Bagels and Brownies is an innovative brand providing some awesome baked products. With 2 outlets in the Delhi region, it has become a favourite destination for its quality food products. Apart from the specialty products which are the bagels and the brownies, it has many other innovative products in its menu like the photocakes, photobrownies, photocakes, brownie sizzlers and the open menu concept under which its customers can order for any product that can be customized as per his choice. They also undertake bulk orders for occasions like weddings, corporate events, seasonal gifting etc.

Objective

- To introduce Bagels and Brownies to the media
- To position as a leader in its segment

Strategies

- Pitching the right messages that appealed to target media
- Distinguish the services offerings from other players in the segment
- Leverage every media opportunity surrounding hospitality.
- Position it as a leader via speaking opportunities and opinion pieces

Results

- Regular coverage in all prominent publications featuring the FnB segment.
- Opinion pieces in key publications like Times of India (What's Hot), Hindustan Times (HT City), Indian Express, Mail Today etc.
- Became a brand to be reckoned with for all kinds of baked products to the direct customers as well as the media.

Overview: Papa John's is the third largest pizza chain in the world. It was franchised in India by retail brand, JIP Fashion and Restaurant (JIP), and launched to make its presence felt pan-India by opening 100 outlets.

Duration: One and a half years of retainership

Objectives

- To optimize the brand presence amongst the established players in the same domain.
- Position it as one of the key players in the 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 fast food especially pizza.

Results

Regular coverage in prominent mainlines and financial dailies, electronic channels and magazines. All the outlets in Delhi NCR region were heavily promoted through various promotions, which increased the traffic ultimately. In one and a half years of our association, total of more than 100 coverage in print media; more than 10 coverage in TV channels and more than 20 coverage in online media has appeared through a consistent effort, which enhanced the brand image to a great extent.

Overview

Berco's is one of the most distinguished names in the culinary world as far as Chinese & Thai food is concerned. Since its inception in the year 1982, it has become a name to reckon with. Berco's is known for its delectable Chinese & Thai cuisine and its service par excellence. Today, it has presence in 14 locations viz, Connaught Place, Noida, Janakpuri, Kamla Nagar, Rohini, Preet Vihar, Pitampura, Dwarka, Rajouri Garden, Vaishali, Faridabad, Gurgaon and Amritsar.

Duration: 1 year on retainership

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

Strategies: Sampling sessions in individual outlets with journalists to procure local media focus.

- Festivals suggested and organised to get more mileage through frequent visibility in target media.
- Chef's profiling in best programmes of popular TV channels and magazines.
- Leverage every media opportunity surrounding fine dining experience.

Results

Regular coverage in prominent mainlines and financial dailies, electronic channels and magazines. All the restaurants in Delhi NCR as well as Amritsar were heavily promoted which increased the traffic of Chinese & Thai food lovers. In one year of our association, total of more than 100 coverage in print media; more than 20 coverage in TV channels and more than 30 coverage in online media has appeared.

Overview

Melting Pot is a multi cuisine food court like none-other in the capital. Wide-open kitchens live cooking counters and a choice of food like never before, all this as you shop in the Shop-In-Park Mall, Shalimar Bagh. Living up to their baseline, 'Where food and friends meet Melting Pot is fully equipped with a bakery, a pub, a coffee shop, the multicuisine exotic food in the Banquets and various cuisines food court is the perfect destination for all your culinary and entertainment requirements.

Duration: 1 year on retainership

Objectives

- To launch, promote and create a brand with unique propositions.
- To create awareness for increasing footfalls at the food court and adjoining discotheque.

Strategies

- Media do to have a real time experience of the place.
- Highlight service offerings and variety in food at a highly residential zone.
- Leverage TV media for a wider reach on the food court which also offers banqueting parties.

Results

Regular coverage in prominent mainlines and financial dailies, electronic channels and magazines. In one year of our association, total of more than 80 coverage in print media; more than 10 coverage in TV channels and more than 20 coverage in online media has appeared through a consistent effort, which enhanced the brand image to a great extent.

JAYPEE HOTELS

Jaypee Hotels Limited, a subsidiary company of Jaypee group, is a significant player in the northern India. 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.

Objectives

• To increase the footfalls in all their restaurants in four properties.

Strategies

• Continuous visibility of promotions & festivals that appealed to target media
• Improvised stories on the concept of the restaurant through food & restaurant reviews.
• Leverage every media opportunity surrounding F&B, festivals, fine dining, etc.

Results

Continuous and frequent coverage in prominent mainlines and financial dailies, magazines and electronic channels has created a desired awareness and finally which increased the footfalls of all their restaurants Ano-Tai, Paatra, Eggspectation and also their bar 'Tapas'.

ENDS.