

A person wearing a green jacket and blue gloves is holding a cardboard box filled with various bottles and containers. A handheld device is visible on their hip. The background is a plain, light-colored wall.

BEVVY SOCIAL MEDIA

PROFILES



bevyofficial ...

Follow



Bevy - Delivering the jollies!

Shopping & retail

Delivering the happies one drink at a time.

Instead of tapping a keg, or a barrel, simply tap the app, and voila!

Get your [#booze](#) [#delivered](#) at your [#doorstep](#).

Followed by jayanddil and harshaljade



668
posts

19k
followers

1,962
following





Bevy ✓

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i Delivering the jollies one drink at a time.

Instead of tapping a keg, or a barrel, simply tap the app, and voila! Get your booze delivered at your doorstep.

LAUNCH
CAMPAIGN

BEVVY

Delivering the jollies.



9 POST GRID

*From pale ales that
enable tall tales,
To rich stouts, frothing over,
We got every beer,
For every beer lover.*

**From the valleys to the alleys,
We deliver the happies.**

*From pilsners made
for sipping,
To lagers worth tipping,
We got all the drinks,
Condensation dripping.*

**From the valleys to the alleys,
We deliver the happies.**

*From reds, whites and rosés,
To sparkling wines in all
their poses,
We got all the wines,
For all the discerning noses.*

**From the valleys to the alleys,
We deliver the happies.**



**WE ARE DELIVERING
THE JOLLIES!**

PITCH

Introduce the product/ give promos/ announcements (of store openings/ locations/ features/ products etc)/ updates.

PLUNGE

Usage/ influencers how-to/ range/ education of product categories/ in-depth exploration of service/ high sale days/ **AND DRINK RESPONSIBLY & PSAs**

PLAY

Engagement ideas/ gamifications/ lifestyle ideas/ influencer activations/ UGC and giveaway ideas/ memes

THE NUMBERS

18-21 Posts per month.

FIRST MONTH

PITCH

40%

PLUNGE

20%

PLAY

40%

ONWARDS

PITCH

30%

PLUNGE

10%

PLAY

60%

CREATIVE BUCKETS
TO START IT OFF:

WINEY
WEDNESDAYS

<https://vinepair.com/wine-blog/wine-wednesday/>

FRIYAY
BOOZALYMPICS

Every friday we upload drinking games- (gen-z/ contextual/ international.) for people to play. This can kick-off the weekend festivities.

MONDAY MANIA

We feature best 5 places to get party/ drink at/cocktails' every monday as content. This is a new interest amongst people.

UGC ACTIVITIES:

shot glass
sayings

If you were a beer what
would it be called?

ALCO-ETIQUETTES

<https://renegadebrewing.com/how-to-drink-beer/>

BEER BELLY
FASHION

Male influencer activity.

BEER BUDDIES

Best munchies that go with different beers.

-WITH GRT ALCOHOL
COMES GRT
RESPONSIBILITY-

A fun way to put the drink responsibly messages.

	mon	tue	wed	thurs	fri	sat	sun	
	9 grid	App 1	app2	app 3		promo		
	Product		App 4	Boozalympic s- t	Boozalympic s- Roulette- challenges!	Boozalympic s- ugc-	Sunday reminder	
	App 5		Winey weds		Boozalympic s- taboo		If you were a beer what would it be called?	
	Promo- the weekend never ends.		ALCO-ETIQU ETTES		Boozalympic s- never have i ever.		BEER BELLY FASHION- influencer	

FIRST MONTH

PITCH

40%

PLUNGE

20%

PLAY

40%

APP 1



bevvyofficial



FROM TAPPING A KEG. TO TAPPING AN APP.

GET YOUR JOLLIES DELIVERED
HOME NOW!



 bevvy



APP 2



**NO MORE
JOSTLING AND
WAITING AT
THE COUNTER.**

**WE'LL TRAVEL THE DISTANCE
FOR YOU!**



APP 3



bevyofficial



AS EASY
AS ORDERING
PIZZA.

A COLD ONE. OR A LARGE ONE.
NOW JUST A CLICK AWAY!



 bevy



FROM TAPPING A KEG. TO TAPPING AN APP.

GET YOUR JOLLIES DELIVERED
HOME NOW!



 bevvy

NO MORE JOSTLING AND WAITING AT THE COUNTER.

WE'LL TRAVEL THE DISTANCE
FOR YOU!



 bevvy

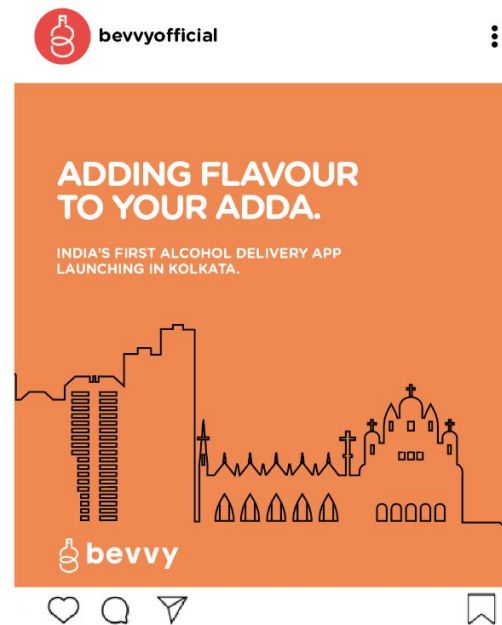
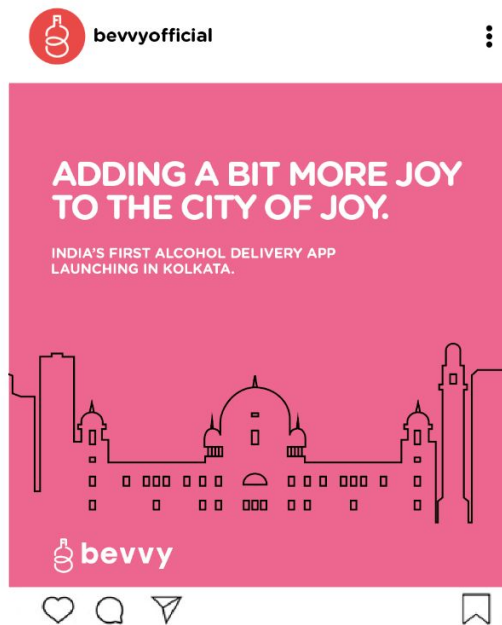
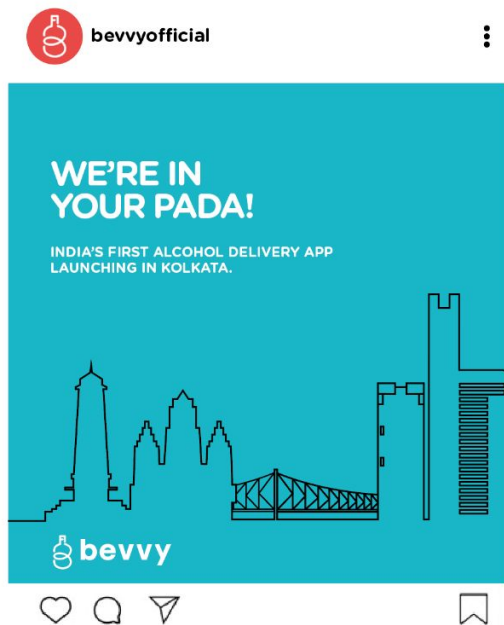
AS EASY AS ORDERING PIZZA.

A COLD ONE. OR A LARGE ONE.
NOW JUST A CLICK AWAY!



 bevvy

Posts for Kolkata launch



Promo
post



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**HERE'S
ANOTHER
REASON
TO TIPPLE!**

(Yes, we know
you didn't need it)

BUY ONE BEER	+	GET THE SECOND ONE FREE.	=	FIRST WEEK OFFER!
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Product post



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Haaaave you met...

SWIPE



**GREY
GOOSE**

(Bonjour Monsieur!
Yup the french make some of
the best Vodka out there.)



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LAPHROAIG

(Guess how they say cheers
in Scotland- slainte mhath!)



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**STELLA
ARTOIS**

(Hey! I'm a beer named
after a Christmas star.)



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APP 4



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THE BEST OF THE STUFF, AT THE BEST OF THE PRICES.

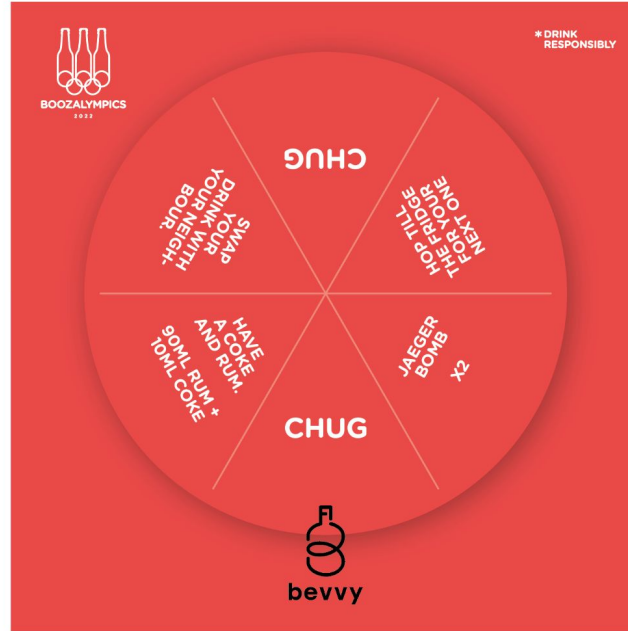
Boozalympics teaser



Boozalymphics Week 1



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Note: This will be a video.

Boozalympics UGC

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SOFT FANFARE
(EVERYONE'S STILL HUNGOVER FROM THE PRIVAY BOOZALYMPICS)

Gold Medal Winner
[@nitishsisodia](#)

Silver Medal Winner
[@jittehaipeenekeliye](#)

Bronze Medal Winner
[@thegirlwholikesbeer](#)

1
2
3









Gold Medal Winner
[@nitishsisodia](#)





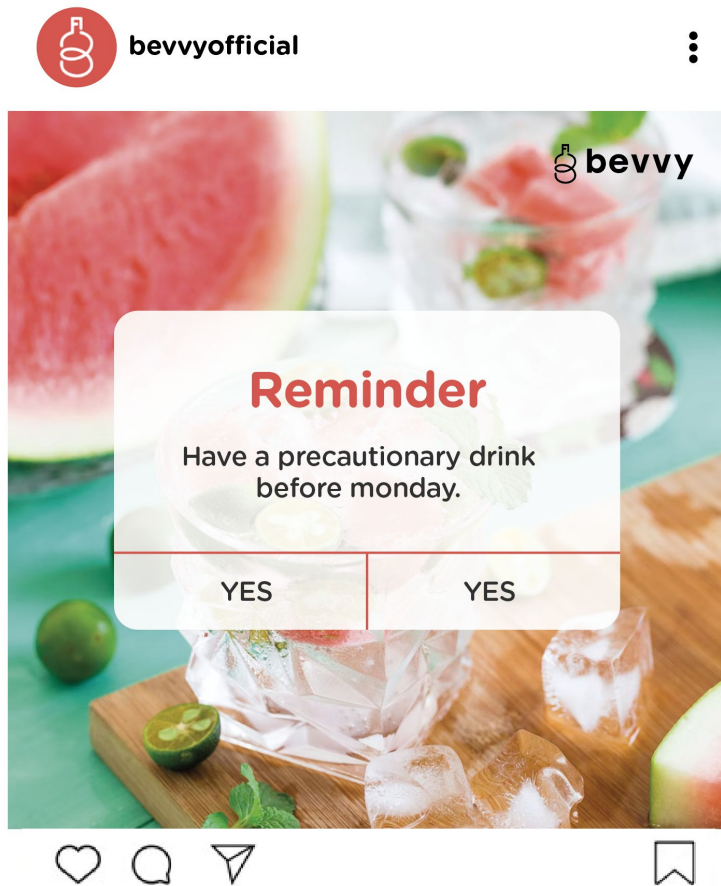
Silver Medal Winner
[@jittehaipeenekeliye](#)





Bronze Medal Winner
[@thegirlwholikesbeer](#)

Sunday Reminder



APP 5



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TAP. CLICK.
TOO DOO DOO
TOO DOO...
TING TONG!
THISH!
GURGLE...
GURGLE
AH...

NO WORDS REALLY REQUIRED



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Winey Wednesdays



bevy

SIP & BITE GET IT RIGHT!

SWIPE TO KNOW MORE



Sparkling Wine 8°C 46.4°F

Vegetarian Food Pizza

Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet,

Red 18°C 64.4°F

Spicy Food Fruit

Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet,

Note: The bottom suggestions will be from our list of products.





Rose

10°C
50°F

Beef Dishes Milk Chocolate





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dolor sit amet,

Lorem ipsum
dolor sit amet,

Lorem ipsum
dolor sit amet,


Lorem ipsum
dolor sit amet,

Lorem ipsum
dolor sit amet,












White

4°C
39.2°F

Rolls Dark Chocolate




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dolor sit amet,

Lorem ipsum
dolor sit amet,

Lorem ipsum
dolor sit amet,

Lorem ipsum
dolor sit amet,












Port

20°C
68°F

Pork Cheese

Lorem ipsum
dolor sit amet,

Lorem ipsum
dolor sit amet,


Lorem ipsum
dolor sit amet,

Lorem ipsum
dolor sit amet,

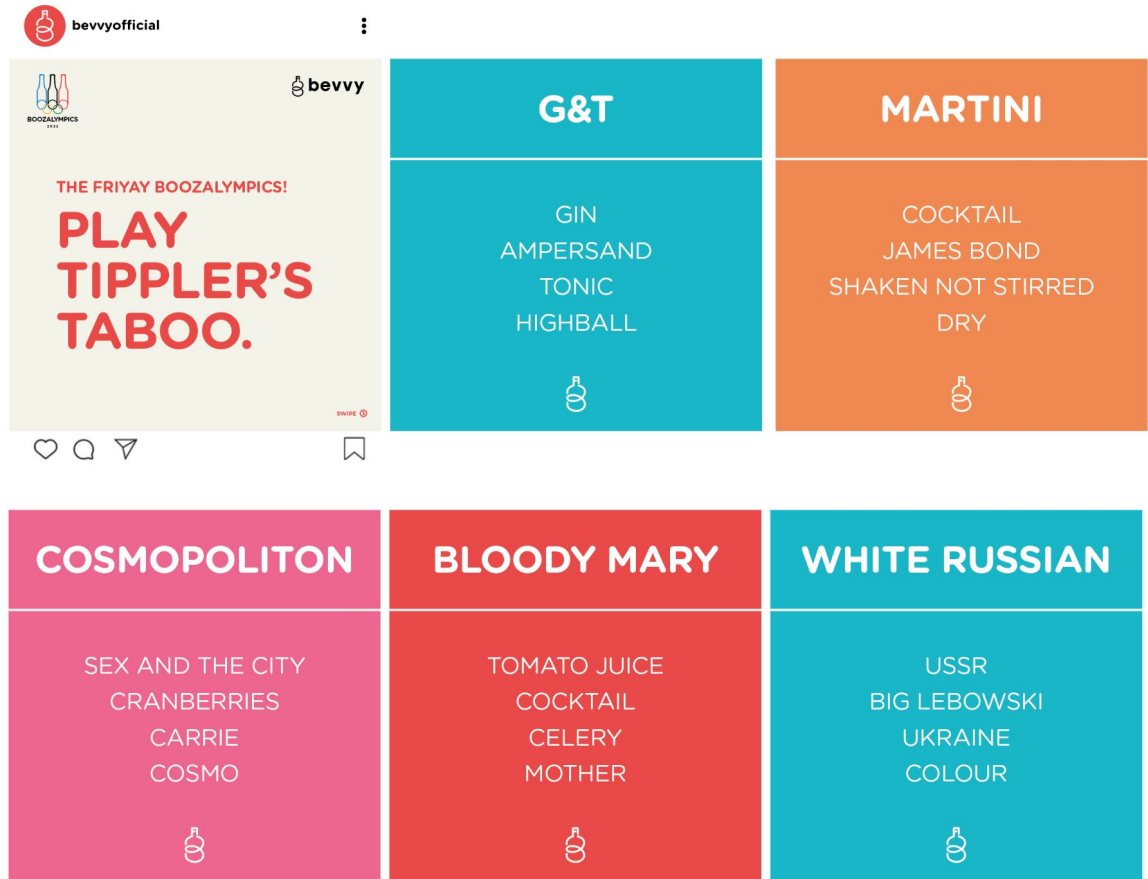
Lorem ipsum
dolor sit amet,



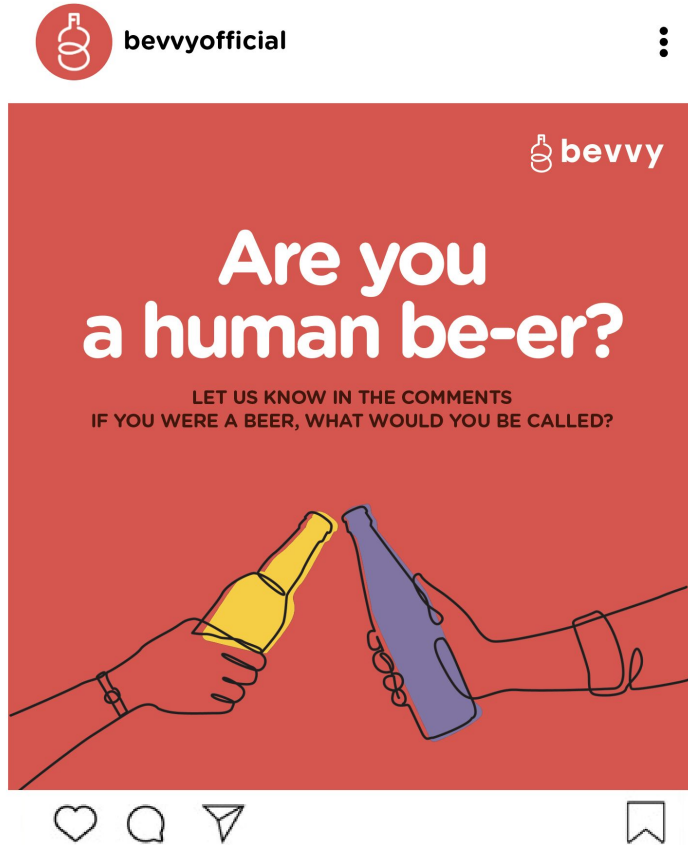




Boozalympics Week 2



Engagement



Monday Promo



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**Only one
thing can turn
a monday
into a sunday.**

AND WE JUST HAPPEN TO BE
HAVING AN OFFER ON IT.



Alco-etiquettes



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Alco-etiquettes

The image shows an Instagram post from the account 'bevyofficial'. The post features a main image with the text 'Alco-Etiquettes BY BEVVY' and a white outline of a wine glass. Below the main image are five red cards, each with a number and a tip. The tips are: 1. DON'T CHUG YOUR DRINK. 2. AVOID FOOD/LIPSTICK MARKS ON YOUR GLASS. 3. AVOID HARD LIQUOR WITH MEALS. 4. CHEW FIRST, THEN SIP. 5. CONSUME GARNISH THE RIGHT WAY. Each tip is accompanied by a small white bottle icon at the bottom.

bevyofficial

Alco-Etiquettes
BY BEVVY

1

**DON'T CHUG
YOUR DRINK.**

2

**AVOID FOOD/
LIPSTICK MARKS
ON YOUR GLASS.**

3

**AVOID HARD
LIQUOR
WITH MEALS.**

4

**CHEW FIRST,
THEN SIP.**

5

**CONSUME
GARNISH THE
RIGHT WAY.**

Boozalympics Week 3

The image shows a social media post from 'bevyofficial' with a profile picture of a bevy bottle. The post content is a grid of five colored squares, each containing a challenge. The first square is a light beige postcard with the text 'THE FRIYAY BOOZALYMPICS!' and 'PLAY NEVER HAVE I EVER.' in large red letters. Below the postcard are icons for heart, comment, share, and bookmark. The other four squares are solid colors (teal, orange, pink, red) and each contains a challenge text and a small bevy bottle icon in the bottom right corner.

bevyofficial

BOOZALYMPICS

THE FRIYAY BOOZALYMPICS!

**PLAY
NEVER
HAVE
I EVER.**

SHARE TO PLAY

TAKEN
A SIP OUT OF
A STRANGER'S
GLASS WHEN
THEY WEREN'T
LOOKING.

DROPPED
A SHOT OVER
THE SHOULDER
DURING
A GROUP SHOT.

DROPPED FOOD
INTO SOMEONE'S
DRINK.

KISSED SOMEONE
WITHOUT
SWALLOWING
THE BOOZE.

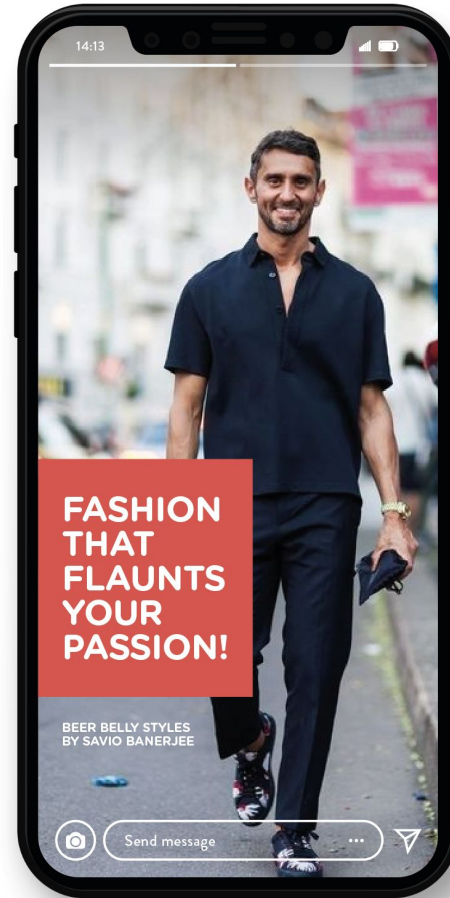
BURST A BEER
IN THE FREEZER.

PRETENDED
I PREFER WINE
TO BEER.

DRUNK DIALLED
AN EX.

DRUNK DIALLED
A NEXT.

Influencer Activity



That's about it.