

OYO EXCLUSIVE

THOUGHT STARTERS

CONCEPT 1

Approach

What happens when OYO takes over a property completely? Nonsense checks out. Amazing checks in. Leaky faucets, dirty linens, shady corridors, and messy floors are now a thing of the past.

It's time for the #NoNonsense exclusive OYO experience.

Film Script

Character	Visual	Audio
Character 1 (MVO) Guest	*OYO employees are in position inside the room, sitting on the floor, ready to stand up as soon as their part comes in.* Guest enters the room. Looks around in awe.	Oh, this room, It's in full bloom
Character 2 (FVO) OYO employee 1	Housekeeping employee stands up while ruffling and setting up the bedsheets	The sheets, oh-so clean take you to places you've never been
Character 1 (MVO) Guest	Guest while dancing around on the floors	And the floors are so sparkling, It's startling
Character 3 (MVO) OYO employee-2	OYO employee is seen handing out a towel to the guest	And the warmth of the shower, Will make this the happiest hour
Character 1 (MVO) Guest	Guest while showering and staring out of the windows	And The scenery outside is love at first sight Stay here forever I just might

Contd.

Character 1 (MVO) Guest	Guest exits the room. The OYO employees inside the room follow him. The way lights up showing other OYO employees all along the corridor. Someone is seen straightening a poster... someone is dusting a show piece... so on and so forth.	. This OYO space is so lit I'm absolutely in love with it
All characters together	As the guest walks by, the employees along the corridor start following him too. The guest walks by the reception and exits the property. The employees stand alongside him. (All of them are standing right outside the building) They hold hands and bow together.	From check-in to check-out, OYO Rooms are exclusive without a doubt
-	*Ending scene* Camera zooms out to show the OYO building's facade with a neon sign on the top that says: Exclusively OYO Super: OYO checks-in. Nonsense checks out./ Check-in to OYO. Check-out of Nonsense. Super: OYO Rooms are exclusively OYO.	In OYO Rooms I have but a space found, For it keeps my little world go round. Music keeps playing in the background



Treatment + reference

Inspired by Wes Anderson's, 'The grand Budapest Hotel', the visual style will be immaculate with elements of Indie extraordinaire.





OYO
EXCLUSIVE

From the business deals

TO THE BLISSFUL MEALS

It's exclusively OYO!

EXC
LUS
IVE

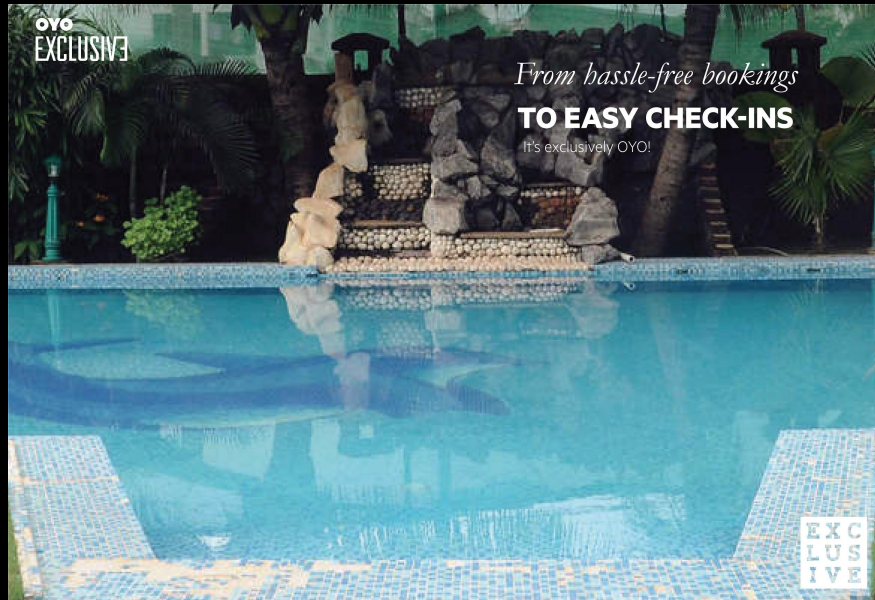
OYO
EXCLUSIVE

From spotless sheets

TO A GOODNIGHT'S SLEEP

It's exclusively OYO!

EXC
LUS
IVE



***IN-HOTEL
BRANDING***

OYO

EXCLUSIVE

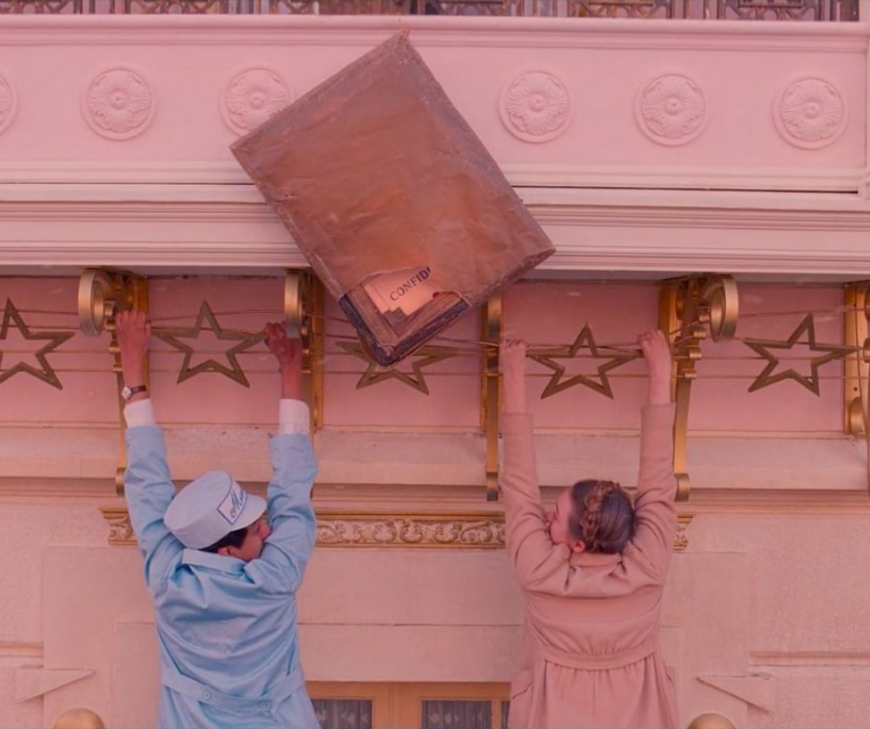
OYO
EXCLUSIVE



Mood Board

The visuals will highlight exclusive OYO services such as spic-and-span rooms, prompt housekeeping, friendly staff, and a well-stocked inventory, right from the check-in to the check-out.

To complement the immaculate visual style, we plan on using a standardized colour palette, as illustrated in the following mood board.



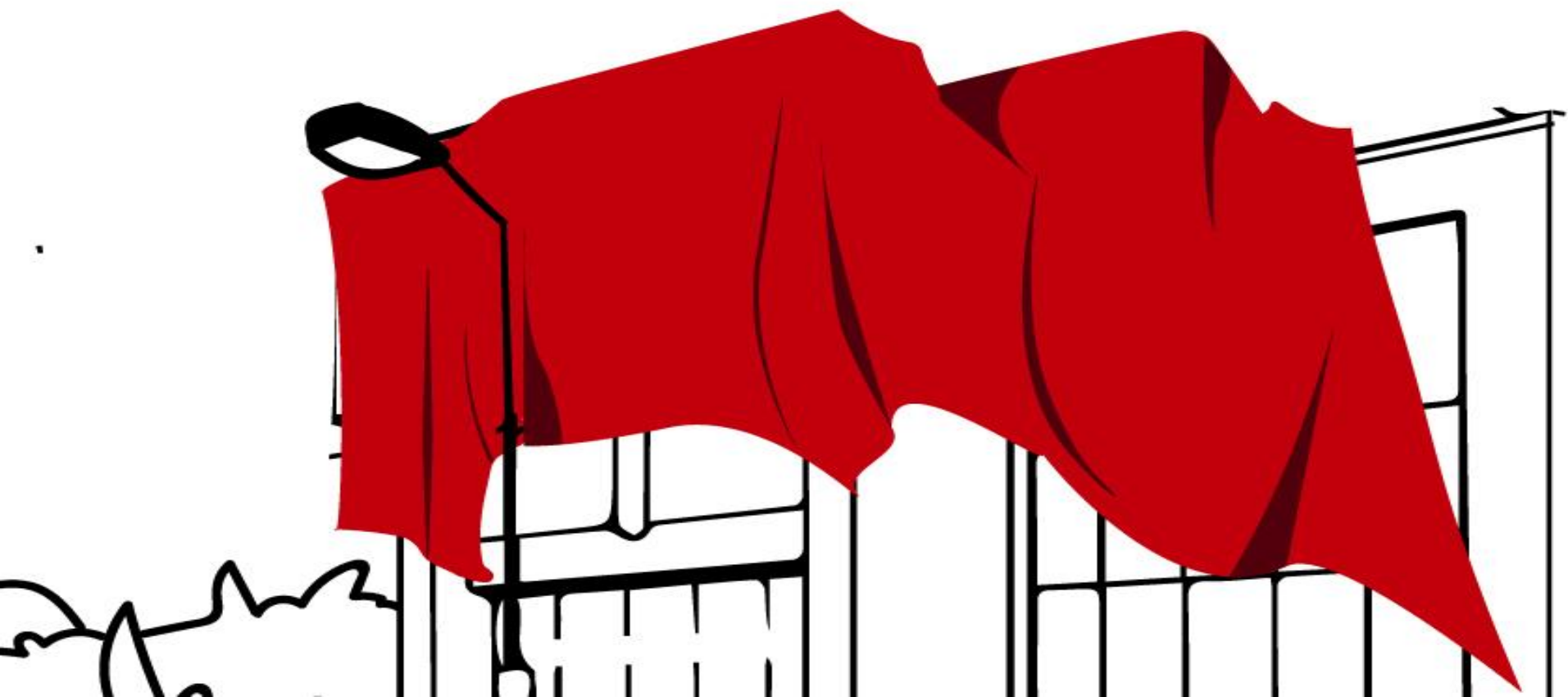
CONCEPT 2

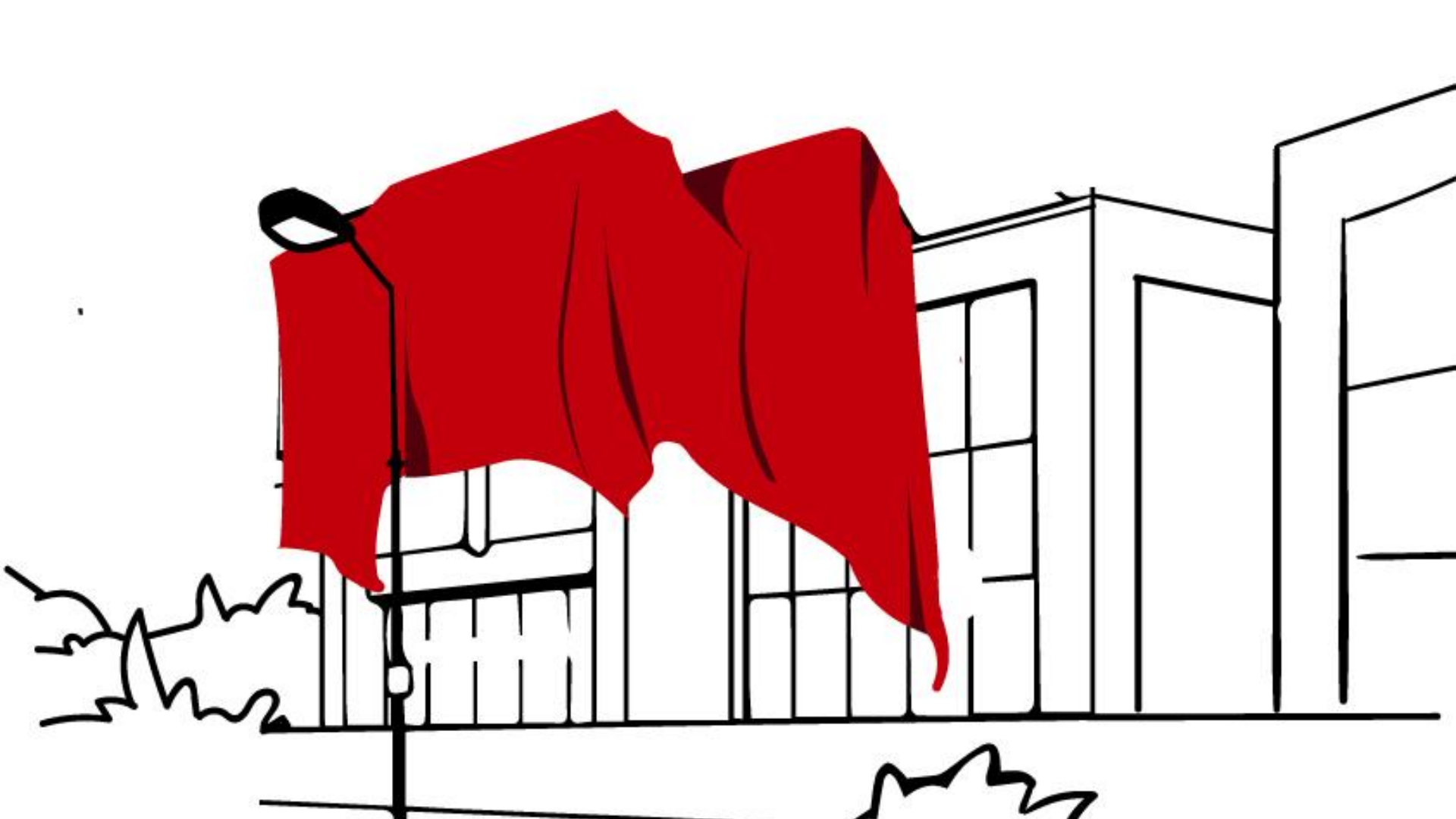
Approach

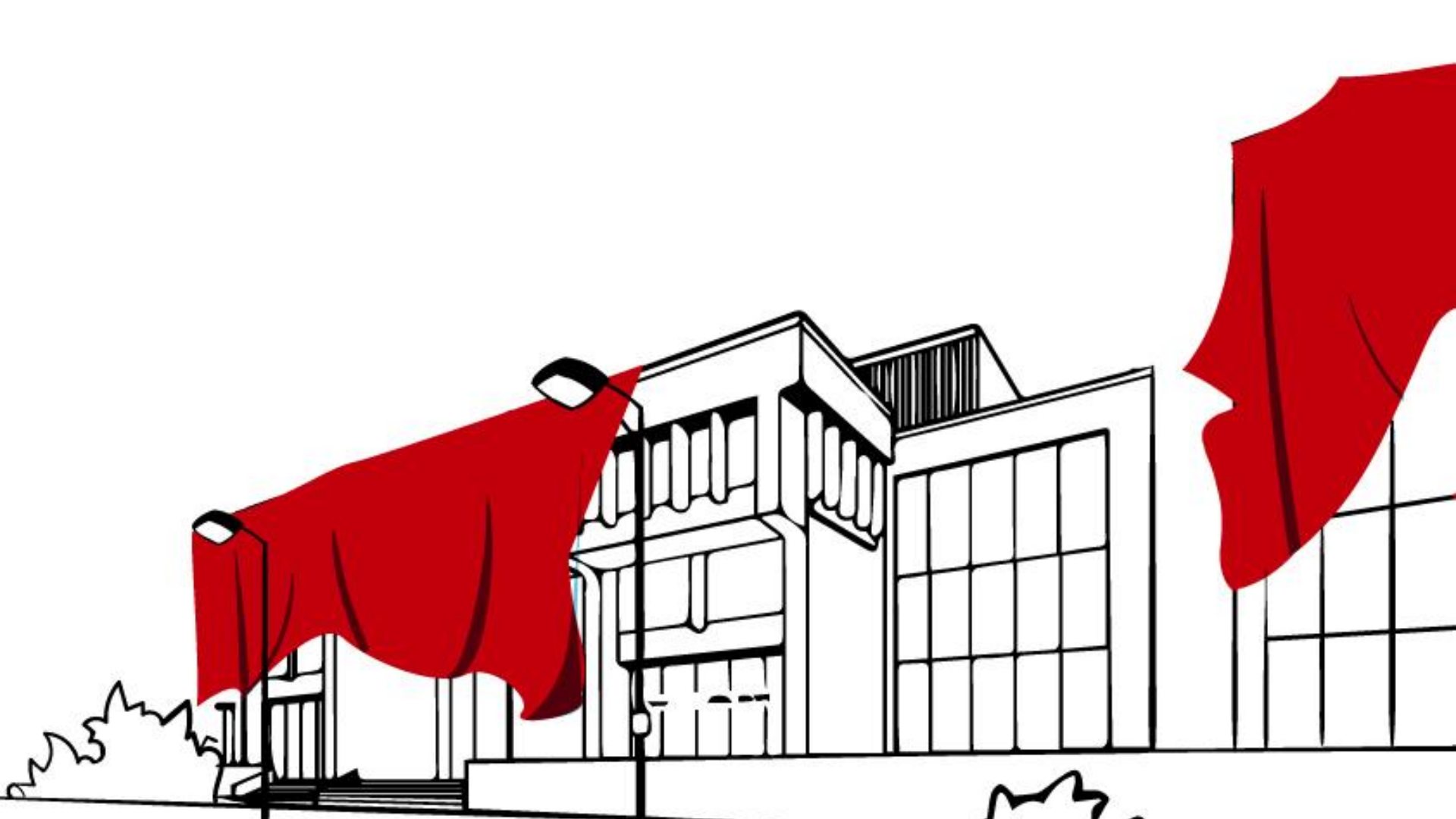
An OYO exclusive stay leads to an extraordinary travel experience. This concept showcases the exclusive OYO takeover through the grand unveiling of an OYO space.

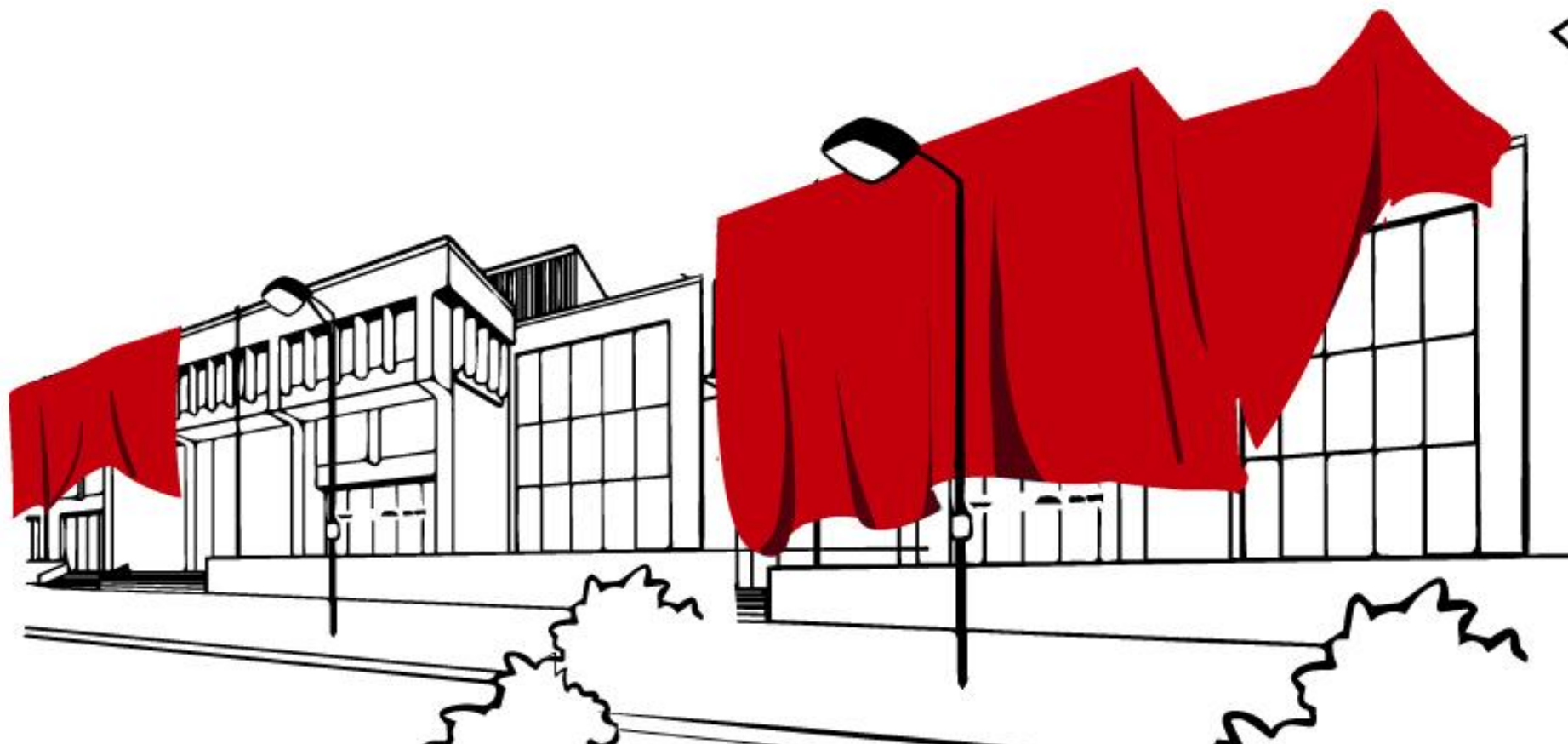
This begins as a live event and is amplified on social as films and posts.

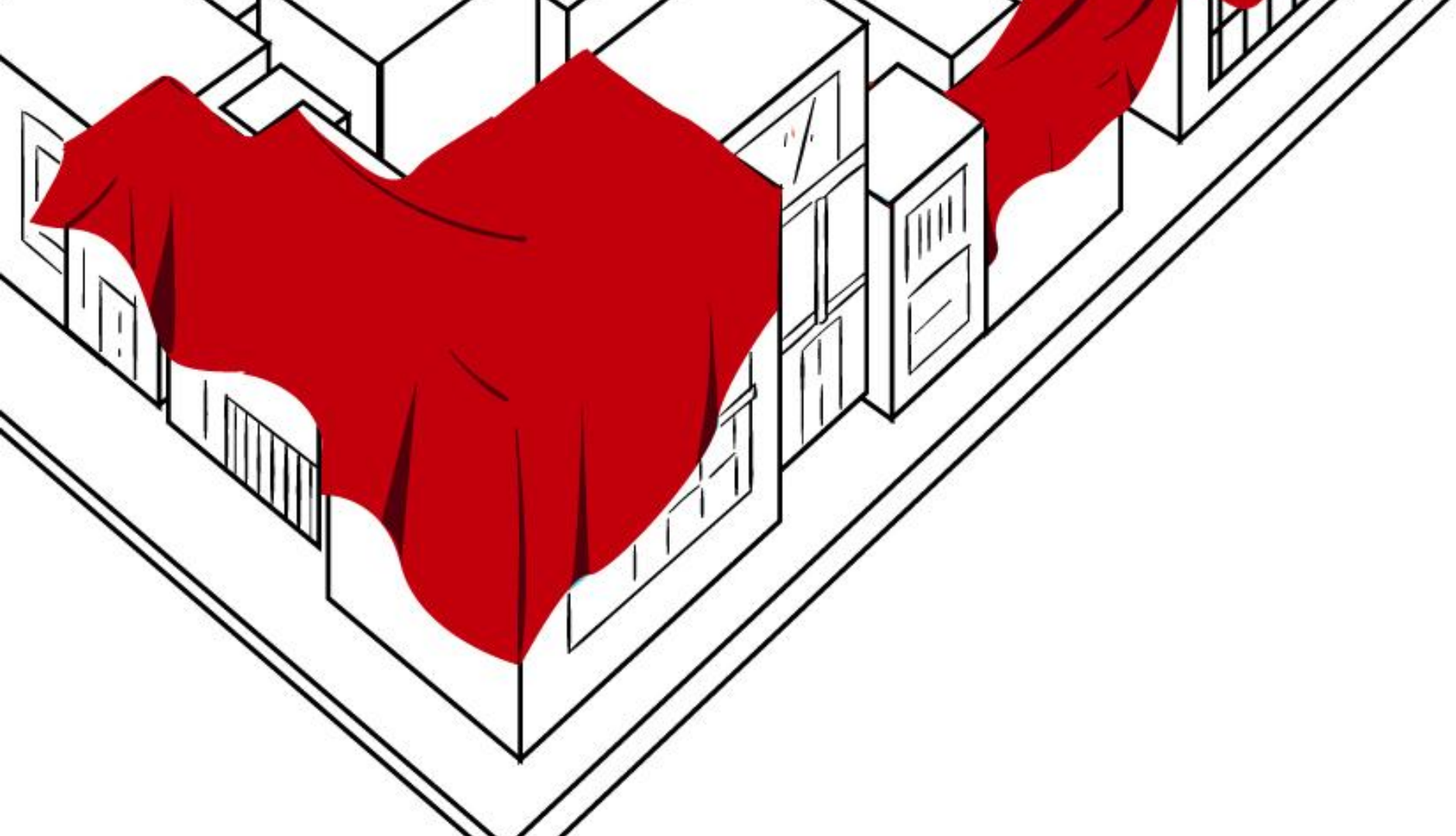
Storyboard











Print Copy

From hassle-free bookings to easy check-ins

It's exclusively OYO!

From the warm shower to the steaming plate of breakfast

It's exclusively OYO!

From the friendly faces to the strangers in the bar

it's exclusively OYO!

From the spotless sheets to a good night's sleep

it's exclusively OYO!

Digital Copy

From the summer chills to the winter thrills

It's exclusively OYO!

From the lazy afternoons to the hike up the hills

It's exclusively OYO!

From the business deals to the blissful meals

It's exclusively OYO!

From the little things to the big ones

It's exclusively OYO!

Internal Branding Copy

So OYO. So Exclusive.

OYO Rooms are exclusively OYO!

Hello OYO. Goodbye Nonsense.

OYO Rooms are exclusively OYO!

