

CONTENT STRATEGY · THE FIRST FORTNIGHT · €895

# Hatch

A soft-serve counter with one bench outside.  
Fourteen posts, every caption written, and one shoot  
that takes twenty-five minutes.

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14

posts, dated

14

captions written in full

6

shots, one session

25

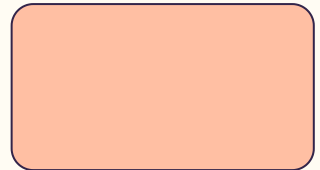
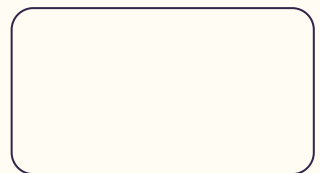
minutes of photography,  
total

**Portfolio sample.** Hatch is an invented counter, built to show what the first fortnight of an €895 content strategy contains. No real business is described or named. Every price is illustrative.

## THE PALETTE

# Bright pastels, and the thing that stops them turning to fog.

Pastels fail when every colour is the same lightness — the whole surface goes soft, nothing leads, and it reads as a nursery rather than a business. The fix is not fewer pastels. It is one genuinely dark ink and one saturated pink, so the soft colours have something to sit against.

**Mint** #9FE3C6**Butter** #FFE99B**Lilac** #D5C2F5**Peach** #FFBFA3**Sky** #A6D8F5**Grape** #6B3FA0  
All type. The ink.**Pop** #FF4F81  
One thing per post.**Paper** #FFFCF3  
Backgrounds.

## The rule

One pastel per post, never two. Five pastels exist so that a fortnight has variety — not so that one square can have all of them.

## Grape is not decoration

Every word is Grape. It is dark enough to read on all five pastels, which is why the palette works at all. Never set type in a pastel.

## Pop is a pointer

The pink marks the one thing you want looked at — a price, a date, a flavour name. Two pink things and it is pointing at nothing.

## THE TYPE

# Round and friendly, without going childish.

## Hatch

### Fredoka – the name, flavours and prices

Rounded terminals and a wide, generous shape. It does the friendliness so the words do not have to — which is what lets the captions stay dry instead of piling on exclamation marks.

**Semibold and bold only.** The lighter weights lose the roundness that is the entire reason for choosing it.

Sprinkles are free.  
They always were.

### Figtree – everything else

Captions, hours, allergens. A plain, even sans that stays out of the way and reads cleanly at small sizes on a pastel background, which is where a lot of typefaces quietly fail.

**No exclamation marks anywhere.** The typeface is already cheerful. Adding punctuation on top is where a soft-serve brand starts sounding like it is shouting at children.

## THE VOICE, IN THREE RULES

#### Say the price

Nine of the fourteen captions contain a number. Nobody has ever been put off an ice cream by knowing what it costs.

#### Say the catch

Closed Mondays. Two days only. Gone when it is gone. The limits are more interesting than the product and they are what make people come now.

#### Never be cute

No puns about being on a roll, no "we scream for ice cream". The counter is charming; the writing should be flat and let it be.

## CONTRAST, CHECKED AGAINST EVERY PASTEL

**Grape on all five passes.** On Mint 7.9:1 · Butter 9.1:1 · Lilac 6.4:1 · Peach 7.2:1 · Sky 7.6:1. That is why every word is Grape and why the palette holds together at all.

**Do not use.** Pop on Peach 1.9:1 · white on Butter 1.2:1 · Mint on Sky 1.3:1. All three look fine on a bright laptop and vanish on a phone held outdoors, which is exactly where your customers are.

## THE SIZES, DECIDED

#### Flavour name

Fredoka Bold, 110px on a square. It is the headline, always.

#### A price

Fredoka Semibold, 72px, in Pop. Never in a pastel.

#### Caption line

Figtree Regular, 34px. Two lines maximum on the image itself.

#### Date or limit

Figtree Extrabold, 22px caps, tracked. The "two days only" line.

WEEK ONE · SATURDAY 6 TO FRIDAY 12

# Fourteen posts, written out.

Every caption is finished — nothing here says *[add price]* or *talk about the flavour*. Copy it, check the price against your own board, post it. Times are set for a counter whose custom is weekend afternoons and after-school.

| DATE & TIME            | FORMAT   | CAPTION, AS WRITTEN                                                                                                                                                                                                                                                 |
|------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sat 6</b><br>11:00  | REEL     | <b>The machine going, and nothing else.</b><br>Forty seconds of the swirl, no music, no talking. It is the single most watched thing any soft-serve counter posts and it costs nothing but holding the phone steady.                                                |
| <b>Sun 7</b><br>14:30  | SINGLE   | <b>Sunday flavour: burnt honeycomb. Here till it goes.</b><br>Burnt honeycomb is on today. We make the honeycomb on Friday and smash it by hand, which is why it is only ever a weekend thing. €4.20 with the flake, €3.60 without.                                 |
| <b>Mon 8</b><br>16:00  | STORY    | <b>Closed Mondays. Back tomorrow at eleven.</b><br>Shut today. Back at eleven tomorrow with the machine on. If you are passing and the shutter is down, that is why.                                                                                                |
| <b>Tue 9</b><br>12:15  | CAROUSEL | <b>Everything on the counter, and what it costs.</b><br>The whole board, in order. 1 — Plain swirl €3.20. 2 — With a flake €3.60. 3 — Any one topping €4.20. 4 — The Big One, three toppings, €5.40. No hidden extras and no upselling; you tell us and we make it. |
| <b>Wed 10</b><br>17:00 | SINGLE   | <b>Sprinkles are free. They always were.</b><br>Sprinkles are free and they always have been. You do not have to ask nicely, and children do not have to be well behaved. Just say sprinkles.                                                                       |
| <b>Thu 11</b><br>13:00 | REEL     | <b>How the honeycomb gets made.</b><br>Sugar, honey, bicarb, and about eleven seconds of panic. This is Friday's batch for the weekend flavour. Sound on for the crack.                                                                                             |
| <b>Fri 12</b><br>16:30 | SINGLE   | <b>The queue at half four, which is our favourite thing.</b><br>Half four on a Friday and the queue is out to the postbox. This is the bit nobody tells you about running a small place — the good day is just a lot of people standing outside being patient.      |

## WEEK TWO · SATURDAY 13 TO SATURDAY 20

DATE &amp; TIME      FORMAT      CAPTION, AS WRITTEN

|                        |          |                                                                                                                                                                                                                                                                                                 |
|------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sat 13</b><br>11:00 | STORY    | <b>Weekend flavour: rhubarb ripple. Two days only.</b><br>Rhubarb ripple is on. Saturday and Sunday, then it is gone until the rhubarb is good again. €4.20.                                                                                                                                    |
| <b>Sun 14</b><br>15:00 | CAROUSEL | <b>Four things people ask us every single weekend.</b><br>The four we get every week. 1 — Is it real dairy? Yes, from a farm outside Tubbercurry. 2 — Do you do dairy-free? Yes, oat, same price. 3 — Are sprinkles extra? Never. 4 — Are you open in winter? Yes, shorter hours, same machine. |
| <b>Tue 16</b><br>12:15 | SINGLE   | <b>Dairy-free is the same price. It should be.</b><br>The oat swirl costs us more and we charge the same, because charging somebody extra for a thing their body decided is a strange way to run a shop. Same size, same sprinkles, same €3.20.                                                 |
| <b>Wed 17</b><br>17:00 | REEL     | <b>One cone, made properly, in real time.</b><br>Start to finish, no cuts. Eleven seconds. If it takes us longer than that on a busy Saturday, come and tell us.                                                                                                                                |
| <b>Thu 18</b><br>13:00 | SINGLE   | <b>The bench outside is the whole business plan.</b><br>There is one bench outside and it seats four. On a good evening there are fourteen people around it. We are not going to get a bigger bench — the standing around is the point.                                                         |
| <b>Fri 19</b><br>16:30 | STORY    | <b>Tomorrow's flavour, decided at four o'clock.</b><br>Tomorrow is salted malt. We only decide on a Friday afternoon because it depends on what is good — and telling you the night before is part of the fun.                                                                                  |
| <b>Sat 20</b><br>11:00 | CAROUSEL | <b>A fortnight of flavours, and what is coming.</b><br>The last fortnight: burnt honeycomb, rhubarb ripple, salted malt. Coming up: gooseberry, brown bread, and one we are not telling you about yet. Two days each, weekends only, then gone.                                                 |

**Monday is a story, not a post**

You are shut. A closed sign does not deserve a permanent square, but somebody standing outside a shutter deserves an answer — so it goes up as a story and disappears.

**Nothing on Mon 15**

A deliberate gap. A fortnight with something every day is a fortnight you fall behind on, and falling behind is what makes people stop altogether.

## THE SHOOT

# Six shots. One Friday afternoon. Twenty-five minutes.

Grouped into one session so you are not reaching for a phone fourteen separate times. All six are things already happening on a Friday — nothing here asks you to stage anything.

## One session, Friday afternoon, about 25 minutes

- The machine swirling a cone, phone on the counter, no hands in shot.
- The honeycomb being smashed — one video, sound on.
- The full price board, straight on, in daylight.
- The bench outside with people around it, from across the road.
- A cone held up against the sky. One frame, no styling.
- The sprinkle jars in a row, overhead.

### The one rule

Shoot everything in daylight, from the customer's side of the counter. Never from behind it. The whole appeal of the place is what it is like to stand in front of it, and a photograph taken from the staff side quietly removes that.

### What not to shoot

No cone held against a plain white wall. No flat-lay of sprinkles arranged in a rainbow. Both are what every counter posts and neither says anything true about yours.

### WHICH POSTS NEED A PHOTO

Nine of fourteen. The other five are stories and text-led squares that can go up from behind the counter in under a minute.

### IF THE SHOOT DOES NOT HAPPEN

The plan still runs. Four posts get weaker and two reels cannot go up. Nothing breaks, which is the point of writing it this way.

### REUSE IS FINE

The machine-swirl video works every fortnight. Nobody is auditing you for repeats, and the people who notice are the ones who already come in.

### BEFORE ANYTHING GOES UP, THREE CHECKS

#### Is there a number in it?

A price, a time, a date, or how many days it is on for. If there is no number, the post is a photograph and it will do nothing.

#### Is one thing pink?

Exactly one. The flavour name or the price, not both. Two pink things and the eye has nowhere to land.

#### Could a rival post it?

If the caption would sit unchanged on any other counter's account, rewrite it until it could not. That test alone fixes most of what goes wrong.

## THE ONE IDEA

# The flavour is decided on a Friday at four, and announced that night.

Not a monthly menu. Not a permanent range. One weekend flavour, chosen on the Friday afternoon depending on what is actually good, posted at half four, and gone by Sunday night.

It gives you a reason to post every single Friday, a reason for somebody to check, and a reason to come this weekend rather than some weekend. And because it is decided late, it is never a promise you have to keep when the rhubarb turns out to be poor.

## Why it cannot be copied quickly

Anyone can do a special. What they cannot copy is two years of Friday-at-four, where regulars have learned to look — that only exists after you have done it every week for a long time. The habit is the moat, not the idea.

## What would kill it

Keeping a good one on for a third day. The end is the mechanism. Break it once where people can see and every future weekend becomes a maybe.

**A small business doesn't need more content. It needs a reason for somebody to walk in on a Thursday.**

## WHAT TO DO WITH THIS

## Three things, and none of them take an evening.

### One

Do the shoot on Friday.  
Twenty-five minutes, six shots,  
and the fortnight is covered.

### Two

Schedule the seven that need  
no photograph tonight. They  
are written; it is copy and paste.

### Three

Decide this Friday's flavour at  
four, not before. Post it at half  
four. Then do it again next  
week.

## WHAT THIS IS JUDGED ON

**Saturday and Sunday takings against the fortnight before.** Not followers, not views. A fortnight plan is a small enough thing that it should show up in the till or it did not work, and if it has not moved after two runs I would say so rather than sell you a monthly plan.

Hatch is invented. It exists to show what the first fortnight of the content strategy contains — fourteen dated posts with every caption written, one twenty-five-minute shoot, and one idea that gives you a reason to post every Friday for a year.