Marketing Campaign Strategies

New Delhi

Gap Identified: Underrepresentation of Southeast Asian cuisines like Vietnamese and Korean.

Strategy:

Launch: Introduce a "Taste of Asia" festival featuring a new menu of Vietnamese and Korean dishes.

Promotions: Collaborate with local influencers specializing in Asian cuisine to enhance visibility.

Events: Host cooking classes and tasting events with guest chefs from Southeast Asia.

Promotional Tactics:

Discounts: Offer introductory discounts on the new menu during the first month.

Loyalty Program: Implement a point system where diners earn points for trying the new menu, redeemable against future visits.

Mumbai

Gap Identified: Lack of high-end vegetarian dining options.

Strategy:

Launch: Introduce a "Gourmet Veggie" menu that offers sophisticated vegetarian dishes using organic and locally sourced ingredients.

Promotions: Use targeted ads on social media platforms frequented by vegetarians and health-conscious groups.

Events: Organize farm-to-table events where customers can visit local farms and then dine at a special event featuring the ingredients seen at the farm.

Promotional Tactics:

Exclusive Tastings: Invite food critics and bloggers to an exclusive tasting event to build word-of-mouth excitement.

Rewards for Referrals: Encourage diners to refer friends with a referral program offering discounts to both the referrer and the referee.

Bangalore

Gap Identified: Limited options for tech-savvy customers looking for an integrated digital dining experience.

Strategy:

Launch: Introduce a "Smart Dine-In" experience where customers can order from digital menus, customize dishes interactively, and pay via app.

Promotions: Partner with tech companies and startups for promotional offers that can be availed through app-based bookings.

Events: Set up periodic theme nights that use augmented reality to enhance dining, such as a "Virtual Chef" night.

Promotional Tactics:

App Launch Offers: Provide special discounts and features for orders placed via the new app.

Common Elements Across Cities

Digital Marketing:

Social Media Campaigns: Tailored ads for each city's campaign, emphasizing unique selling propositions.

Email Marketing: Segmented emails that announce new features, menus, or events, with personalized offers based on past dining history.

Community Engagement:

Sponsor Local Events: Gain visibility by sponsoring or participating in local events and festivals.

Community Feedback: Encourage feedback through digital platforms, and use this data to refine and adjust offerings.

Visualization

Interactive Online Content: For each city, develop interactive content that highlights the unique attributes of each campaign, such as virtual tours of the cuisine's country of origin, behind-the-scenes videos of menu creation, or tech features in action.