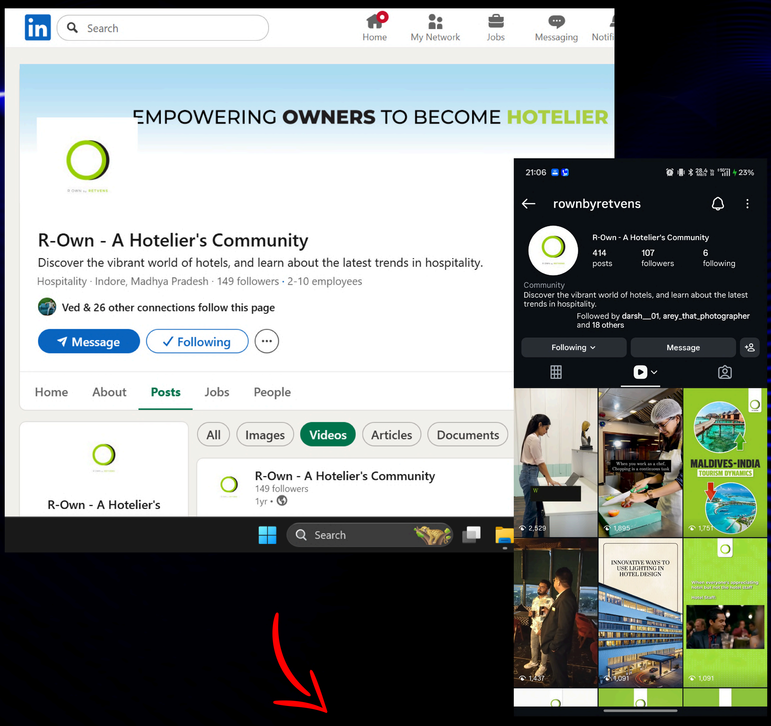
SAAS Brands | *Portfolio*

R-OWN BY RETVENS

HOSPITALITY NETWORKING APP



R-Own was positioned as a hospitality-first networking and community platform designed to connect hotel professionals, hospitality enthusiasts, and industry stakeholders under one ecosystem.

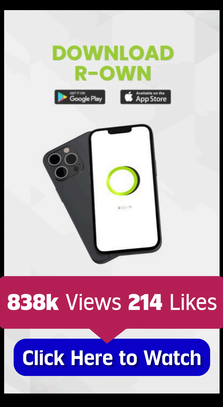
The real challenge was creating relevance inside a niche industry where community-driven digital platforms were still underdeveloped.

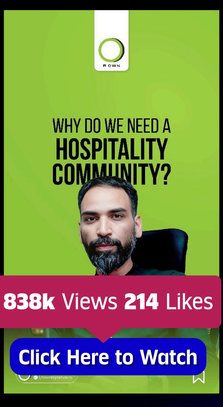
During a short but intensive engagement period, the focus was placed on:

→ Building an identifiable visual identity
→ Creating hospitality-centric educational content
→ Positioning the app as a hospitality ecosystem rather than just a product
→ Increasing curiosity and awareness around the platform
→ Developing platform-native content for Instagram and LinkedIn
→ Establishing consistent brand recall through design and messaging

1. COMMUNITY-LED BRAND NARRATIVE



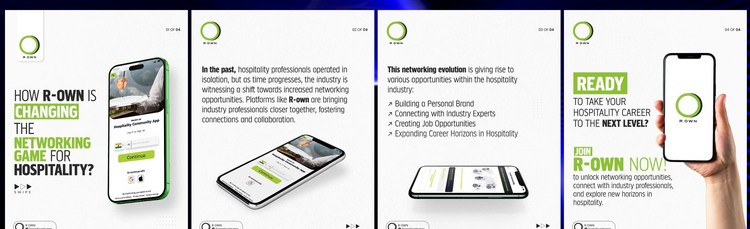




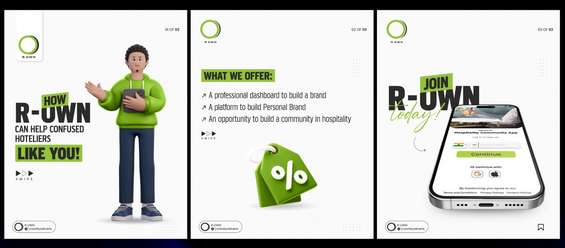
2. MULTI-FORMAT CONTENT STRATEGY

A mix of static creatives, carousels, educational visuals, and short-form video content was developed to maintaindiversity.

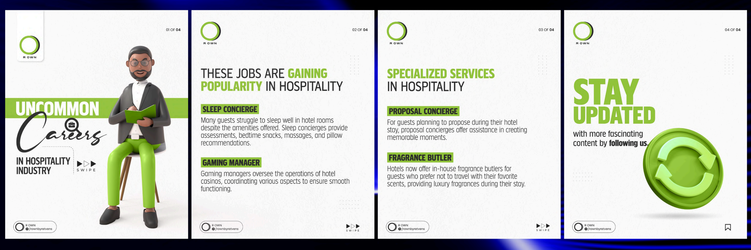
(Sample Carousel 1)



(Sample Carousel 2)



(Sample Carousel 3)



3. PLATFORM-SPECIFIC POSITIONING

→ Professional credibility
→ Industry positioning
→ Hospitality networking narratives
→ Community-first messaging

→ Reels and visual storytelling
→ Hospitality-centric content
→ Shareable industry observations
→ Founder communication

Brand Communication
Developed the communication approach focused on hospitality community building and networking.

Content Strategy
Planned and conceptualized content themes aligned with hospitality professionals and aspirants.

Visual Storytelling
Designed and executed static creatives, carousel structures, and social-first educational content.

Reels & Short-Form Content
Worked on hospitality-focused reel concepts and founder-led content positioning.

Platform Consistency
Maintained consistent branding and messaging across LinkedIn and Instagram.

4. FOUNDER-LED AUTHORITY CONTENT

This helped shift the brand perception from a startup page to an industry-driven initiative.



