



ZERO

Branding
Website Development
Production
Social Media Management

ZERO

Chicken Tikka is the heart and soul of everything we love about Indian cuisine, which is why we reinvented it as the core of ZERO, the UAE's first, innovative, one-dish-wonder eatery. It is one of the most popular Indian dishes around the world for endless reasons, treasured for its distinctively Indian aroma and taste that tells a story of the nation's rich and diverse history and culture. Our Chicken Tikka is marinated in a melody of spices, including ginger, garlic, chilli and cumin, that are left to infuse overnight. This harmonizes in a festival of flavors as the chicken is then grilled until tender, to the perfect balance between smoky crisp and juicy succulence. The meat is then brushed with a lemony butter for the ultimate light indulgence, ready for you to compliment with your favorite sides and sauces, and even spice level. But be careful, just one bite will have you addicted!

We are consistently committed to highest standards, quality and freshness.

Strict no judgment policy. The weirdest and wackiest combos are welcome!

We are changing the game when it comes to fast-food in today's fast-paced world, where quality and flavor is never sacrificed and service is excellent every time.



ZERO

ZERO, needs to focus on their Social Network as the internet in UAE has been rising in importance and became a lead communication platform that drives brand reputation and consumers:

Our Objectives:

- Create Brand awareness
- Create and Maintain Customer Loyalty
- Build More Loyal Fan base
- Increase Engagement Rate
- Increase Revenue/Lead Generation



ZERO

From Flyers design, Full Content Creation, posting and boosting, Kingsmen Agency handles ZERO's Social media from A to Z.

Website: <https://zero-restaurant.com/>

Facebook: <https://www.facebook.com/zerochicken/>

Instagram: <https://www.instagram.com/zerochicken.ae/>

Twitter: <https://twitter.com/ZeroChicken1>



ZERO

| KPI | | Below Expectations | Meets Expectations | Exceeds Expectations | Outstanding |
|-----------------|---------------------------------|--------------------|--------------------|----------------------|-------------|
| LEAD GENERATION | Monthly new leads/prospects | | | | ✓ |
| | Qualified leads per month | | | | ✓ |
| WEBSITE | Monthly website traffic | | | ✓ | |
| | Returning vs. new visitors | | ✓ | | |
| | Visits per channel | | | ✓ | |
| | Average time on page | | | ✓ | |
| | Website conversion rate | | | ✓ | |
| SEO | Traffic from organic search | | ✓ | | |
| | Conversions from organic search | | ✓ | | |
| | Google PageRank | | | ✓ | |
| ADVERTISING | Traffic from social media | | | | ✓ |
| | Leads and conversions from SM | | | | ✓ |
| | Engagement rate | | | | ✓ |
| | Social media ROI | | | | ✓ |

❖ OUR CLIENTS





Thank You!

Our Contacts:

Feel free to contact us at anytime because we are always pleased to collaborate with you.



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