

C A V
I T A

Brand Collaboration

Influencers Collaboration Toolkit

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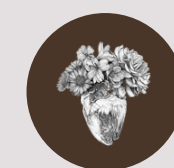




Hola amigos!

At Cavita Restaurant, we deeply value the creativity, passion, and community spirit that influencers bring to the world of gastronomy. This toolkit was created to foster transparent, meaningful, and impactful partnerships with those who share our love for heritage Mexican cuisine, bold storytelling, and culturally rich experiences. We believe that when the right creators and brands come together, the result is more than content — it's connection.

Thank you for considering working with us — we look forward to sharing our fire, flavor, and story with your audience.



Cavita Restaurant

Table of content

01 **STRATEGY UPDATE**

02 **REQUIREMENTS FOR INFLUENCERS – PRIOR TO VISIT**

03 **OUR PRODUCTS**

04 **PRE VISIT AGREEMENT**

05 **POST VISIT EVALUATION**

About Us



HOW TO SHARE OUR ETHOS

We kindly ask that your content reflects the heart of Cavita — a celebration of heritage Mexican cuisine, ancestral traditions, and the bold spirit of fire and flavor.

Focus on authenticity, craftsmanship, and the soul behind every dish. Thank you for helping us share not just food, but a story worth telling.

Strategy Update



As part of our refined digital marketing strategy, Cavita Restaurant will now implement a more structured and selective approach to influencer collaborations. Our focus is on maintaining brand integrity, ensuring high content quality, and generating meaningful engagement.



MISSION

As our brand evolves, we're refining our influencer collaborations to ensure that every partnership:

- Reflects our values of authenticity, craftsmanship, and cultural respect
- Delivers measurable impact aligned with our marketing goals
- Reaches audiences who truly appreciate the story behind our food

This update helps us maintain high creative standards, build long-term relationships with aligned creators, and ensure our story is told with integrity and purpose.

Requirements for Influencers – Prior to Visit

PERFORMANCE METRICS

Instagram: - Follower count - Average reach per post and story - Engagement rate - Audience demographics (age, gender, city)

TikTok / YouTube: - Follower count - Average views per video - Engagement rate - Top performing food-related

CONTENT SAMPLES:

3-5 examples of food/hospitality content - At least 1 carousel & 1 video format (Reel, TikTok or Short)



Pre – Visit Agreement



- Clearly defined deliverables (posts, stories, tags, deadlines) • Tag @cavitarestaurant and include geolocation
- No commercial resale without approval • Professional conduct expected

Prioritization Criteria:

- London-based audience (AB1 segment) • High engagement & content quality • Bold, heritage-rich tone

Post – Visit Evaluation



DELIVERABLES

Within 5 days:

Content Links: all published content + Story screenshots 2.

Performance:

Analytics: reach, likes, shares, retention 3.

Audience Insights: age, gender, top 3 cities



INTERNAL KPI'S

Brand alignment & quality

Engagement & audience fit

Content resonance

Measurable impact on bookings



FOLLOW UP ACTIONS

Strong performers get future priority.

Underperformers may be excluded unless metrics improve

Thank You

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