

SOCIØAR

ABOUT SOCIOAR



A Digital Marketing and Creative agency in New Delhi that provides turnkey marketing solutions. Aimed at enhancing brands' online presence, Socioar provides Branding, UX/UI Design and Development, Digital Marketing, Social Media Marketing, Content Marketing, Influencer Marketing and PR solutions.

Socioar focuses at providing your brand a much wider reach towards a much more engaging audience. Socioar believes in providing complete design and digital marketing solutions for brands to successfully achieve all their digital goals.

Up and running successfully for 5 years, Socioar has provided design and marketing solutions to over 150 brands that include both offline and digital marketing solutions to clients in India and outside India. While catering to varied industries, Socioar has serviced luxury home decor brands, luxury / bridge to luxury fashion brands, food festivals, cold brew coffee, food delivery setups, makeup artists, a jewellery brand, NGOs and many more.



OUR CLIENTS

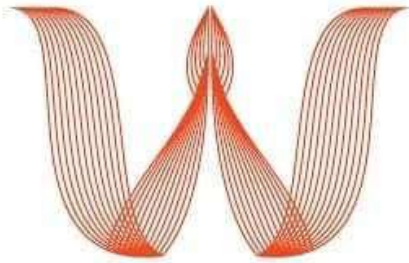


SATYA PAUL

OMA

Sotheby's





WELCOMHOTEL

BY ITC HOTELS

ITC's hotel group integrates India's renowned tradition of hospitality and warmth, with globally benchmarked facilities & services.

Welcomhotel is a collection of premium hotels designed for those who demand more and seek curated experiences, to optimize their travel intent.

Present in locations ranging from hills to beaches, and deserts to cities, the brand is reflective of the warmth of Indian culture while upholding the benchmark standards of ITC Hotels.

From curated journeys that enhance leisure trips, to those that maximize the efficiency of business stays, every effort is made to add value to the new-age traveller.



DIGITAL PRESENCE

Overview:

- **Facilities:** Cuisine & flavourful offerings/ Spa & fitness centres/ Mixology & gastronomy/ Club ITC rewards/ An authentic hub & gateway for experiences rich & vast/ Welcome Hour/Cooking Classes/ Knock & Drop/ We Assure Program, Mobile App, Sustainability, Food Delivery Service.
- **Price Range: Beginning from 4,199/-**

Social Media Presence:

- **Instagram:** 5,938 followers
- **Facebook:** 18,972 followers
- **Post Update Frequency:** 3-4 times a week.
- **Posts:** Services and offerings, images & videos of interiors/cuisines/ team/ donations/celebrity welcome & appreciations, safety protocols, use of stock imagery, discount announcements/special offerings and activities.
- **Topical Content:** Yes
- **Stories:** Yes
- **Highlights:** Yes
- **Influencer Collaborations:** No
- **Hashtags:** #EnrichingExperiences #WelcomHotels



COMPETITION ANALYSIS

HYATT

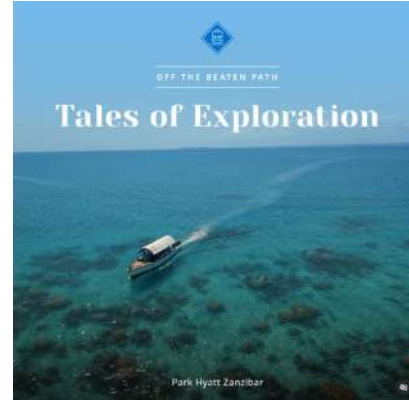
About:

The brand's foundation goes back to 1957, when entrepreneur Jay Pritzker purchased the original Hyatt House motel. Pritzker and his brother, Donald, worked to grow the Hyatt brand, powered by their belief in the importance of family and care.

With more than 130,000 colleagues across more than 70 countries, we embrace all cultures, races, ethnicities, genders, sexual orientations, ages, abilities, perspectives, and ways of thinking.

Social Media Presence:

- **Instagram:** 245K Followers
- **Facebook:** 692,694 Followers
- **Story:** Yes
- **Reels:** Yes
- **Frequency:** 5-6 times a week
- **Posts:** Their services and offerings, team appreciation posts, regularly posts pictures of foods and drinks from their respective restaurants, celebrations, COVID-19 Safety, guest experiences, photography, property.
- **Topical content:** Yes
- **Content Tonality:** Conversational & Informative
- **Hashtags:** N.A.



TRIDENT HOTELS

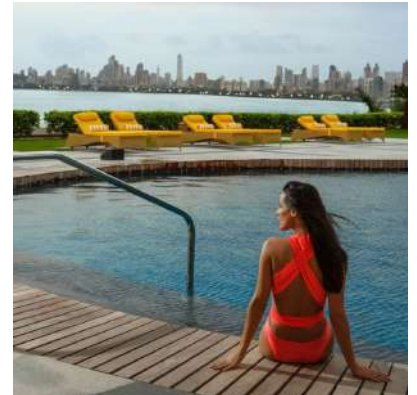
About:

Trident Hotels falls under the aegis of The Oberoi Group. The Oberoi Group has a presence in seven countries under the luxury 'Oberoi' and five-star 'Trident' brands.

Trident hotels are five-star hotels that have established a reputation for excellence and are acknowledged for offering quality and value. These hotels, combine ideal locations with state of the art facilities and dependable service in a caring environment, making them the ideal choice for business and leisure travellers.

Social Media Presence:

- **Instagram:** 30.7K Followers
- **Facebook:** 79,843 Followers
- **Story:** Yes
- **Reels:** Yes
- **Frequency:** Daily
- **Posts:** Their services and offerings, team appreciation posts, regularly posts pictures of foods and drinks from their respective restaurants, celebrations, COVID-19 Safety, guest experiences, photography, property.
- **Topical content:** Yes
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #TridentHotels



LE MÉRIDIEN HOTELS

About:

Rooted in the 1960s era of glamorous travel, Le Méridien remains a gathering place for people to savour the good life and delight in the discovery of destinations worldwide.

Conceptualized by a French airline brand in the 1960s, this era served as our inspiration when developing our distinct yet cohesive design identity. To define this aesthetic, we looked to our unique roots—the days when jet-setting was most glamorous. The iconic mid-century modern design of this time period influenced the traveller's experience then, and it deeply influences us now.

Social Media Presence:

- **Instagram:** 122K Followers
- **Facebook:** 116,746 Followers
- **Story:** Yes
- **Reels:** Yes
- **Frequency:** 1-2 times a week
- **Posts:** Their services and offerings, team appreciation posts, regularly posts pictures of foods and drinks from their respective restaurants, celebrations, COVID-19 Safety, guest experiences, photography, property.
- **Topical content:** Yes
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #LeMéridienHotels



VIVANTA HOTELS

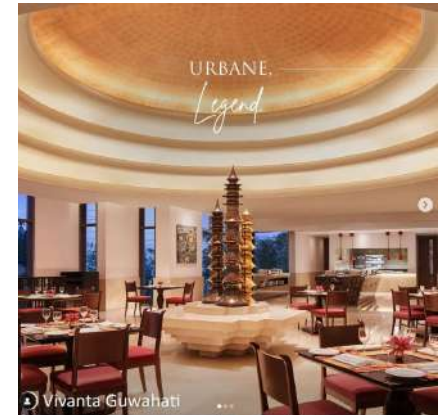
About:

A smart collective of business and leisure hotels by Taj, Vivanta celebrates the uniqueness of one's individuality. Disruptive in their purpose and persona, these destinations hold inside them many hints, of surprises that make one feel special.

The brand, promises to deliver experiences that are dynamic, spirited and unique with a dash of uniqueness and an unexpected twist – a perfect fit for contemporary travellers.

Social Media Presence:

- **Instagram:** 55,3K Followers
- **Facebook:** 51,628 Followers
- **Story:** Yes
- **Reels:** Yes
- **Frequency:** 4-5 times a week
- **Posts:** Their services and offerings, team appreciation posts, regularly posts pictures of foods and drinks from their respective restaurants, celebrations, COVID-19 Safety, guest experiences, photography, property.
- **Topical content:** Yes
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #VivantaHotels #VeryVivanta #VivaciousVivanta



TARGET AUDIENCE

- **Gender:** Men & Women
- **Audience Age Group is divided in terms of a two-fold approach:**
- ***Primary:*** 26-50 years
- ***Secondary:*** 15-25 years and above
- Our audience is quite all-encompassing.
- They have a modern outlook towards luxury living and a taste for an elite lifestyle.
- They believe in travelling alone/ for business and pleasure/ or with family.
- Our audience wants to indulge themselves in experiential moments that bring them comfort, a feeling of elevated exposure as well as an escape from the everyday mundane.
- Our audience likes to view branded content in an aesthetic and authentic manner.

They are:

- UPPER MIDDLE CLASS | UPPER CLASS
- Tier 1 & Tier 2 cities.
- Business Professionals | Corporate Clients | Employed | Freelancers | Entrepreneurs | Lifestyle Influencers | Food Influencers | Luxury Influencers | Travelers & Foreign Tourists | Vacationers | Couples | Families | FIT's (Free Independent Travelers) | Trend Followers | Smart Travellers |



WHAT WILL **SOCIOAR** DO?

PLATFORMS



INSTAGRAM

Purpose: Visual Platform for Pictures & Videos, Website Redirect & Engagement

- Visuals hold immense importance while buying a thing of beauty, and what's a better platform for this than Instagram?
- We will use this platform to create a beautiful image of the hotel(s) and the brand in the eyes of our audience and grab their attention to the fullest.
- Instagram allows brands to humanize their content, showcase products and inspire their audience with a life of fine taste & living.
- We would also utilise this as an opportunity to engage with our target audience by commenting, and responding to their messages, queries etc.



FACEBOOK

Purpose: Brand Awareness Ads

- to build and develop an understanding of your audience in a variety of ways.
- to become more than a faceless brand, giving you the chance to interact with your target audience.
- It provides you with a public page that people can peruse at leisure, giving them a more personal feel for what your business is all about.
- It provides you with an easy way to create and promote these events.
- This will also act as a platform that engages with our secondary audience.



CAMPAIGN HASHTAG

&

STRATEGY



#AlwaysWelcom

In any hospitality environment, the spirit of welcome is so important in creating a strong foundation for the guest experience. Each person, each point of contact, can add so much to the '**welcoming experience**' for guests!

Similarly, with the hashtag **#AlwaysWelcom**, we want to reach out and positively pull guests in to the world of WelcomHotels by ITC, by inviting them to experience our offerings firsthand. We want to showcase the **commitment** and **sustainable** nature of the **quality of hospitality** and experiences that WelcomHotels promise. The word "**Always**", herein represents a **fulfilling experience**; it represents **consistency** - furthermore, it also represents the **loyalty** our customers have shown us over the years.

The communication will suggest an experience unconventional and individualistic in nature. The imagery and accompanying text will play an important role in communicating the niche each vertical is trying to create. While highlighting the brand's USPs, the broad tone will revolve around building curiosity around the hotel(s) and encouraging the audience to experience new things and create memorable moments.



WHEN YOUR
breakfast comes with
a breathtaking view

#ALWAYSWELCOM

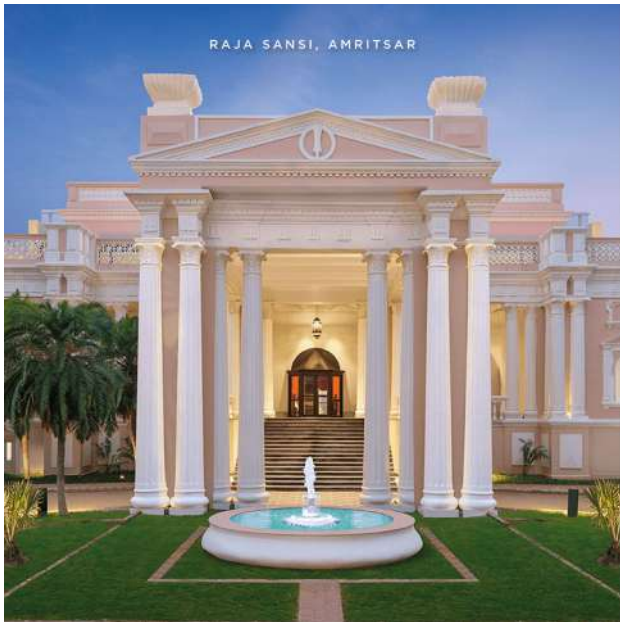
Post Copy:

Experience the perfect gourmet poolside breakfast with your loved one at WelcomHotels by ITC.

For bookings click on the link in bio or call us on: 1800 102 2333

#AlwaysWelcom

RAJA SANSI, AMRITSAR



BAY ISLAND, PORT BLAIR



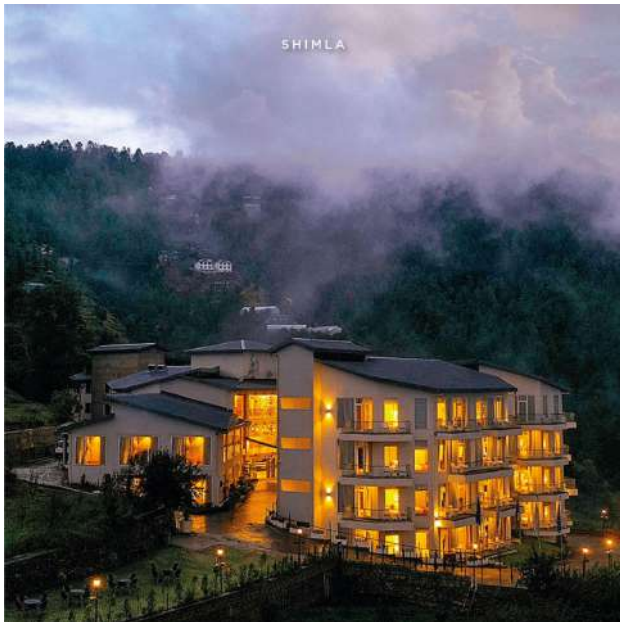
BHUBANESWAR



TAVLEEN, CHAIL



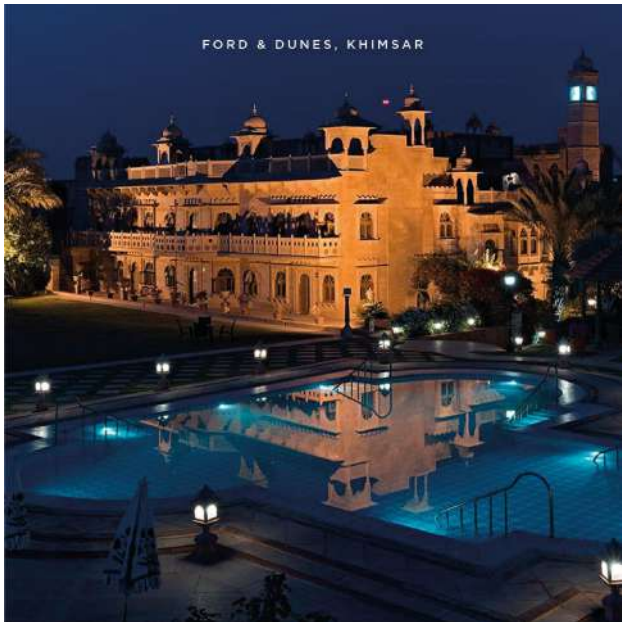
SHIMLA



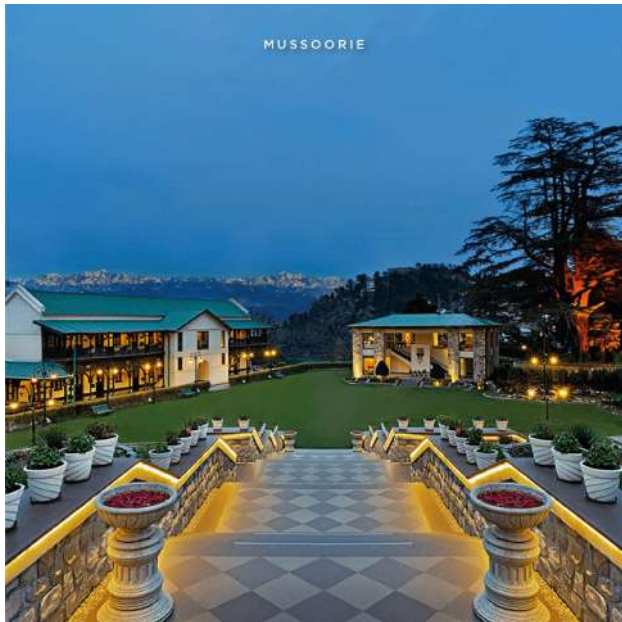
JODHPUR



FORD & DUNES, KHIMSAR



MUSSOORIE



PAHALGAM





WAKE UP IN THE ARMS OF
luxury as you discover warm hospitality
on your next vacation.



BOOK YOUR STAY TODAY!

#ALWAYSWELCOM

Post Copy:

Luxuriate amid unparalleled comfort and picture perfect aesthetics as you discover the heart of India with WelcomHotels by ITC.

For bookings click on the link in bio or call us on: 1800 102 2333

#AlwaysWelcom



SIP INTO OUR
finest concoction of
fresh cocktails!

#ALWAYSWELCOM

Post Copy:

Our refreshing Espresso Mezcal is an ideal pick-me-up for a lazy afternoon or an after dinner drink that combines bittersweet coffee perfectly paired with the rich sweetness of Kahlua. Have you tried it yet?

For bookings click on the link in bio or call us on:
1800 102 2333

#AlwaysWelcom

FEED VIDEO





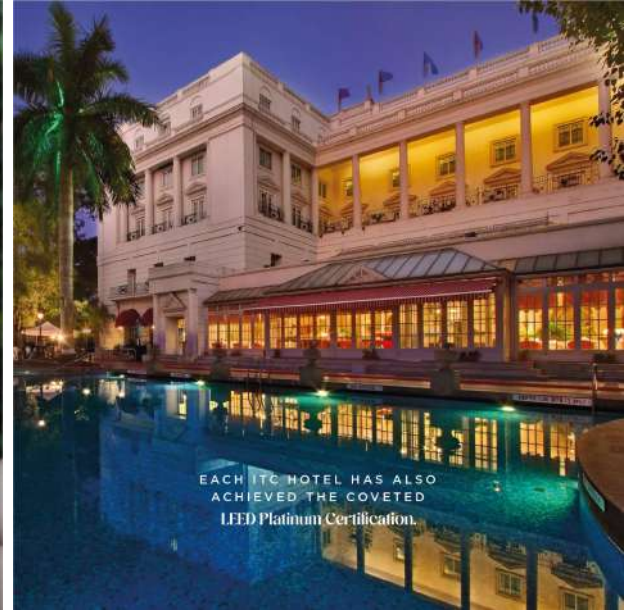
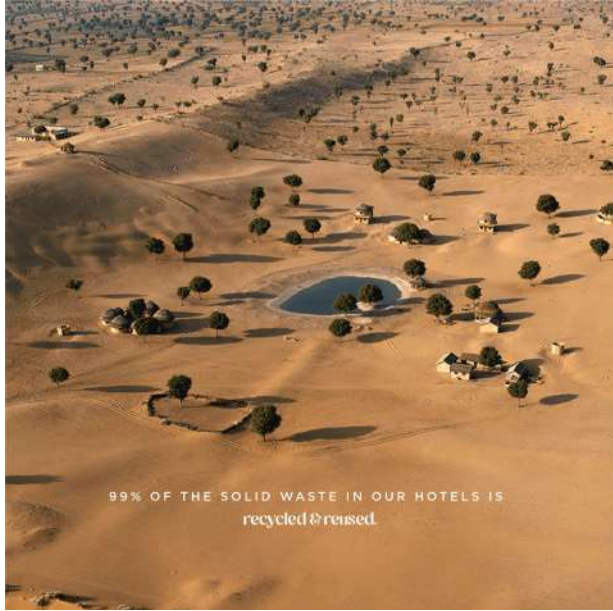
FOR OVER A DECADE NOW,
ITC HOTELS HAS BEEN SYNONYMOUS WITH
sustainability in the hospitality industry.



WE BELIEVE IN THE CONCEPT OF
luxury with a conscience.



DELIVERING WORLD CLASS EXPERIENCES IN
harmony with the environment & society.





EMBRACING THE NEED FOR A
safer & greener tomorrow
with the right steps today.

BOOK YOUR STAY TODAY!

#ALWAYSWELCOM

Post Copy:

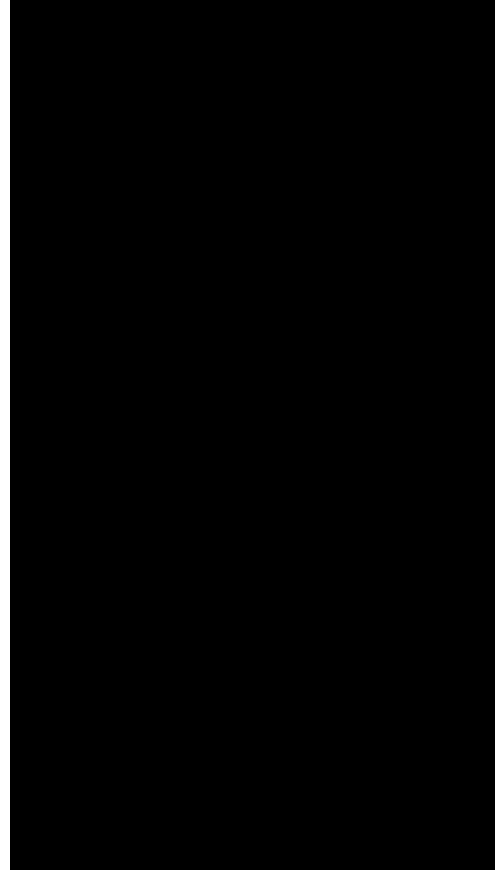
While offering unparalleled bespoke experiences to their discerning guests, ITC Hotels also sets new benchmarks in planet positivity.

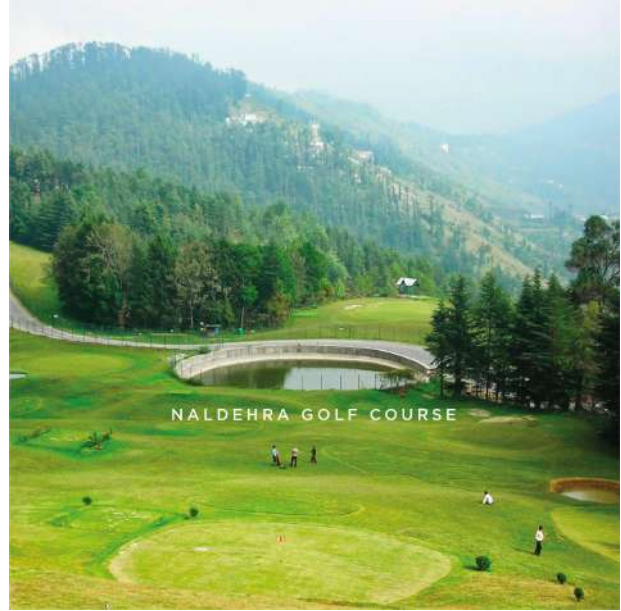
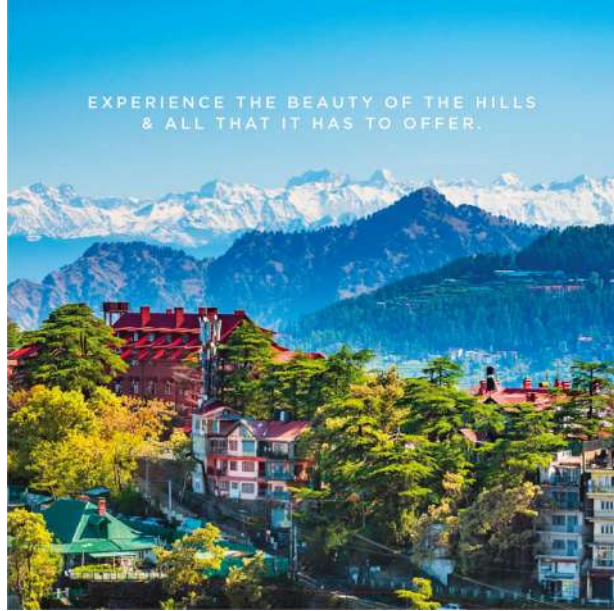
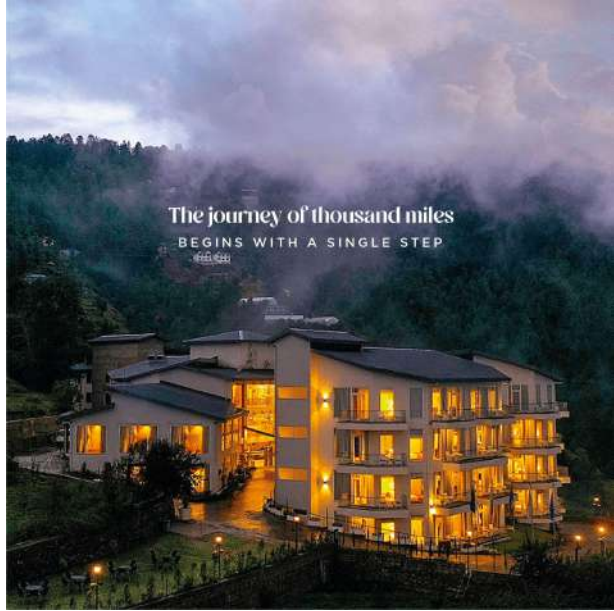
From using renewable energy and recycling solid waste, to conserving water, banishing single use plastic and reducing their carbon footprint at every step- ITC has been everything and more.

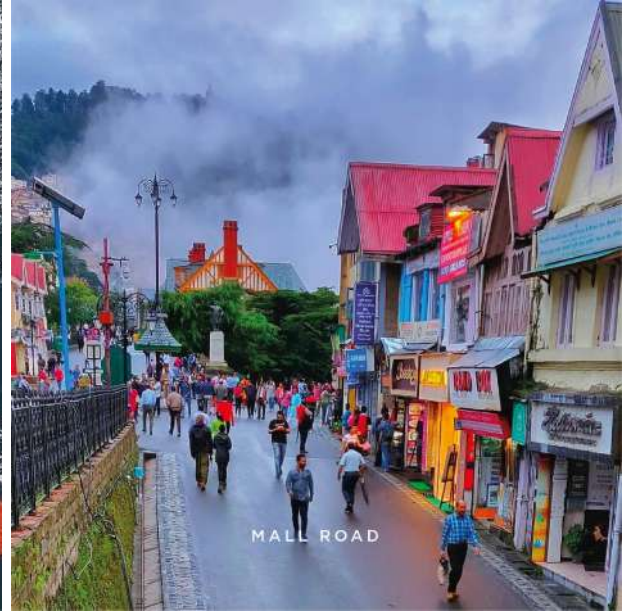
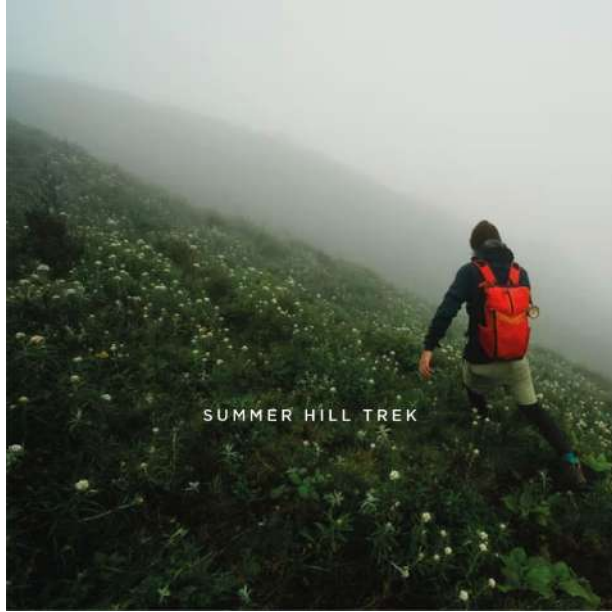
For bookings click on the link in bio or call us on: 1800 102 2333

#AlwaysWelcom

REEL VIDEO







Post Copy:

From our awe-inspiring architecture to our unrivaled service, WelcomHotel Shimla is the ultimate destination for those seeking to keep in harmony with the rhythm of the city.

For bookings click on the link in bio or call us on: 1800 102 2333

#AlwaysWelcom

REEL VIDEO



PHOTOGRAPHY
MOODBOARDS

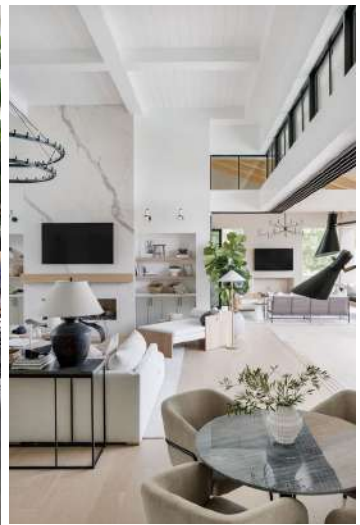


FOOD





HOTEL SHOTS





BAR & COCKTAILS





SERVICES/COMFORT



Key points to be noted while following an aesthetic production exercise:

- Create a personal connect by including a human element or some greenery in the pictures whenever possible.
- While shooting spaces - keep it well-lit, airy and as clutter free as possible.
- A great distinction can be created between dinner/drinks and breakfast/lunch shots by using dark backdrops and dim lighting for dinner/drinks shots and keeping the breakfast/lunch shots well-lit.
- Include behind-the-scenes shots to create a personal connect with the audience.
- Include drone-shots for exteriors to showcase the beauty of the hotel & the location around it.

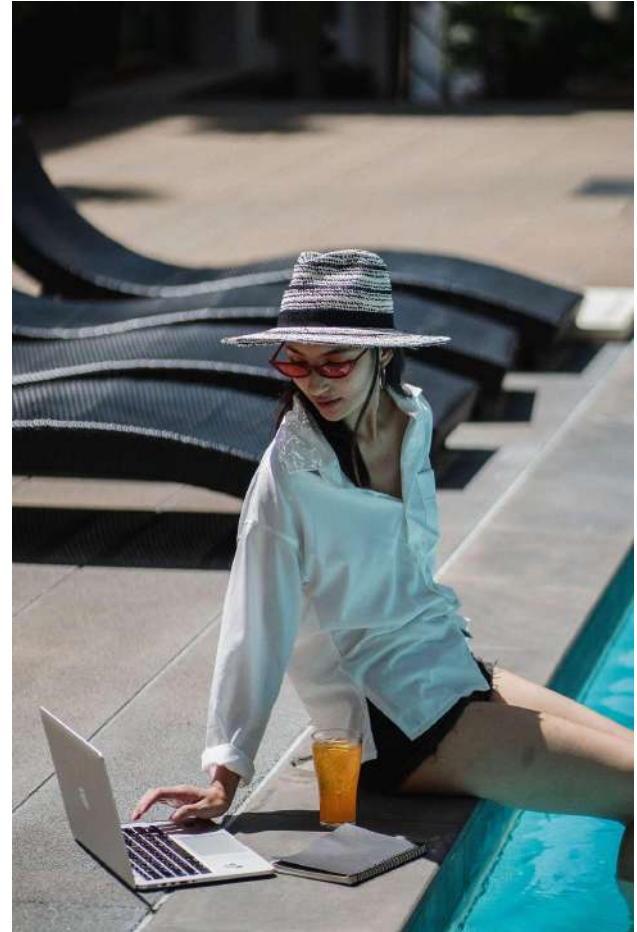


KPI's



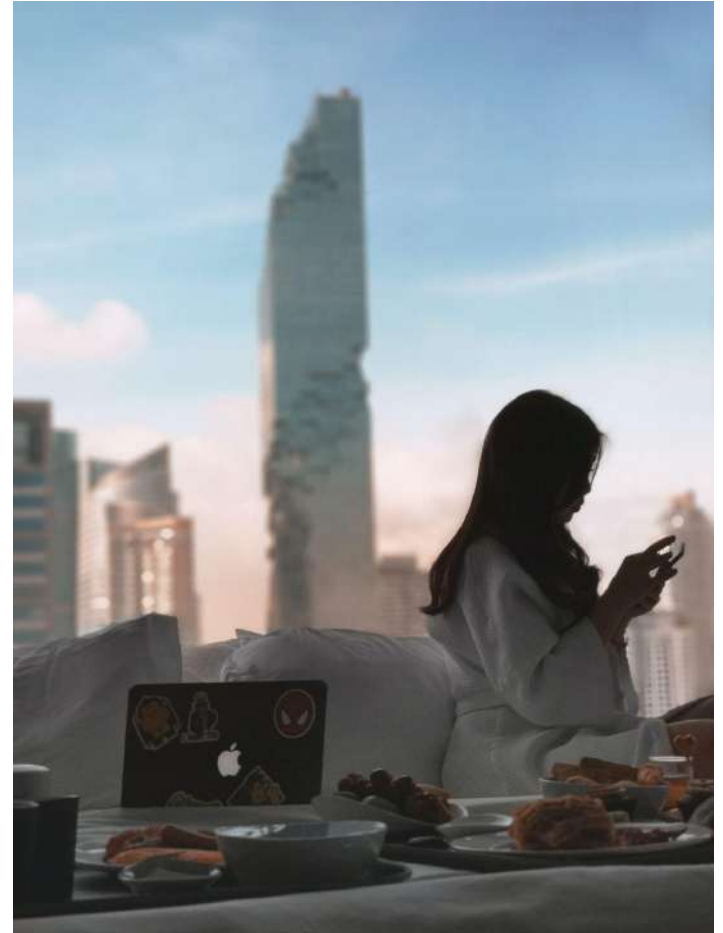
Key areas that must be targeted entail:

- Increase in Followers
- Impressions Garnered
- Engagement Rate (More than 2% month on month)



ENGAGEMENT IDEAS

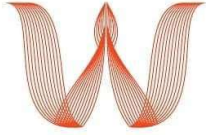
- **Conversations:** Socioar will help maintain WelcomHotel(s) brand equity on Facebook & Instagram by consistently interacting with the followers. We would be responding to their comments & queries and create a brand to consumer connect as well as create a feeling of a community.
- **Exclusivity with Copy:** Today, the concept of luxury is evolving and will vary based on your customer profiles. To interest Millennials, weave brief stories about the luxury experiences your hotel and location offers.
- **Photography & Production Exercise:** Consistency of a brand image in the marketplace – through the use of aesthetic photography – is ultimately what gives each label its unique status and portrays the aspirational values that both the brand stands for and the consumer wishes to indulge in.
- **User Generated Content:** Whether from guests or influencers, this form of advertising can be a tremendous draw for new customers. It has potential to boost engagement and earn new business as a trusted sources of information.



- **Create Hotel Employee Ambassadors:** Choose an in-house ambassador who can act as a voice for the brand to reach people, interact with potential customers, and share a unique perspective of your property. These positive brand messages on social media will help create an image that is well-known and respected.
- **Influencer Marketing:** Partnering with top social media influencers or brands in the luxury industry and forming symbiotic relationships with them, can be beneficial to both parties.
- **Leveraging Experiences:** Using different visuals & creative formats for different segments and experiences that travelers seek is one great way to personalise our marketing to each customer segment.
- **Contests & Giveaways:** These are a helpful way to encourage user-generated content and establish strong social proof while connecting with guests and reinforcing our hotel(s) brand identity.



INFLUENCER MARKETING



WELCOMHOTEL
BY ITC HOTELS

PLAN OF ACTION WITH INFLUENCERS:

Idea: To collaborate with premium brands and businesses to help increase awareness on our suggested campaign and build an experiential community for **WelcomHotels by ITC**, via **#AlwaysWelcom**.

Execution:

Collaborating with various homegrown brands and labels (be it jewellery, interior, fashion, lifestyle etc) and invite their founders to partake in an engrossed photoshoot at any of the selected properties of WelcomHotels by ITC. They could utilise the space for pictures and also promote the property by tagging us and providing us with location courtesy. This way we can leverage their followers to garner more traction and business.

Example:

- The influencer(s) will begin by creating stories followed by a video and upload it on their handle.
- The video will be in the form of an Instagram Reel x 60 seconds, where the video begins with their experience as soon as they enter the hotel, and how their day goes - by showcasing the artful corners of the property. Thereby, promoting the hotel throughout and creating a higher recall value within their followers.
- We can invite individual influencers/ couples/ influencer friends etc...to leverage a larger target market that creates an immersive storyline through different perspectives.

The content that would be uploaded in the form of an Instagram Reel & Story will have **WelcomHotels by ITC** tagged in it, along with the hashtag **#AlwaysWelcom**.

SUGGESTED INFLUENCERS



Jewellery: Studio Metallurgy by Advaeita Mathur

21.7K Followers

Profile Link:

<https://www.instagram.com/studio.metallurgy/>



Footwear Label: Aprajita Toor

166K Followers

Profile Link:

<https://www.instagram.com/aprajitatoorofficial/>



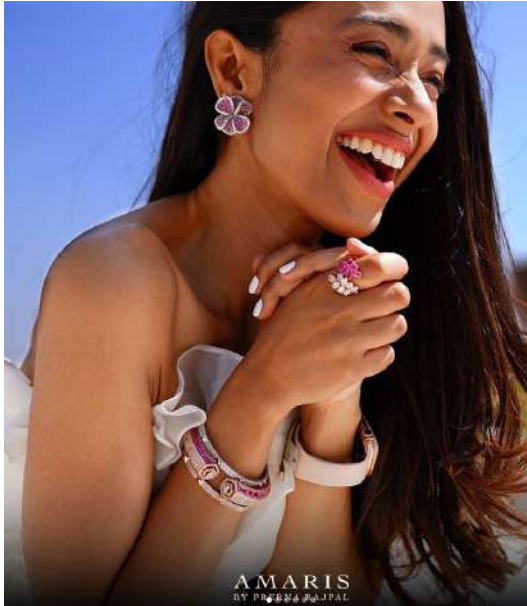
Designer Label: The Neh Store

80.8K Followers

Profile Link:

<https://www.instagram.com/thenehstore/>

SUGGESTED INFLUENCERS



Fine Jewellery Label:
AMARIS by Perna Rajpal

51.1K Followers

Profile Link:

<https://www.instagram.com/amarisbypernarajpal/>



Designer Label:
Saaksha & Kinni

95.6K Followers

Profile Link:

<https://www.instagram.com/saakshakinni/>



Decor Label:
The Decor Kart

254K Followers

Profile Link:

<https://www.instagram.com/thedecorkart/>

THANK YOU!

