

CASE STUDIES ON HOSPITALITY CLIENTS



Federation of Hotel & Restaurant
Associations of India

Overview: Federation of Hotel & Restaurant Associations of India, often known by the acronym, FHRAI, is the Apex Body of the four Regional Associations representing the Hospitality Industry. With more than 3300 members comprising of approximately 2052 hotels, 1016 restaurants, 150 associate members and the 4 regional associations, FHRAI is truly the voice of the Hospitality Industry that brings several million dollars to the exchequer and employs more than 15 million direct workers.

Duration: One year on retainership

Objective: FHRAI had to establish its name and create a distinct identity. It had to reach a wider section of its target audience effectively in the most economical manner. There was an immense necessity to use all the marketing channels to promote the organization. PR was one of the most important tools to achieve the desired identity of the organization.

Strategies: SRISTI approached FHRAI as the Communication consultancy with the proposal of providing them media support to create and enhance the brand visibility through leveraging their key messages. SRISTI designed a communication strategy which would help FHRAI reach its target audience effectively. With its qualified and experienced team of professionals, Sristi designed a campaign to accentuate the brand message and leverage the brand presence of FHRAI. It also provided content along with generation of collaterals that helped them reflect better.

Results: Within 3 months of the PR campaign, FHRAI achieved a brand image. The campaign worked successfully and the PR strategy helped it strengthen its presence across wider audience. The marketing message was well received by its target audience and within a year FHRAI had several new members joining it. More than 180 coverage in print and online media has appeared in a 12 month's time. The coverage contains stories on various issues pertaining to the industry and also the hospitality institute run by FHRAI.



JAYPEE HOTELS

Overview: Jaypee Hotels Limited, a subsidiary company of Jaypee group, is a significant player in the northern India. All the hotels of the group enjoy the patronage of most illustrious of the families, businessmen and dignitaries from around the world. This leading chain of deluxe hotels in India offers luxurious accommodation, exquisite dining facilities, interesting leisure options and a pleasant environment to provide a comfortable stay for its esteemed guests.

Duration: 3 years on retainership

Objectives

- › To optimize their brand presence and leverage their brand message.
- › Position it as a key player in the hospitality sector

Strategies

- › Pitching compelling messages that appealed to target media
- › Distinguish the services offerings from other players in the segment
- › Leverage every media opportunity surrounding hospitality.

Results

- › Regular coverage in prominent mainlines and financial dailies, electronic channels and magazines.
- › All the properties were heavily promoted which increased the traffic of connoisseur of food, patrons, and businessmen.
- › In 3 years of our association, total of more than 500 coverage in print media; more than 60 coverage in TV channels and more than 40 coverage in online media has appeared through a consistent effort, which enhanced the brand image to a great extent.



Overview: Madhuban Group, the hospitality leaders in the region for more than 30 years now. Prime 2 properties are located at Dehradun & Mussoorie. Under the able leadership of Mr. S. P. Kochhar both the hotels has become landmarks in the respective place. He has got the recognition of being the Green Hotelier for his personal efforts towards conservation of the environment, and promoting eco-tourism in this region. International quality service, competent and experienced service-oriented team members, professional practices, persistent efforts of creating customer loyalty & exceeding customers' expectations are the biggest hallmarks all the hotels in the group.

Duration: Working with this group for more than two years since April 2010.

Objectives: To enhance their brand presence and leverage the key message.

Strategies

- › Pitching stories on the unique attributes of the properties that interest to target media
- › Positioning of spokesperson as one of the leaders in the industry through interactions in media for generic stories relevant to hospitality.
- › Improvised stories, articles and press releases on destination and packages feeded to media for continuous visibility to create desired "recall" for both the properties.

Results

- › Regular coverage in national dailies and magazines (Lifestyle & Trade).
- › Both the properties were promoted through meaningful stories which increased the awareness on the specific attributes of the hotels independently.
- › In last one year, lots of improvised stories have been done on Madhuban Group of Hotels including stories on their spa. More than 100 coverage in print and online media has appeared in a year's time. Most of the coverage are features and taken substantial space in the publications.



Located in the vicinity of Himalaya Kanatal Resorts & Spa is 80 km drive from Dehradun, is a concept based spa resort with a wonderful atmosphere to rely on. A resort with its wonderful range of spa therapies is an insignia for absolute luxury and peacefulness. The resort is also perfectly equipped for seamless conduction of business conferences and also other special events. Kanatal Resort provides a wonderful experience of staying in a hilly region and therefore choosing this resort for stay simply augments the delight. The most attractive feature of this place is its location, situated in the midst of lush green valley. This place provides ultimate feeling of serenity and tranquility.

Duration: Worked for a year on retainership.

Objectives: To enhance the brand visibility in right target media.

Strategies

- Visit of important journalists from the niche lifestyle based media for review.
- Seasonal promotions and on unique packages that interest to target audience through continuous visibility to create desired “recall” for the resort.
- Positioning of spokesperson through quotes in generic stories relevant to hospitality.

Results

- Regular coverage in national dailies and magazines (Lifestyle & Trade).
- Review stories covering photographs and detailed description of the property in various media of importance.
- Simultaneously, participation in industry stories to provide third party endorsement.
- More than 120 coverage in print and online media has appeared in a year’s time.
- Profiling of the spokesperson Mr. Deepak Mittal has also been done in the select trade media to create a credibility of the people behind
- Most of the coverage are features based on reviews with substantial space in the publications.



Far from home

Overview: Mosaic Noida is a, one of its kind; full service designer boutique hotel located at the CBD of Noida and provides an ideal choice for all the visitors to Noida. Keeping in mind that more than 60% of the guests staying at The Mosaic are foreigners, the hotel has tied up with The Preferred Hotel Group to enhance its branding and increase the sales and marketing reach globally. The Mosaic is now under the Sterling Design brand of Preferred Hotel Group. Mosaic has in offer, specialized Food & Beverage outlets, namely; Latitude – Exotic Indian Cuisine; Fluid-Lounge Bar and MLounge – The Pastry Shop.

Duration: Working with the client for 1 and a half years on retainership till date.

Objectives

- › To optimize their brand presence and leverage specific attributes all across the media.
- › Position it as a key player in the “Boutique” hotels sector in the industry.

Strategies

- › Review of Hotel and refurbished Fluid
- › Pitching compelling ongoing F&B promotions that appealed to target audience.
- › Distinguish the services offerings from other players in the segment
- › Leverage every media opportunity surrounding hospitality and Food & Beverage.

Results

- › Regular coverage in prominent dailies, magazines and electronic channels.
- › The F&B were heavily promoted which increased the footfalls of connoisseur of food, individuals, couples, families and corporate.
- › So far, more than 250 coverage in print media; more than 10 coverage in TV channels and more than 70 coverage in online media has appeared through concerted effort and well thought strategy.



Overview: Royal Orchid Fort Resort, Mussoorie, strategically located in the lap of nature, with picturesque view offers an exquisite and memorable stay to the occupant. The resort pampers you like a royal descendant with luxury and warm hospitality. The enduring structural design of the resort has restored the natural beauty of the legendary 6-acre Tara Hall Estate merging well with the modern day architectural layout.

What makes Royal Orchid Fort Resort stand apart from other resorts in Mussoorie is the spacious Central Courtyard with astonishing and mesmerizing scenery of the Doon Valley. In here the couples can have their Dream wedding with a perfect setting, surrounded by greenery, and make it a once in a life time experience.

Duration: Working with this group for more than 6 months now.

Objectives: To create a brand presence through concerted media campaign.

Strategies

- › Organising “Fam Trips” for the journalists writes on travel, tourism and hospitality.
- › Pitching stories on the unique attributes of the properties that interest to target media.
- › Involving department heads through quotes in generic stories relevant to industry.
- › Press releases on special packages for continuous visibility to create desired “recall”.

Results

- › Regular coverage in national dailies and magazines (Lifestyle & Trade).
- › So far, more than 50 coverage in print media and online media has appeared on the property.