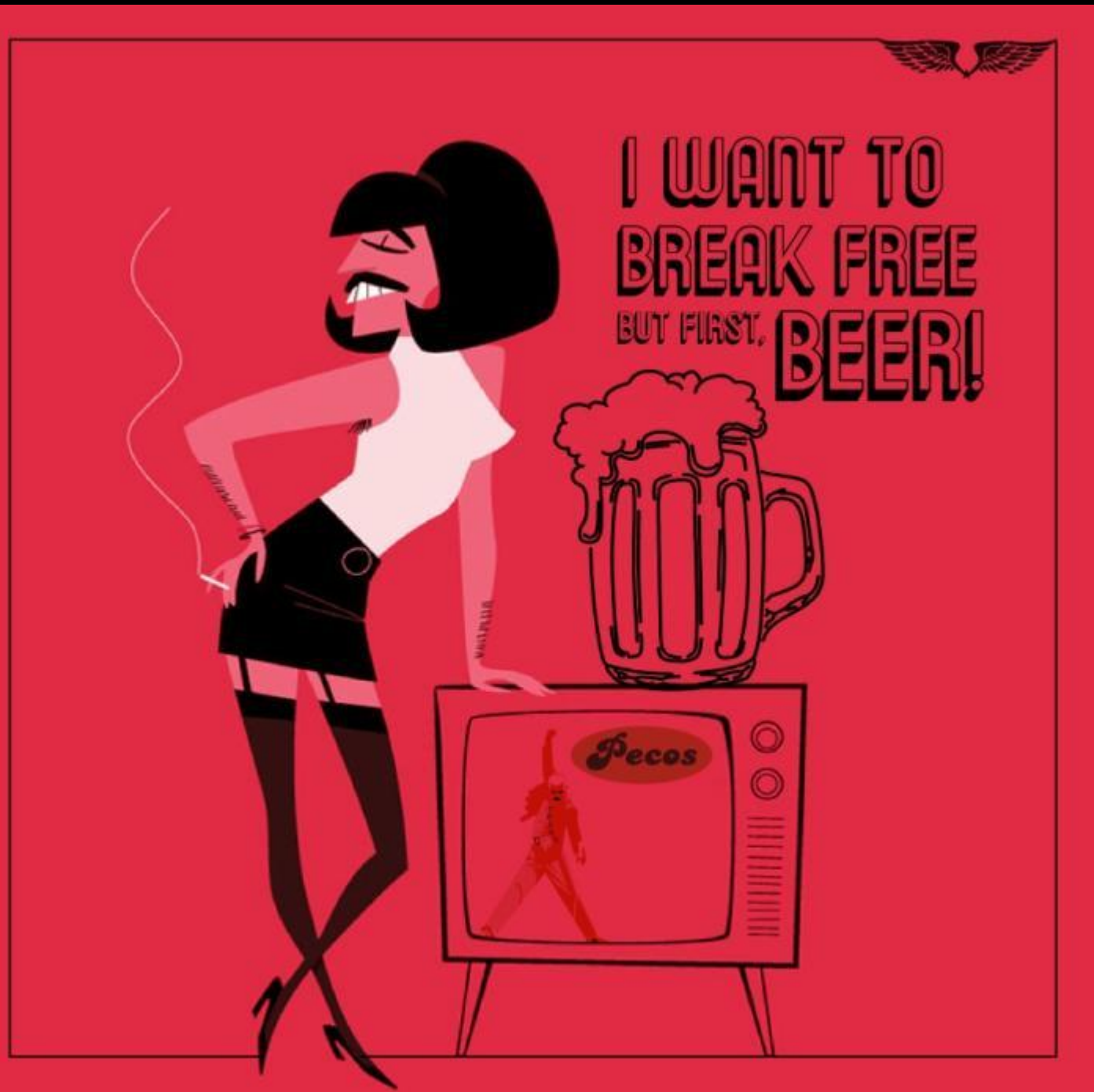


YOU CAN EXIT
ANY TIME
YOU LIKE,
BUT YOU
CAN NEVER
LEAVE

Pecos



Music





BRING ON THE MOOD
ROCK 'N' ROLL



LOOSEN
LIGHTEN
LIVEN



YOU HEAR THAT?
IT'S THE 60S IN THE '18





KEEPING
ROCK ALIVE
SINCE
1989





**Food &
Beer**

GOOD



VIBES



MG ROAD
INDIRANAGAR
BANASWADI
BTM



A STREAK OF HAPPINESS





Overturn a pint without a spill?
Guess who's got the trick up his sleeves...

TRAVELING THROUGH TIME WITH

Pecos



.

A large, solid red circle is centered on the slide. Inside this circle, the text "#WHATSPECOSTOYOU" is written in a bold, black, sans-serif font.

#WHATSPECOSTOYOU

2

USER GENERATED CONTENT



**What's
Pecos**

**Tell us
your
Pecos Story**

To You

?

Pecos

From past nine years I
have been going to
Pecos on every
Christmas Eve.

Pecos



Pecos is my go to
place on every Friday.
It has become a
tradition now.

Pecos



MUGS OF
BEER
AND TONNES OF
CONVERSATIONS

HAVE A BEER WITH YOUR PEER AT



MG ROAD * INDIRANAGAR * BANASWADI * BTM



A week at Pecos

3

CREATIVE POSTS

"SEND ME AN ANGEL"?
WE AIN'T GOT NO ANGEL BUT WE GOT BEER, AND
THAT'S PRETTY CLOSE.



SCORPIONS
SUNDAYS

AT

Pecos

* MG ROAD * INDIRANAGAR * BANASWADI * BTM *

"WHEN YOU CAME INTO MY LIFE"
OH! DEAR BEER



SCORPIONS
SUNDAYS

AT

Pecos

* MG ROAD * INDIRANAGAR * BANASWADI * BTM *

AFTER DOSA CHICKEN AND BEER
"NOTHING ELSE MATTERS"



METALLIC
MONDAYS

AT



* MG ROAD * INDIRANAGAR * BANASWADI * BTM *

"COME CRAWLING FASTER"
YOUR BEER IS WAITING



METALLIC
MONDAYS

AT



* MG ROAD * INDIRANAGAR * BANASWADI * BTM *

"PEOPLE ARE STRANGE
WHEN YOU'RE A STRANGER."
DUDE, CHILL, HAVE A BEER



THE
doors

ARE OPEN ON

TUESDAYS & THURSDAYS

AT

Pecos

* MG ROAD * INDIRANAGAR * BANASWADI * BTM *

"WELL, PEOPLE TRY TO PUT US DOWN"
BUT BEER WILL NEVER DO



WEDNESDAYS

AT

Pecos

* MG ROAD * INDIRANAGAR * BANASWADI * BTM *

"WE ARE JUST TWO LOST SOULS
SWIMMING IN A FISH BOWL"
BEER AFTER BEER



Pink Floyd
FLOYD FRIDAYS

AT

Pecos

* MG ROAD * INDIRANAGAR * BANASWADI * BTM *

"I AM A TRAVELLER OF BOTH TIME AND SPACE"
ESPECIALLY AFTER A BEER



LED-ZEPPELIN
ZEPPELIN SATURDAYS

AT

Pecos

* MG ROAD * INDIRANAGAR * BANASWADI * BTM *

- **Rock zone ahead**
- **Reunion**
- **Live rock**
- **Popcorn stand**

RECOMMENDATIONS

A large red circle with a thin white border, containing the text "Photo Story" in a bold, black, serif font.

Photo Story









Introduction Post

Interview Video

Creative posts (sets 1)

CTA to UGC (Beer Peer)

Creative posts (set 2)

User generated Content

20 Sec Video

**Week at Pecos
Campaign**

CAMPAIGN CALENDER



CREATIVES



ESSENCE OF PECOS - MOVIE SOCIAL MEDIA PROMO VIDEO



RADIO JINGLE



Thankyou