

# Kiki Group Pitch Deck (Design)

**Please read carefully before designing.**

This project is a **luxury marketing pitch deck** for a hospitality brand.

It should feel **clean, elegant, and high-end**, similar to a coffee table book.

## **Key requirements:**

- Must be designed in **Canva**
- Must look good both on screen and printed
- Must be reusable as a template for future pitch decks
- Simple layouts, strong typography, lots of white space

## **What I will provide:**

- All written text (copy)
- All images and photos

## **What you will design:**

- Page layouts
- Typography choices
- Spacing and balance
- Overall visual polish

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## **STYLE & COLOR (KEEP VERY SIMPLE)**

### **Colors:**

- Black
- White
- Cream
- Charcoal gray

(Please do not add bright colors.)

**Design style:**

- Clean
- Minimal
- Elegant
- Calm

**Please do NOT use:**

- Icons
- Stock illustrations
- Bright colors
- Heavy graphic elements
- Charts with lines or shapes
- Templates that look "business" or "corporate"

## PAGE 1: COVER

**Text (exact):**

- **Title:**

Kiki Group

*A Marketing Vision*

- **Subtitle (smaller):**

How I see the brand, where I believe it can go, and how I would help take it there.

- **Footer (very subtle):**

Kirsten Burroughs

Director of Marketing Candidate

**Design instructions:**

- No photos
  - Use typography only
  - Very clean layout
  - Lots of white space
  - Feels like the cover of a luxury book
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## PAGE 2: HOW I SEE KIKI

### Headline:

**Why Kiki Is Different**

### Copy:

Kiki Group isn't just a collection of restaurants. It's an energy. A mood. A place people want to be part of.

Over the past year and a half, I've been deeply immersed in the Kiki ecosystem as a client, a collaborator, and a genuine fan of the brand. I've seen firsthand what makes these concepts special: the atmosphere, the people, the confidence, and the way guests feel both when they walk in and when they leave.

What excites me most is that Kiki already has the hard part. The energy is real, and people feel it the moment they step into the space.

The opportunity now is about refining and protecting that magic as the brand continues to grow. Making sure what guests experience in the room, what they see online, and what they hear about Kiki all tell the same elevated story, wherever they encounter the brand.

### Design instructions:

- Mostly text
- Optional: one very subtle background image OR no image at all
- Keep layout simple

**Image guidance (if used): Kiki 1**

- Very subtle
  - Blurry or atmospheric
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## PAGE 3 — THE LENS I USE TO GROW BRANDS

### Headline:

**Three Pillars I Come Back to Every Time**

### Copy:

When I think about taking a hospitality brand to the next level, I always return to three things:

- Reputation that reflects reality
- Identity that lives beyond the walls
- Details that quietly elevate everything

These pillars guide how I prioritize, what I push forward first, and how I think about long-term brand equity rather than short-term noise.

### Design instructions:

- No images
  - No icons
  - Use typography and spacing only
  - Clean, modern layout
  - Let the text stand on its own
- 

## PAGE 4 — WHERE KIKI IS RIGHT NOW

### Headline:

## **A Brand Ready for Its Next Era**

### **Copy:**

Kiki already has what most brands spend years trying to manufacture. Energy. Identity. A loyal following. Cultural relevance.

The restaurants are known. The rooms are full. The brand is respected. And this is often the exact moment where hospitality groups either plateau as an “it” spot or intentionally evolve into something bigger.

The next chapter is not about awareness. It’s about elevation.

Elevation looks like tighter alignment between what people hear, what they see online, and what they experience in person. It looks like consistency across concepts without losing individuality. It looks like turning momentum into something scalable and durable.

This is the stage Kiki is in now. And this is the work I’m genuinely excited to do.

### **Design instructions:**

- One image only (Kiki 5)
  - Image should support the text, not overpower it
  - Clean layout with good balance between text and image
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## **PRIORITY #1: REVIEWS & REPUTATION**

# **PAGE 5 — THE BUSINESS CASE**

### **Headline:**

**Priority One: Reviews & Reputation**

### **Copy:**

Google is often the final decision point. Even when someone hears about a restaurant through friends, social media, or word of mouth.

A guest can be already excited to go, then do a quick search, see a 3.8 rating, and quietly choose a different restaurant. That friction is real, and it happens every day, especially in a market like Miami where guests have endless options.

Kiki, Habibi, and Casablanca are high-quality, high-demand concepts. The current ratings don't reflect that reality. Which means the online reputation is likely costing the group first-time visits without anyone inside the business fully seeing the loss.

### Design instructions:

- Simple layout
- Clean typography

### Visual Element (not an image):

- Simple star rating graphic:
    - ★★★★★☆ 3.8
    - Arrow →
    - ★★★★★★ 4.5+
- 

## PAGE 6 — THE APPROACH

### Headline:

**How I'd Lift Ratings Authentically**

### Copy:

Improving reviews isn't about asking harder. It's about building a system that makes it easy for happy guests to speak up.

My approach would focus on:

- Natural, staff-aligned prompts that feel guest-first
- Post-visit follow-ups designed to capture satisfied diners
- Thoughtful incentives that feel elevated and on-brand
- Tracking progress monthly and treating reviews as a true brand health metric

- A simple internal rhythm: monitor, respond, refine, repeat

The goal is not just a higher number. It's alignment between the real-life experience and what the world sees online.

#### Design instructions:

- No images
  - No icons
  - Use spacing and typography
  - Clean bullet layout
- 

## PRIORITY #2: HOUSE KIKI AS A CONTENT BRAND

# PAGE 7 — THE BUSINESS CASE

### Headline:

**Priority Two: House Kiki as a Cultural Brand**

### Copy:

Kiki already has what most brands try to manufacture. Personality.

The people. The dynamics. The energy. The glamour. Right now, that story mostly lives inside the restaurants. But the strongest modern hospitality brands let people feel like they're part of the world, even when they're not there yet.

This isn't about promoting menu items.

It's about building identity.

Think of what Vanderpump Rules did. It didn't just sell restaurants. It created cultural gravity.

#### Design instructions:

- Simple layout
- Clean typography
- Image: Habibi 5

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## PAGE 8 — THE APPROACH

### Headline:

**We Build the World First**

### Copy:

We don't wait for a network to validate this idea. We already have the platforms.

The strategy would be to launch **House Kiki** as a standalone content brand, separate from individual restaurant accounts, focused on the people behind the brand.

Primary platform: TikTok

Supporting platform: Instagram

Content would be personality-led, behind-the-scenes, confident, glamorous, and real. The goal is to make people feel like they know Kiki before they ever step inside.

This builds awareness beyond Miami, deepens loyalty locally, and creates long-term optionality the brand can grow into.

### Design instructions:

- No images
- No icons
- Use spacing and typography
- Clean bullet layout

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## PRIORITY #3: DETAILS THAT ELEVATE

## PAGE 9 — THE BUSINESS CASE

### Headline:



## Priority Three: Brand Elevation Through Detail

### Copy:

In luxury hospitality, uniforms are not just operational. They are one of the most visible brand assets in the room.

They shape first impressions, perceived price point, and how elevated the experience feels in person and in photos. Even when guests can't name it, they feel it.

This also impacts the team. When staff feel confident and polished, it shows in presence, energy, and service.

### Design instructions:

- Simple layout
  - Clean typography
  - Image: Kiki 2
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## PAGE 10 — THE APPROACH

### Headline:

**Polished, Practical, and Intentional**

### Copy:

The goal would be to reimagine uniforms across Kiki, Habibi, and Casablanca in a way that feels cohesive, intentional, and elevated without being impractical or cost-prohibitive.

This includes:

- Sourcing options at multiple price points
- Clear standards by role
- Testing in real service conditions
- Ensuring everything photographs beautifully

It's not a fashion project. It's brand storytelling through detail, and guests feel the difference immediately.

**Design instructions:**

- No images
  - No icons
  - Use spacing and typography
  - Clean bullet layout
- 

## PAGE 11 — WHY THIS ROLE MATTERS TO ME

### Headline:

Why Kiki

### Copy:

I believe deeply in this brand. I've seen what it already is, and I'm excited by what it can become.

Over the past year and a half, I've brought Kiki significant business because I trust the experience and genuinely love what the brand represents. That alignment matters to me.

I don't see Kiki as just an "it" restaurant group in Miami. I see a brand with the potential to become nationally and internationally recognizable, without losing what makes it special.

I would be honored to help shape that next chapter and to build something enduring alongside the team.

**Design instructions:**

- Image-led page: Kiki 8
- Minimal text
- Feels like the last page of a luxury book

