

# Napulé Social Media Moodboard

Visual Inspiration for 'That's Amore' Campaigns including:  
Tradition, Napulé Team, Family gatherings,  
Sundays at Napulè, Napulè as Home

NOTE: the following images are just examples and will be shared with the rest of the team for approval of the mood. They are original ideas covered by Intellectual property of Garbo Management AG .Reproduction and distribution prohibited without prior written consent.

# Mood & Concept

This presentation showcases a creative visual mood for Napulé's social media. The focus is on warm tones, authentic Italian imagery, and a storytelling approach centered around family, tradition, team and the message 'That's Amore'.





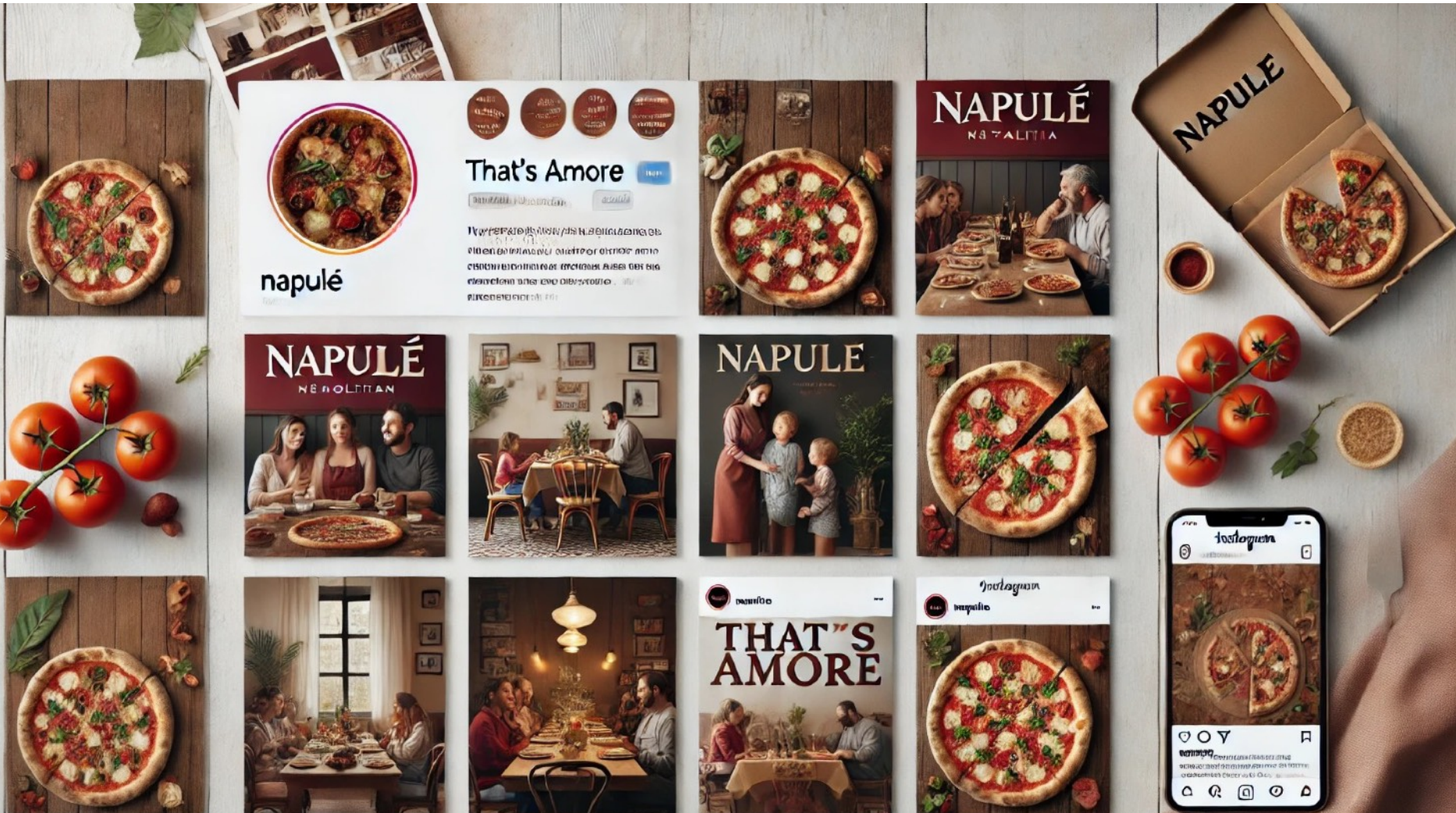
# Mood & Concept





# Instagram Post Mockups

Visual examples of Instagram posts featuring Neapolitan pizza, family moments, and cozy Italian settings. Designed for high engagement and emotional storytelling.





# Instagram Story Mockups

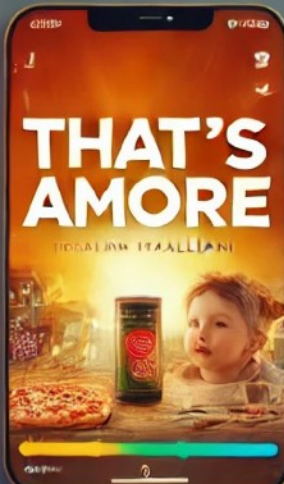
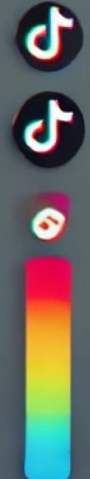
Stories designed with a mix of interactive elements like polls, questions, and product highlights, emphasizing Napulé's Italian heritage and warm family values.





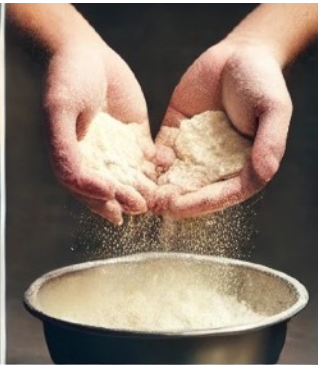
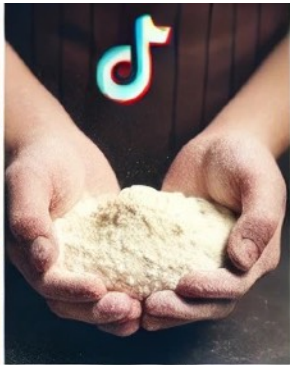
# TikTok Video Concepts

Short, dynamic video previews showcasing pizza-making moments, customer reactions, and trending content tied to the 'That's Amore' theme.





# TikTok Video Concepts





# Branding Elements

Napule's branding integrated across all visuals, including the logo, rustic Italian colors, and the 'That's Amore' tagline prominently displayed.

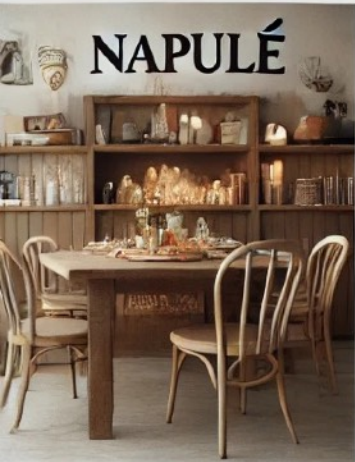








# Tradition





# Family gatherings



NAPUL

THAT'S AMORE

NAPULE  
PIZZA

LA PULLE  
NAPULE

FAMILY GATHERINGS

THAT'S AMORE

Fornito in modo da essere  
più comodo per il cliente  
stiplo e avere una alta qualità.

NAPULE

NAPULE

NAPULLE



# Sundays



SUNDAYS AT  
**NAPULE**<sup>®</sup>  
— THAT'S AMORE —



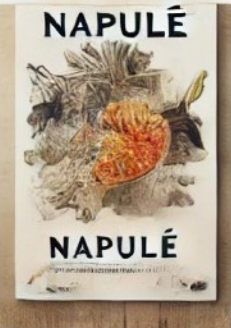
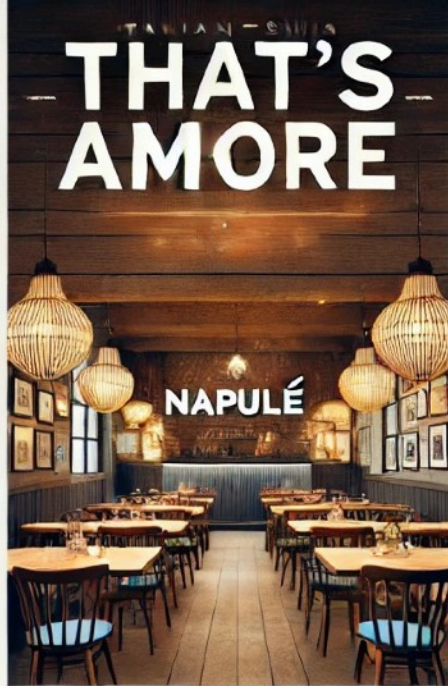
THAT'S AMORE

**NAPULÉ**  
— LA BELLA GIOIÈRE —





# CH-IT





# Making and eating pizza with family at Napulè





# Close ups





# Close ups

Examples of  
Creative ideas to attract the clientele.



Zurich full of Pizza Napulé.



A house all made of Pizza Napulé.



# Close ups





# Close ups





# Close up





# Team



## TEAM NAPULÉ

'THAT'S AMORE'

Team Napulé is a group of passionate professionals who share a love for Italian cuisine and hospitality. They are dedicated to providing the highest quality service and ensuring every guest has a memorable experience. Their commitment to excellence and teamwork is the heart of the Napulé brand.



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# Team





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