



RED  
MARKETING SPACE

INJECTING BOLD  
VISIONS INTO REALITY © 2025

# **Annual Marketing Planning**

For Dilijani Tun

# **High Season**

May - October

# High Season

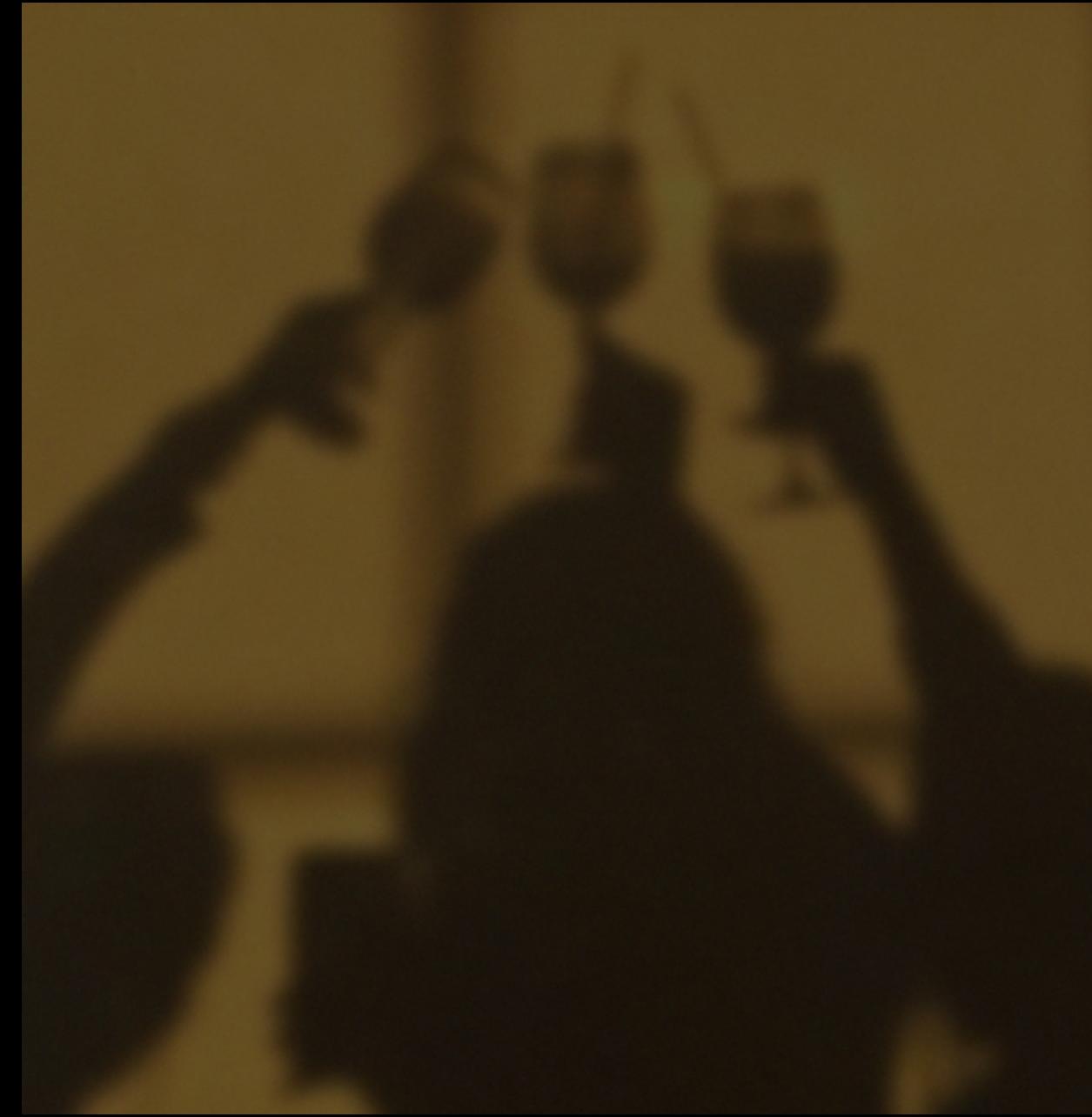
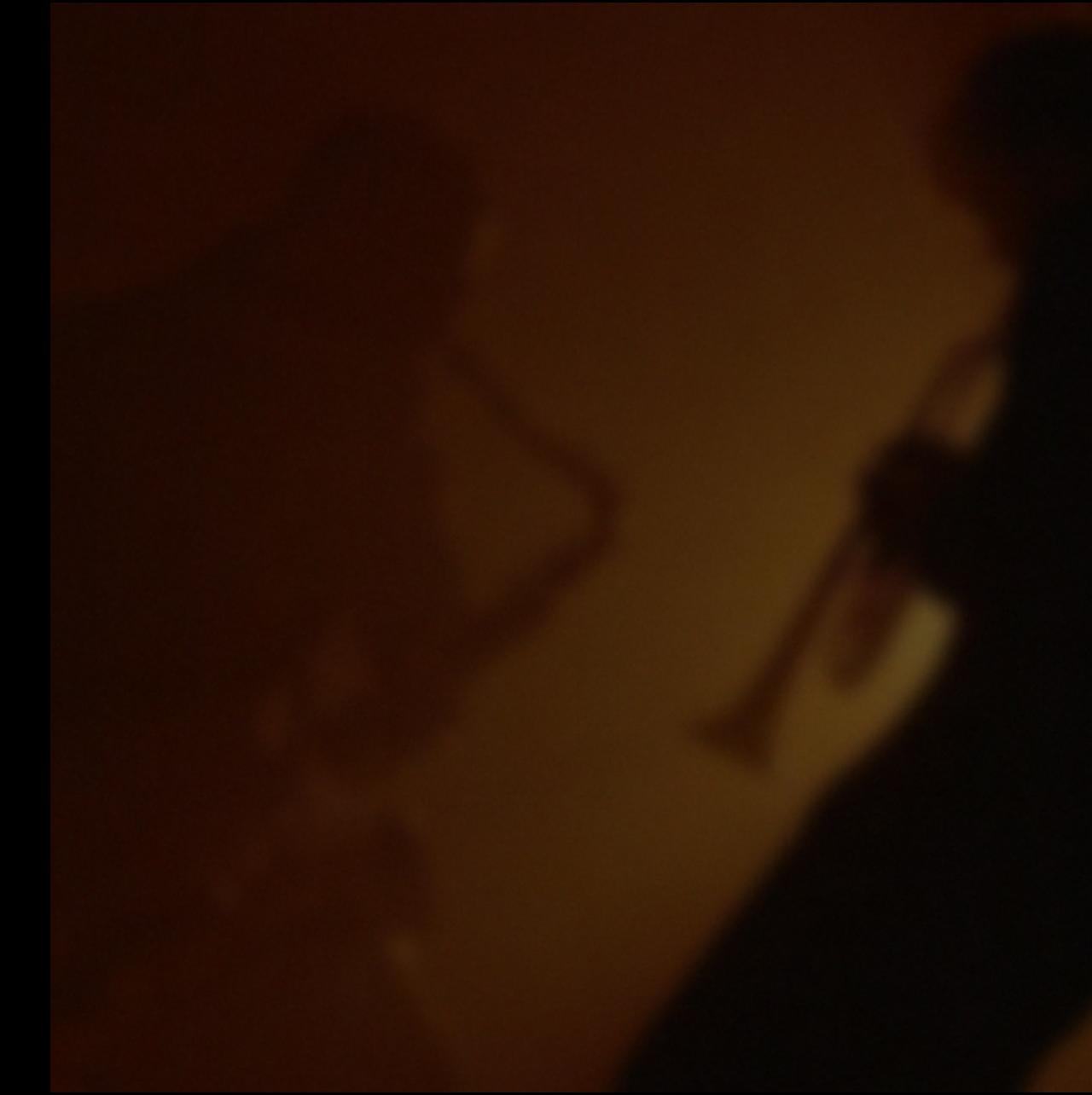
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Dilijani Tun

- Event Marketing
- Influence Marketing
- Brand Awareness
- Activity Offers

# **Event Marketing**

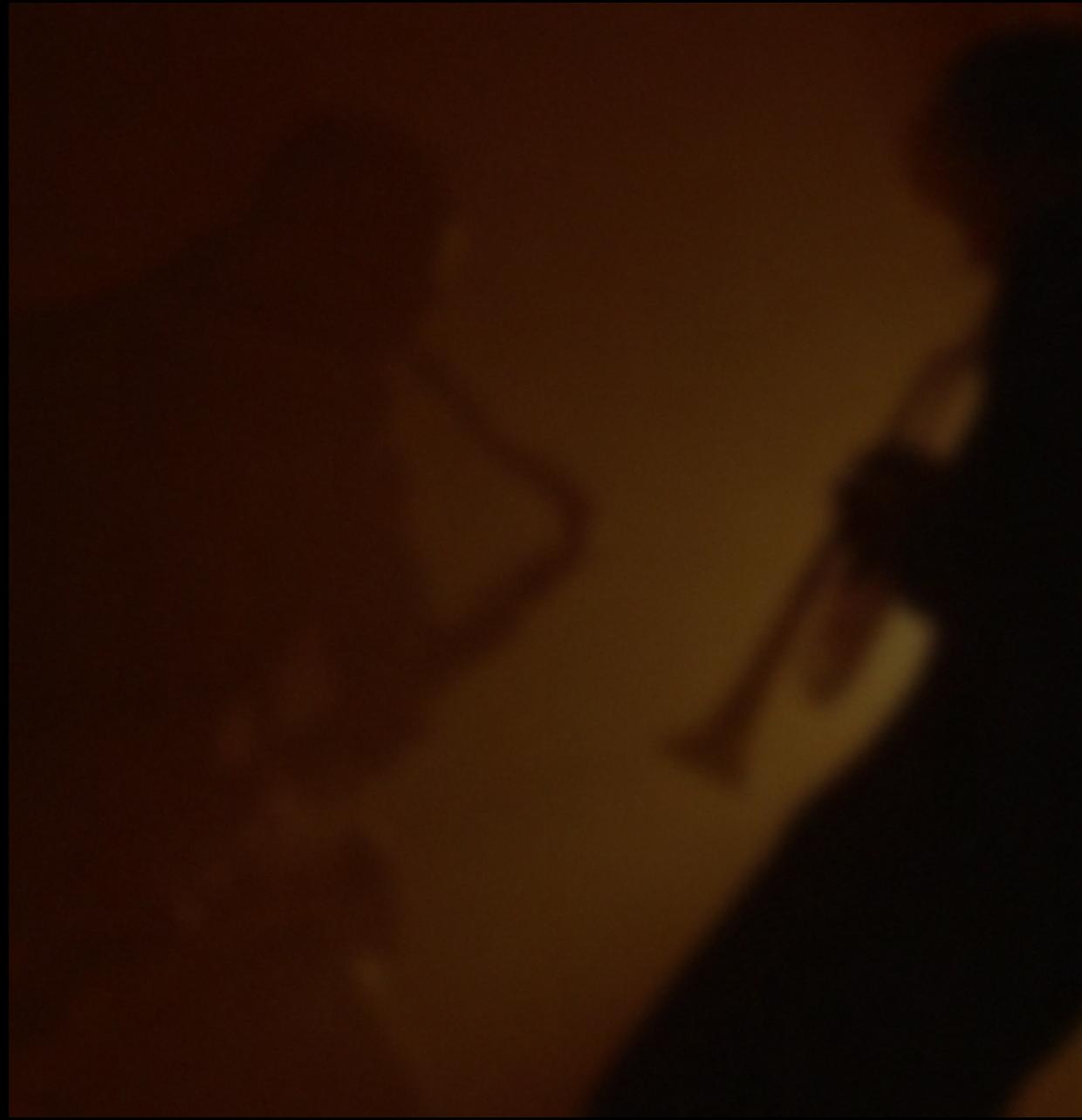
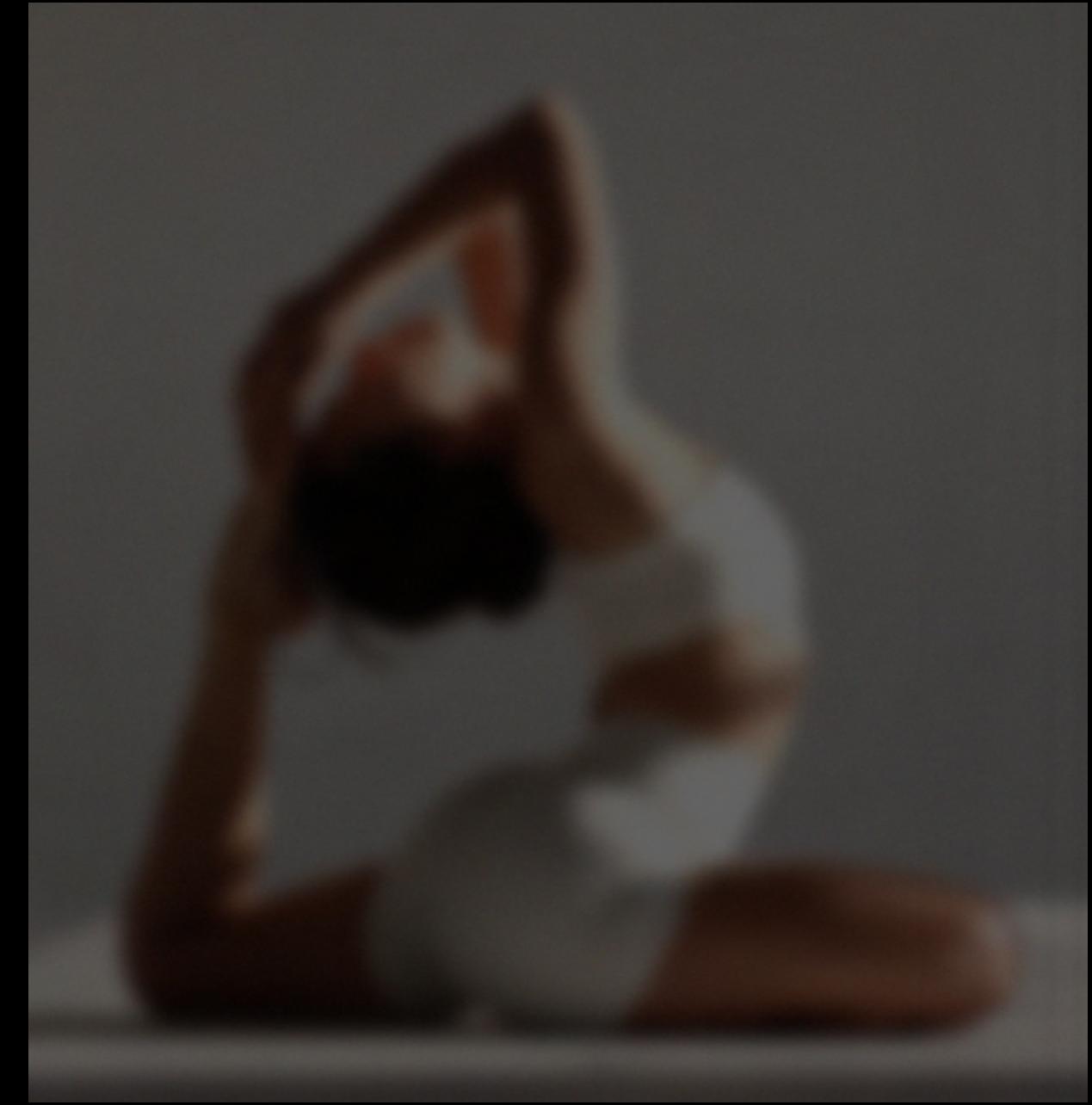
01



## Yoga retreats

Yoga retreats for women in cooperation  
with various yoga/pilates studios.

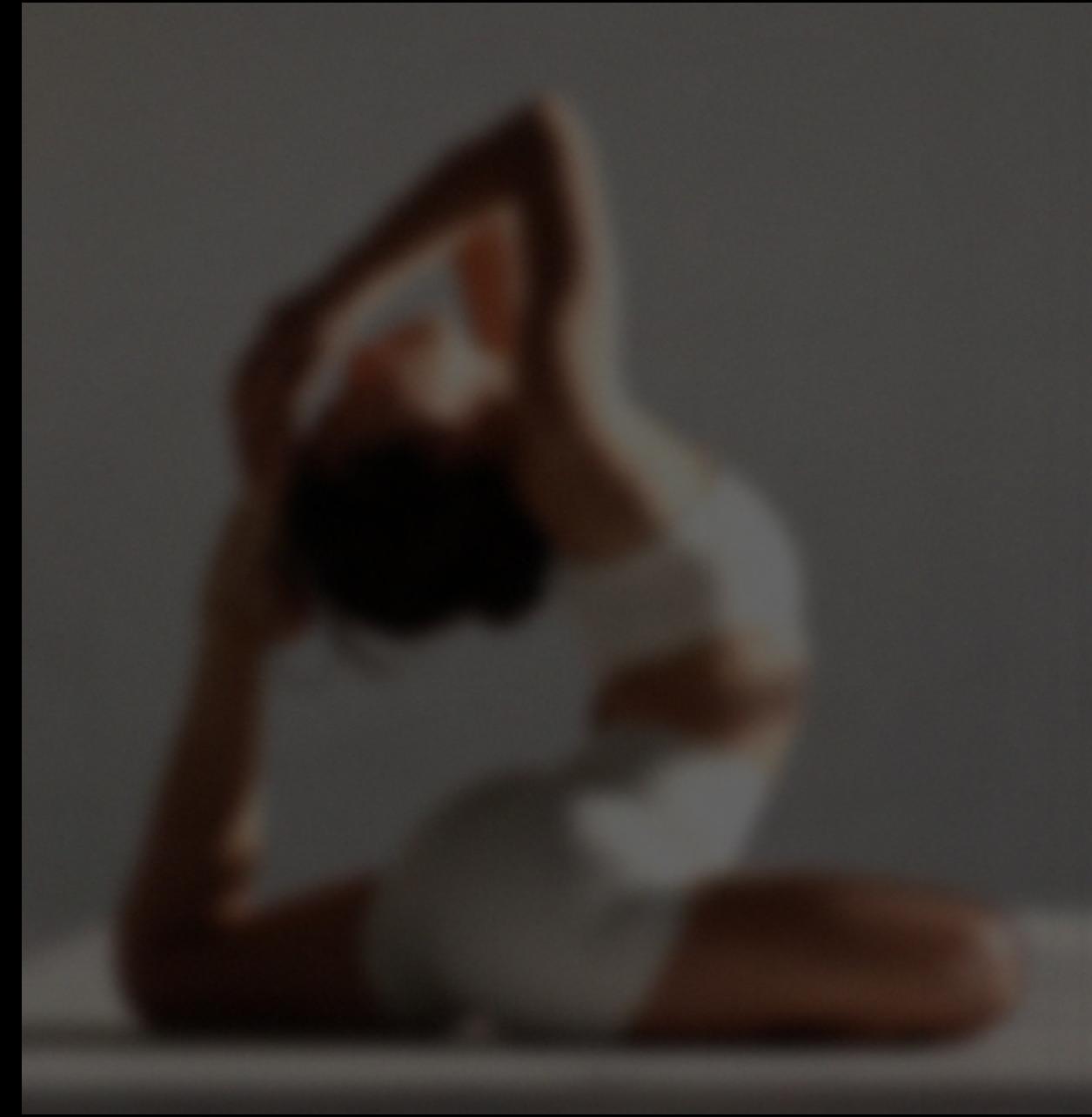
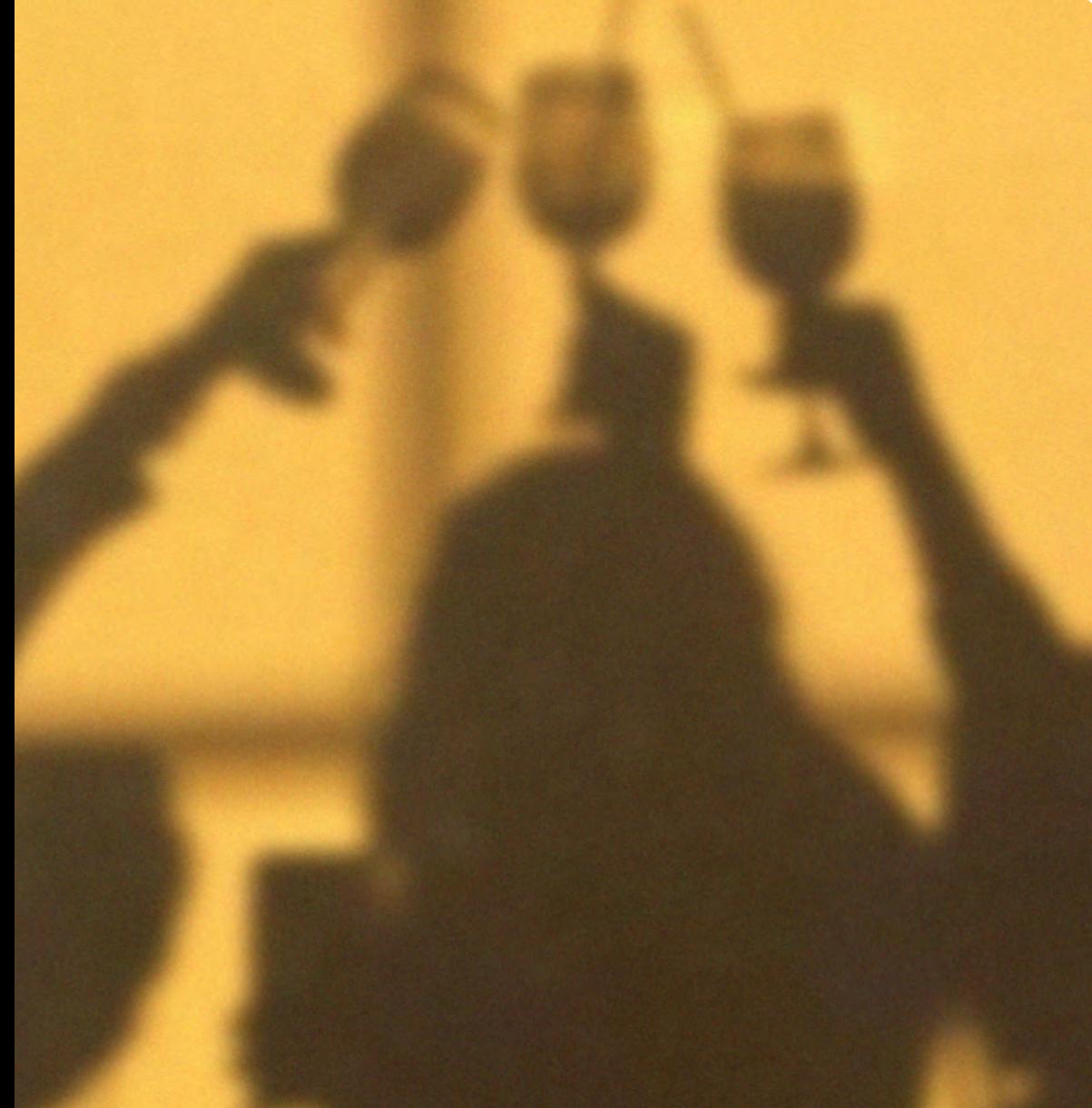
02



## Pool parties

Exclusive summer pool parties in  
cooperation with bands  
and alcohol brands.

03



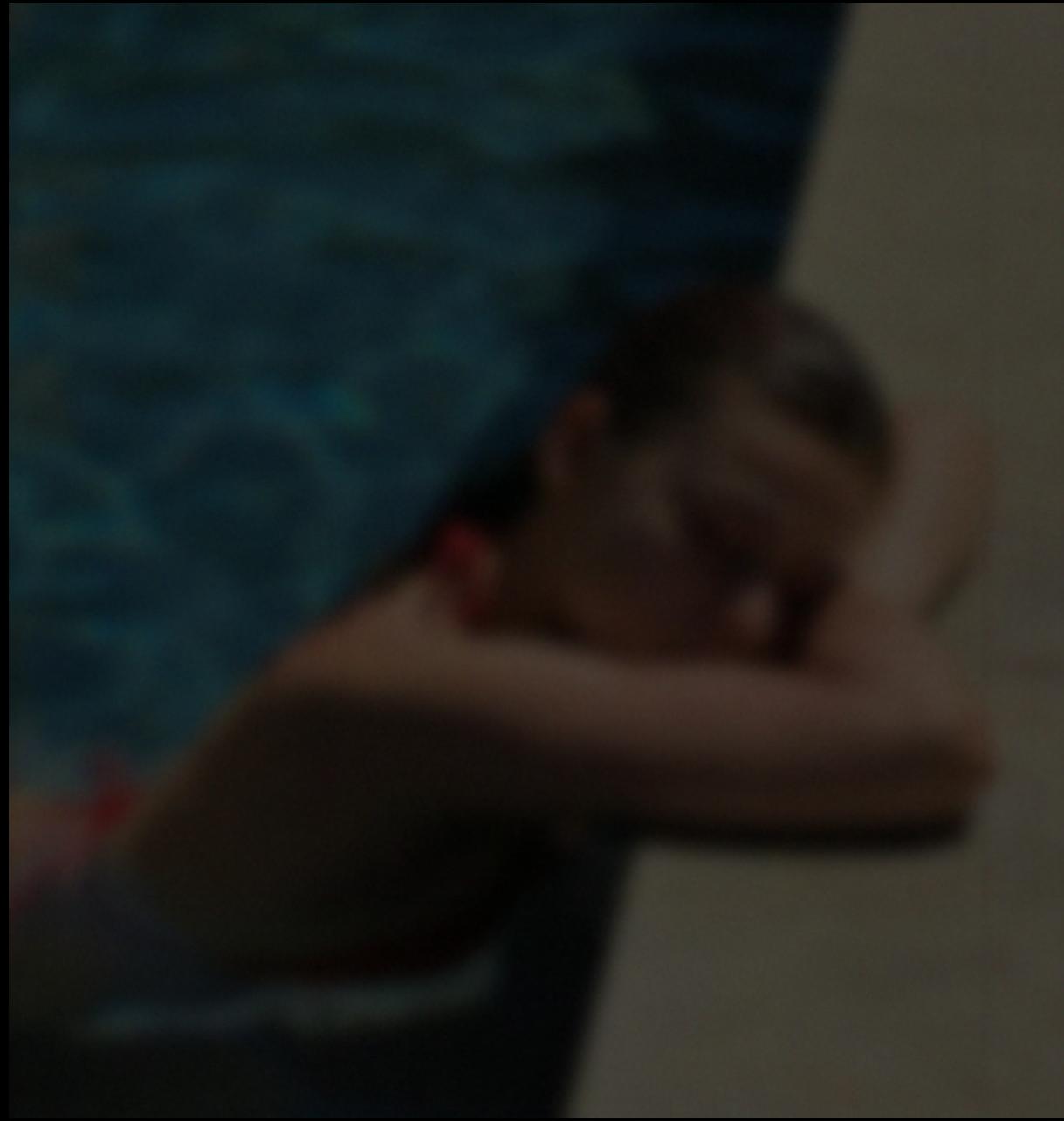
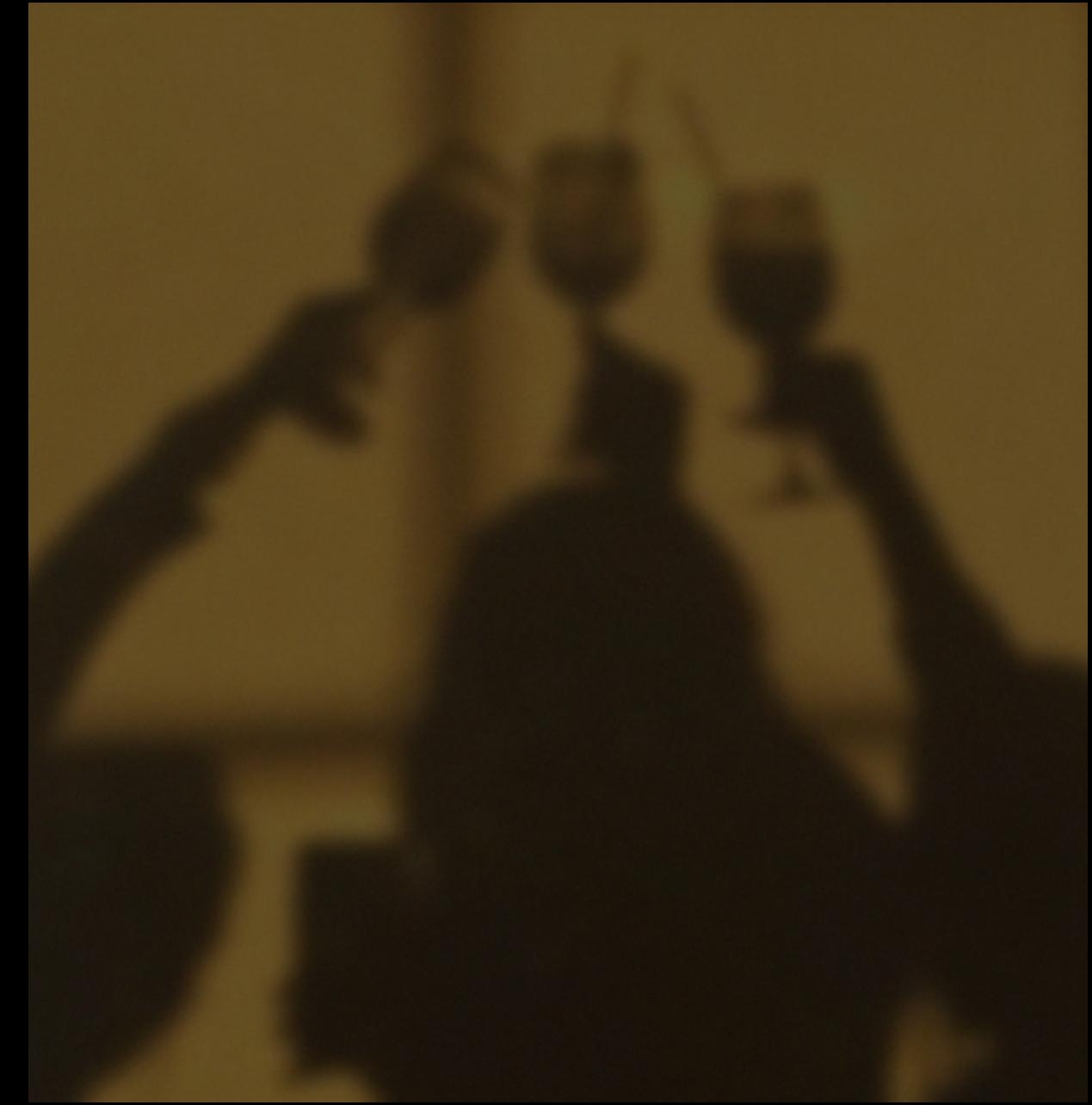
## Holiday celebrations

Celebration of well known  
holidays and other memorable days.

04



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## Jazz events

Jazz under the stars event with legend Malkhasyan with exceptional musical setting.

# Yoga retreats



# Pool parties



# Holiday celebrations



# Jazz events



# **Brand Awareness**

01

# Garden talks



Podcast series with Dilijan people  
in the hotel garden setting.



# Main campaign

Throughout all 3 summer months with different scenarios that remind people to come to Dilijan.

## Campaign description

- This campaign uses dynamic audio marketing combined with engaging visuals to position Dilijani Tun as the go-to destination for every type of escape.
- The phrase "For the best [experience], we go to Dilijani Tun" becomes a rhythmic, memorable line that resonates across all touchpoints-social media, billboards, cinemas, and city scrollers
- The campaign features energetic, lifestyle-driven reels showcasing different guests-young groups, couples, families, corporate offices all traveling to Dilijani Tun for unforgettable experiences.
- The visuals will follow a fast-cut, cinematic style, with each scene transitioning smoothly from the car ride to the activity, creating a sense of excitement and movement.



# WE GO TO DILIJANI TUN



# Main campaign

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## Situations to be communicated

- › For the Best Pool Parties... **We Go to Dilijani Tun**
- › For the Most Romantic Weddings... **We Go to Dilijani Tun**
- › For the Tastiest Dinners... **We Go to Dilijani Tun**
- › For the Coziest City Escapes... **We Go to Dilijani Tun**
- › For the Most Creative Rest... **We Go to Dilijani Tun**
- › For the Most Unforgettable Corporate Retreats... **We Go to Dilijani Tun**
- › For the Most Adventurous Outdoor Experiences... **We Go to Dilijani Tun**

03

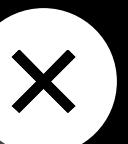
# Social media marketing



Family stay spot  
Remote working  
Events  
Tours  
Offers  
Corporate offers



# Influencer Marketing



Cooperation with  
**Nazeni's youtube channel** program  
to be shot in Takhta and DT.

## Campaign with armenian influencers

- UGC format (showing influencers doing different activities in DT)
- Brthday celebrations
- Weekend escapes
- Invitations to events

# Influencer Marketing



Georgian, russian **travel blogger**  
collaborations throughout year.



# Influencer Marketing



X

Reel line with **Taron - food blogger** preparing a dish from Takhta menu in an open air setting.



# Activity Offers

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Dilijani Tun

- Poolside movie screenings with headphones on the green area.
- Winetasting weekends.
- Pottery corner with firing option so that guests take the ceremic home.
- "Take Dilijan home" - pack with canvas acrylic paints and glass of wine so that people can get inspired by nature and paint.
- Eco rest option for little guests wit mini farm.
- Guided tour to nearest mountains for harvesting and then making a dish with chef.
- Bike tours to mountains.
- Yoga and meditation weekends.
- Stargazing activity with telescope.
- Horse riding near the hotel area or in the mountains.

# **With Love**

For Dilijani Tun