JELATO & Artist of Flavors

ASSIGNMENT 06b · SOCIAL MEDIA PROMO CAMPAIGN

SCOOPS & SPOOKS

HALLOWEEN SPECIAL

come pick your little monsters!



NAME	COURSE
Shreya Venkata Ramanan	GIT 502 · New Media Internet Technology 06b: Social Media Promo Campaign
DUE DATE	ASSIGNMENT
Tue, Nov 3, 2026 · 3:00 PM	

THE CAMPAIGN AT A GLANCE

SCOOPS & SPOOKS

#SCOOPSANDSPOOKS

For Halloween week, four Jelato 88 flavorsputoncostumesandbecome"little monsters" you can adopt. Each monster gets a name anda personality,socustomerspickacharacter,not just a flavor. That makes the choice fun to talk about and easy to share.



COUNT UBE

Ube (purple yam)



JACK-O'-THAI

Thai Tea & French Cheese Mousse



BATSAME

Black Sesame



FRANKENDAN

Pandan

KEY MESSAGE

Come pick your little monster.

AUDIENCE

ASU students, Tempe families and East Asian dessert fans looking for a Halloween treat worth posting.

HOOK + CALL TO ACTION

Come in costume on Oct 31 for a free mini-scoop. Visit 1310 E Broadway Rd #103, Tempe.

STYLE SOURCE



Source: Jelato 88's own "Scoops & Spooks" flyer.
Kept: its costumed cup characters, thick-outline doodles, chunky lettering and the real logo.
Added: monster names, trading-card profiles and a police lineup, so every platform has its own format but the same cast .

ROLLOUT · HALLOWEEN WEEK

MON · OCT 26

TEASE

IG Story quiz: "which little monster are you?"

TUE · OCT 27

LAUNCH

Facebook post, X lineup tweet, 6-slide IG carousel

THU · OCT 29

BEHIND THE SCENES

YouTube video: dressing up the monsters

FRI · OCT 30

REMINDER

IG Story: "come in costume" + location

SAT · OCT 31

COSTUME DAY

Free mini-scoop in costume, reshare customer posts

Feed GRAPHICS

FACEBOOK + TWITTER / X

1 FACEBOOK · SHARED IMAGE



FB | 1200 × 630 px · 1.91:1

THE IDEA

All four little monsters on the brand's lemon yellow, with the dates, address and "pick your little monster!" in one image that works without the caption.

2 TWITTER / X · IN-STREAM PHOTO



X | 1600 × 900 px · 16:9

THE IDEA

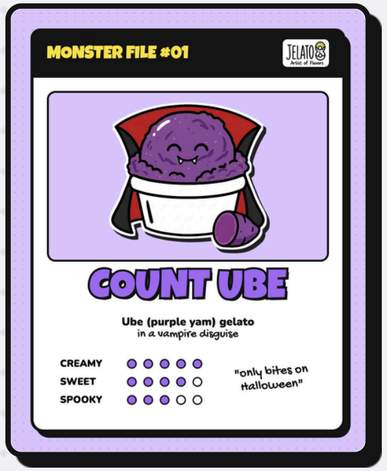
"The Usual Suspects": the four flavors in a police lineup, a meme format that reads as a joke first and an ad second.

INSTAGRAM CAROUSEL

6 SLIDES · SWIPE ORDER →



1 HOOK



2 COUNT UBE



3 JACK-O'-THAI



4 BATSAME



5 FRANKENDAN



6 CALL TO ACTION

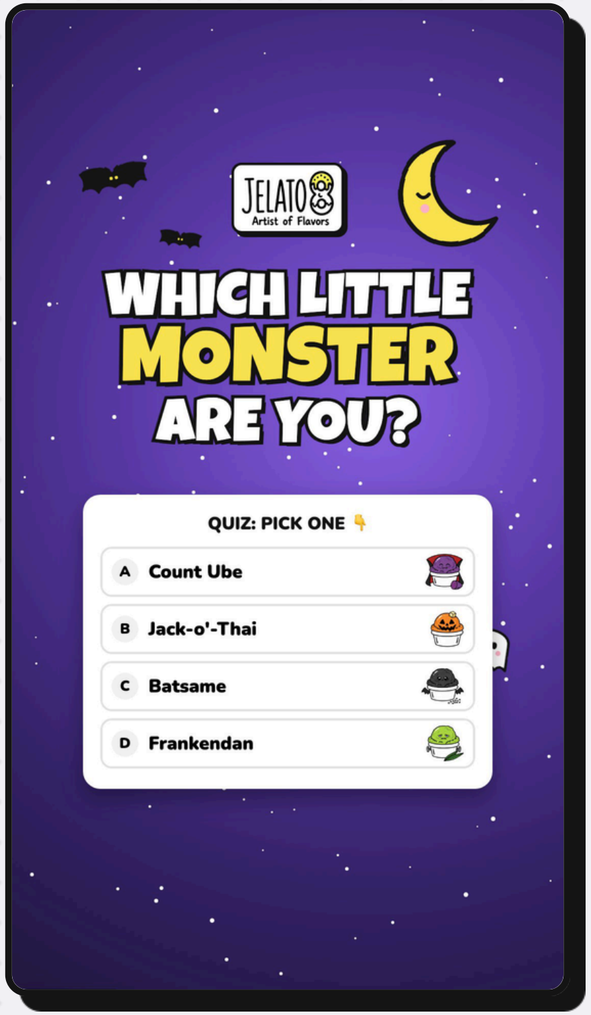
IG | 6 × 1080 × 1350 px · 4:5 portrait

THE IDEA

Slide 1 hooks with all four monsters. Slides 2–5 are collectible "monster files" with flavor stats, one per monster. Slide 6 asks "which one are you adopting?" so people answer in the comments.

STORIES + YOUTUBE

IG STORIES + YT THUMBNAIL





IG | Story · 2 × 1080 × 1920 px · 9:16

YT YOUTUBE · VIDEO THUMBNAIL



YT | 1280 × 720 px · 16:9

THE IDEA

The stories run a "which little monster are you?" quiz and the costume-day offer. The thumbnail asks a question ("we made monster gelato?!") with four faces that read at phone size.

FACEBOOK

FB | Shared image · 1200 × 630 px · 1.91:1

SHARED IMAGE + POST



↑ as a sponsored post in the news feed

POST TEXT

Scoops & Spooks is BACK at Jelato 88!

This Halloween week, four of our flavors are dressing up, and they need a home:

🧛 **Count Ube*****: creamy purple yam gelato in a vampire cape***
🎃**Jack-o'-Thai*****: Thai Tea & French Cheese Mousse in disguise***
🦇**Batsame*****: toasty Black Sesame gelato, now with wings***
🧟**Frankendan*****: grassy, vanilla-sweet Pandan gelato***

🗓️ ***Halloween week · Tue–Sat, Oct 27–31***
🎭 ***Come in costume on Oct 31 and get a FREE mini-scoop.***
📍 ***1310 E Broadway Rd #103, Tempe, AZ 85282***

Which little monster are you taking home? Tell us in the comments 👇
#ScoopsAndSpooks #Jelato88 #TempeEats



WHY IT WORKS ON FACEBOOK

- Facebook skewsolder and local, so thepost is warmer and lists every detail: dates, offer, address.
- Emoji bullets make the four flavors scannable in a long post.
- "Get Directions" and "tell us in the comments" give two easy next steps, and comments are what Facebook's feed rewards.

MOCKUP · PLATFORM 02 OF 04

TWITTER / X

IN-STREAM PHOTO + TWEET



↑ the tweet in dark mode and light mode

TWEET TEXT

the monsters are loose at jelato 88 👻

count ube 🧛 jack-o'-thai 🎃 batsame 🦇 frankendan 🧟

pick your little monster, oct 27–31

come in costume on the 31st = free mini-scoop

📍 1310 E Broadway, Tempe

#ScoopsAndSpooks

220 / 280

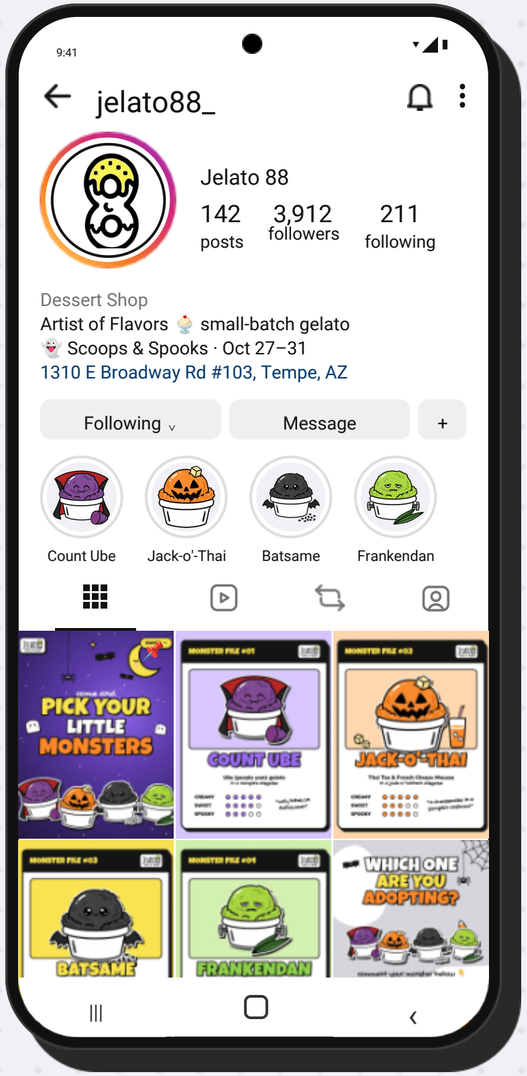
X | In-Stream Photo · 1600 × 900 px · 16:9 · PNG

WHY IT WORKS ON X

- The "usual suspects" lineup is a meme format X users already know, so it reads as a joke first and an ad second.
- Lowercase, punchy and short, with room left to quote-tweet.
- One hashtag keeps it clean.

INSTAGRAM CAROUSEL

6-SLIDE CAROUSEL + CAPTION



↑ profile



↑ the six slides on the grid



↑ slide 1 of 6 in the feed

CAPTION

the monsters have escaped 👻 swipe to meet them →

🧛 count ube · purple yam, never bites
🎃 jack-o'-thai · thai tea & french cheese mousse in disguise
🦇 batsame · black sesame with wings
🧟 frankendan · pandan, sleepy but sweet

halloween week oct 27–31 · come in costume on the 31st and your mini monster is on us 🎭
📍 1310 E Broadway Rd #103, Tempe
comment the monster you're adopting 👇

#ScoopsAndSpooks #Jelato88 #HalloweenTreats #TempeFood #ASUEats #PhoenixFoodie #Gelato #SpookySeason

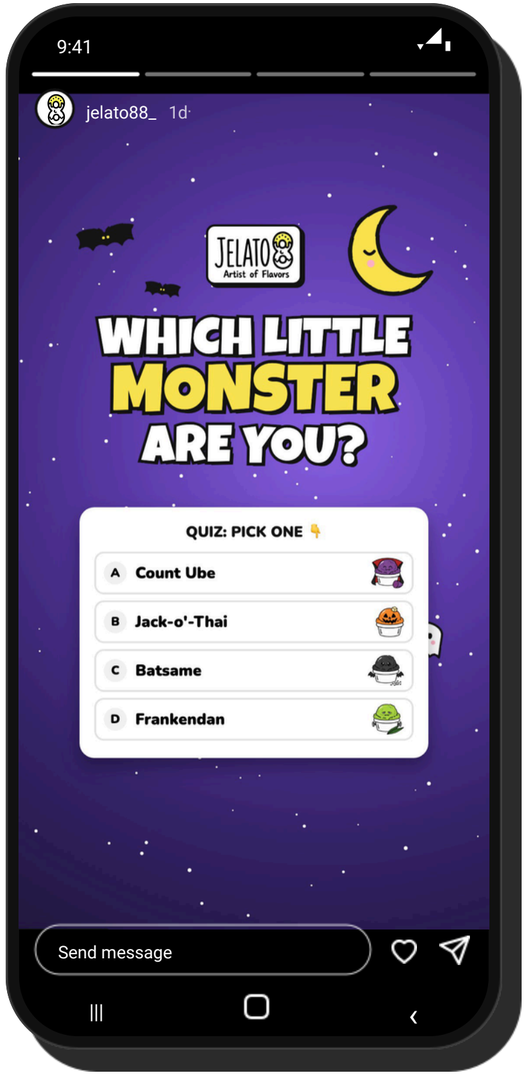
WHY IT WORKS ON INSTAGRAM

- Collectible"monster files" invite swipes and saves, which boost reach.
- The six slides fill two rows of the grid, so the profile reads as one campaign.
- The last slide asks a question, so comments come naturally.

IG | 6 × 1080 × 1350 px · 4:5

MOCKUP · PLATFORM 03 · BONUS

IG STORIES





↑ both frames as they appear in stories

FRAME 1 · QUIZ STICKER · MON OCT 26

"Which littlemonsterareyou?"Afour-optionquizintroduces the cast a day before launch. Peoplevoteforacharacter,sotheyarriveatthe carousel already rooting for one.

FRAME 2 · LOCATION STICKER · FRI OCT 30

"Come in costume" restates the Oct 31 offer and tags the shop's location, so the story also appears on the Tempe location page.

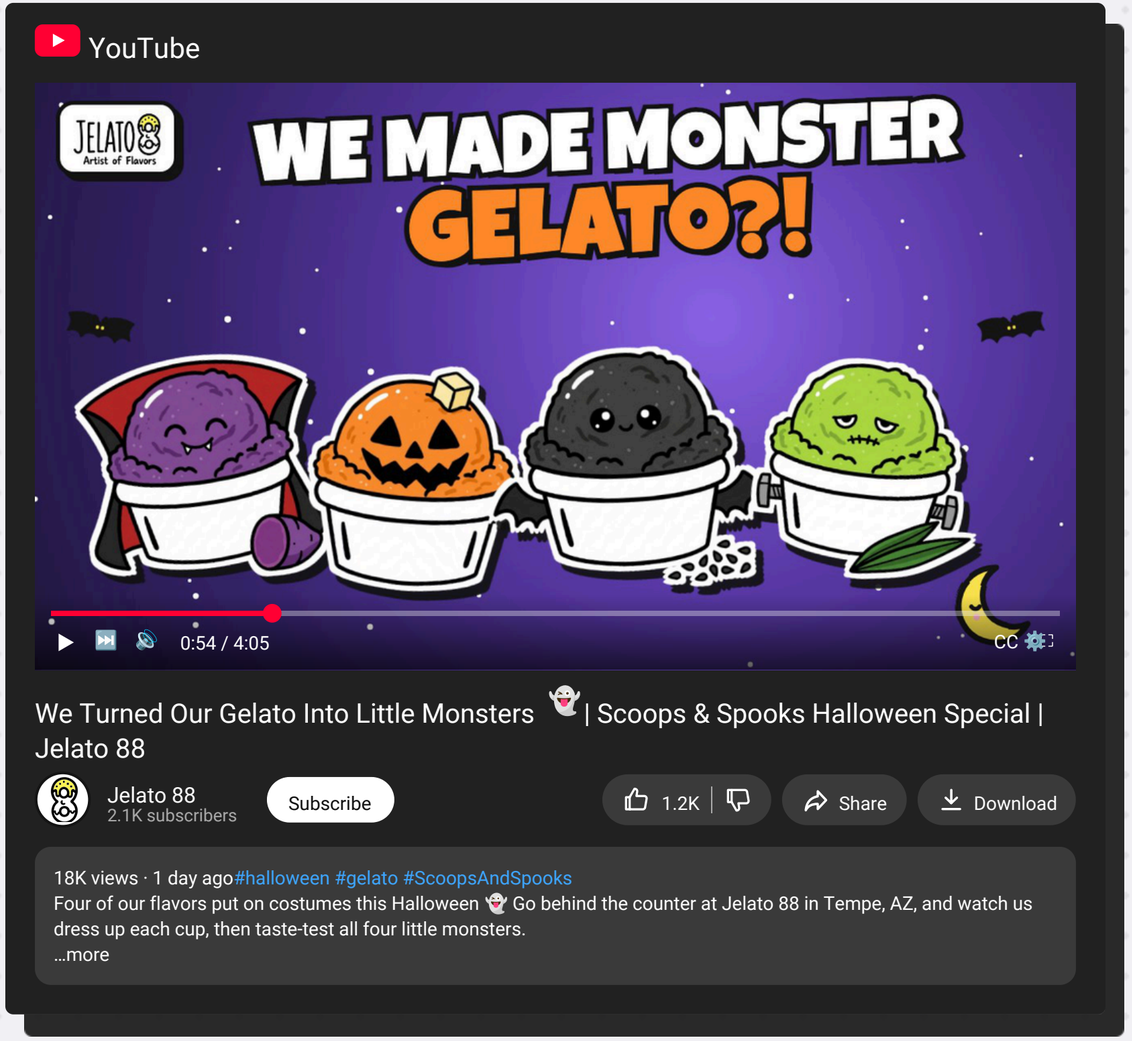
BUILT FOR THE FORMAT

- 1080×1920 px(9:16). Thetop~250 px and bottom ~250 px stay clear of key text, where Instagram's header and reply bar sit.
- Interactive stickers (quiz, location) get more taps than a plain image.

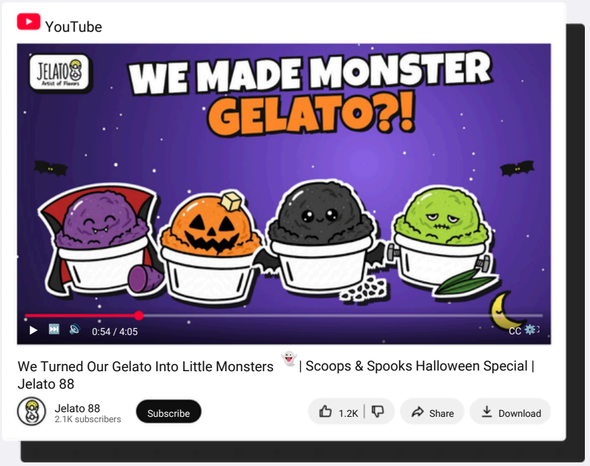
IG | Story · 2 × 1080 × 1920 px · 9:16

YouTube

THUMBNAIL + DESCRIPTION



↑ the watch page in dark mode



↑ and in light mode

WHY IT WORKS ON YOUTUBE

- Thethumbnail asks aquestion ("monster gelato?!") with four faces, which reads at phone size.
- Chapters per monster help viewers skip around and show up in search.

YT | Thumbnail · 1280 × 720 px · 16:9

VIDEO DESCRIPTION

Four of our flavors put on costumes this Halloween 👻 Go behind the counter at Jelato 88 in Tempe, AZ, and watch us dress up each cup, then taste-test all four little monsters.

🧛🎃 ***Count Ube · purple yam gelato***
🦇 ***Jack-o'-Thai · Thai Tea & French Cheese Mousse***
🧟 ***Batsame · Black Sesame gelato***
Frankendan · Pandan gelato

🍧 ***Halloween week · Oct 27–31. Come in costume on Oct 31 for a FREE mini-scoop.***
📍 ***1310 E Broadway Rd #103, Tempe, AZ 85282***

⏱️**Chapters**
0:00 The monsters are loose
0:30 Count Ube
1:15 Jack-o'-Thai
2:00 Batsame
2:45 Frankendan
3:30 Which one wins?

🔔 ***Subscribe for new flavor drops · 📸 IG & TikTok: @jelato88_***
#halloween #gelato #ScoopsAndSpooks

FOUR PLATFORMS · ONE CAST OF MONSTERS

PICK YOUR LITTLE MONSTER







