



THE LEELA PALACE

NEW DELHI

BRANDTALK
COMMUNICATIONS

SOCIAL MEDIA GUIDEBOOK

COMMUNICATION PILLARS



OUR GOALS

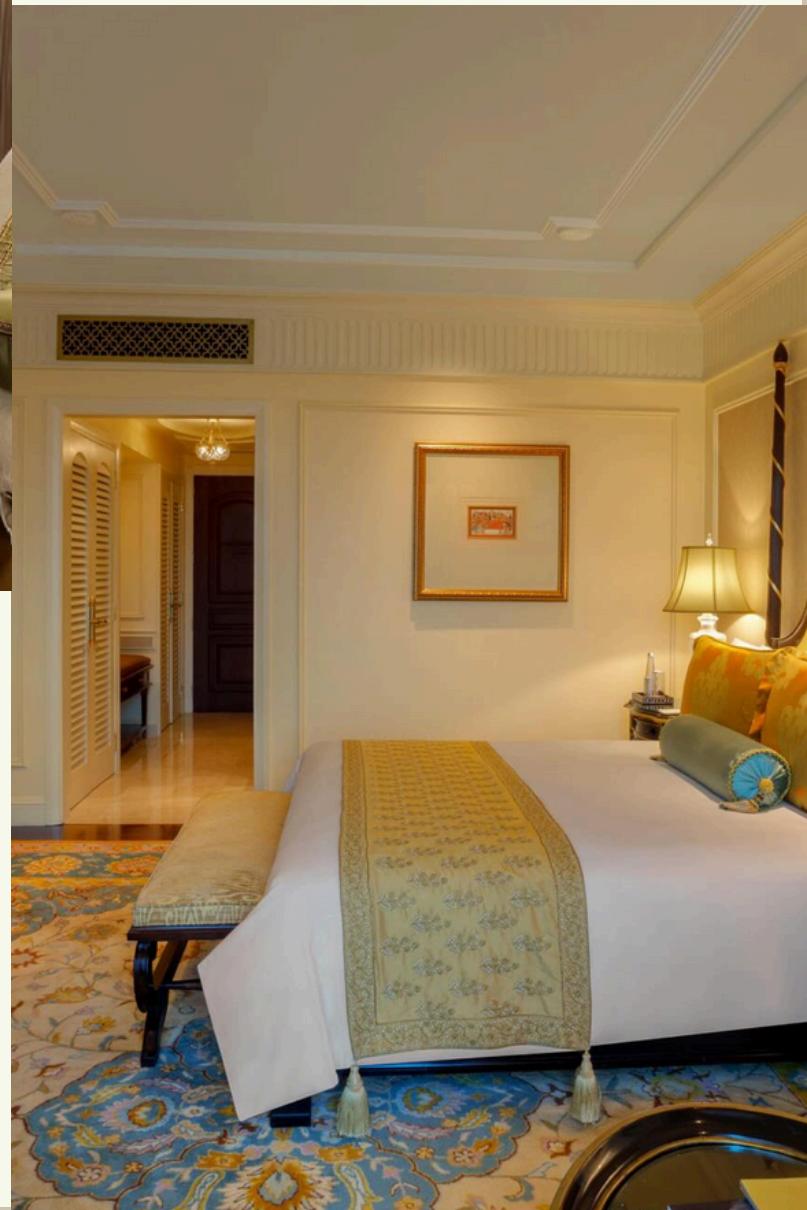
Strengthen Culinary Presence (70%)

Position the hotel's F&B offerings as a standout feature by showcasing signature restaurants, chef highlights, and gourmet experiences.



Promote Wellness & Pool Experiences (10%)

Highlight the pool, spa, and wellness offerings as essential elements of the luxury experience.



Drive Brand Recall for Rooms & Suites (10%)

Build aspirational value and awareness around the hotel's rooms, with a focus on Presidential and luxury suites.



Spotlight Key Venues: Meeting Rooms, Arq & Le Cirque (10%)

Create focused content around event spaces, the soon-to-launch Arq, and the iconic Le Cirque, positioning them as premier destinations.



Grow Community & Reach

Aim to reach 100K followers within a year by driving meaningful engagement, leveraging high-quality content, and tapping into influencer and partner collaborations.

SOCIAL MEDIA ANALYSIS

Engagement and Community Loyalty

Current

ER: 0.76% (low for luxury brands; benchmark should be 1.5%-2% minimum).

Content Flow and Visual Storytelling

Needs a stronger, more unified storytelling approach.

Highlights Observation

Needs refreshed, brand-aligned highlight categories;
Stay, Dine, Wellness, Moments, Legacy, Art & Culture.

Engagement Boosting Strategy Strong

Follower base: 26.4K followers, huge untapped potential.

26.4K followers



@theleelapalacenewdelhi

ENGAGEMENT RATE

0.76%

196 likes

2 comments

SOCIAL MEDIA STRATEGY



Deep, Emotional Storytelling

- Guest-Led Narratives: Feature real guest journeys, from check-in to a memorable goodbye.
- Royal Heritage Focus: Showcase Leela's roots in Indian royal traditions, architecture, and service.

Authentic Community Building

- LeelaForGood – Social Impact Mini-Series highlighting: Stories from the local communities That Leela supports
- Leela Letters: A Digital Heritage Journal- A storytelling-led content series designed for Instagram capturing The Leela's legacy of luxury and culture through intimate, editorial-style moments.

Highlight Signature Brand Assets

- Integrate Tishya into the content strategy to spotlight The Leela's commitment to sensory luxury, sustainability, and Indian heritage.
- Create immersive storytelling that highlights the fragrance's roots, natural formulations, and eco-conscious packaging—positioning it as a signature element of the guest experience.

SOCIAL MEDIA STRATEGY



Elevating Cultural Legacy

- Increase visibility of the **Icons of India** program to reinforce The Leela's commitment to Indian culture, heritage, and excellence.
- Share engaging content from events and collaborations to inspire audiences and strengthen brand storytelling.

Visual Consistency on Social Media

- Aesthetic: Use a luxurious colour palette with muted golds, emeralds, and soft blues for elegance.
- Grid Curation: Create a visually cohesive flow by alternating wide shots, close-ups, and guest moments to maintain rhythm

Enhance F&B Presence

- Showcase signature dining experiences, chef-led moments, and seasonal menus to spotlight culinary excellence.
- Leverage high-quality visuals and behind-the-scenes content to position F&B as a key pillar of the luxury experience.



SOCIAL MEDIA CAMPAIGNS



6-MONTH OVERARCHING CAMPAIGN

THE PALACE OF STORIES

Atithi Devo Bhava

At The Leela Palace, New Delhi, every space is a chapter in a larger tale.

From the pool to the spa, each moment reveals a new layer of the guest journey.

Posts will spotlight signature experiences—**Aujasya** wellness rituals, the **Leela Amrit** welcome drink, and the **evening Aarti**—the soulful details that define the palace.

[Click here to view the 6-month plan](#)

The Leela Palace, New Delhi Calendar May to October 2025				
No.	Months	Topicals	Focus Points	Campaigns/Content Ideas
1	May	Mother's Day 11/5/2025	Summer	A Mother's Touch of Royalty Showcase spa retreats, afternoon high teas, or handwritten notes curated for mothers at The Leela. UGC push: Invite guests to share their favorite memory with their mothers at The Leela.
		International Day of Families 15/5/2025		"A Palace Called Home" #APalaceCalledHome #LeelaFamilies Concept: Celebrate the timeless bond of family by showing how The Leela becomes a home away from home, where every generation is cherished, and every moment is made memorable in regal luxury.
2	June	World Environment Day 5/6/2025	The Art of Slow Living	"Rooted in Nature, Refined in Luxury" #RefinedByNature #LeelaGreenLuxury Concept: Celebrate The Leela's ongoing commitment to environmental consciousness by highlighting how sustainability is seamlessly woven into the fabric of luxury, from architecture to amenities to guest experiences.
		Father's Day 15/6/2025		#DineWithDad Celebrate Father's Day over a curated culinary experience—think classic dishes, private dining spaces, and refined pairings. Thoughtful touches like monogrammed linens, whiskey tastings, and candid photographs turn a meal into a memory.
		International Day of Yoga 21/6/2025		#TheMorningFlow A sunrise celebration of body and breath. Begin the day with a curated yoga experience set against the backdrop of The Leela's lush gardens and timeless architectural elegance.
		Le Cirque Pre-Launch mid-June		The Legacy of Le Cirque Legacy of Le Cirque is a refined pre-launch campaign that builds anticipation by celebrating its iconic past, from archival photos and signature dishes to celebrity moments and guest memories, setting the stage for an elegant return.

3	July	Le Cirque Launch	Monsoon	The Legacy of Le Cirque Le Cirque's launch, the teaser reel will blend nostalgia with anticipation, iconic moments, elegant music, and fleeting glimpses of the refreshed interiors, all building toward a grand, refined reveal.
		International Day of Self Care 24/7/2025		The Leela Self-Care Soirée An intimate, invitation-only wellness retreat at The Leela Palace, curated to nourish the mind, body, and spirit. A day of indulgent stillness, immersive rituals, and understated luxury, celebrating the art of self-care in its most refined form.
4	August	Independence Day 15/8/2025	Monsoon	Create a graceful Instagram Story series or Highlight called #RootedInHeritage, celebrating India's journey through the lens of The Leela.
5	September	International Day Of Peace 21/9/2025	Wellness	In the heart of the capital, a sanctuary of peace. Highlight serene corners within the hotel — the spa, private courtyards, or a calming afternoon tea. Reaffirm The Leela Delhi as an oasis amid the city's bustle. #TranquillInDelhi #PeacefullyLeela
		World Tourism Day 27/9/2025		Discover Delhi through a lens of refined indulgence. Showcase curated experiences in Delhi — monuments, art walks, heritage drives — with The Leela as the luxurious base for cultural discovery #DelhiWithLeela #RefinedByExploration

6	October	Gandhi Jayanti 2/10/2025	Festive Season	Simplicity. Grace. Greatness. Use symbolic imagery like white florals, khadi-inspired textures, and quiet spaces to draw a parallel between Gandhi's ideals and the hotel's quiet elegance. #LegacyInLuxury #InspiredByTruth
		Dusshera 2/10/2025		Where traditions rise in royal celebration. Celebrate the cultural richness of Dussehra with glimpses of festive decor, elevated Indian cuisine at Jamavar, and moments from in-house traditions or rituals. #DussehraAtLeelaDelhi #FestiveElegance
		Diwali		Where Delhi's festive spirit meets palace grandeur. Focus on elegant diya-lit evenings, floral installations, limited-edition Diwali hampers, and festive menus that combine tradition and opulence.

MAY CAMPAIGN

Name : Palace of the Sun #PalaceOfTheSun

This summer, experience sunlit luxury at The Leela Palace New Delhi, from golden-hour cocktails and al fresco dinners to calming spa rituals.

This May, discover the Palace as your perfect base to explore Delhi's finest cultural, shopping, and dining destinations.

Objective

Inspire summer bookings by showcasing The Leela as the ultimate luxury escape through dreamy storytelling and exclusive experiences, with heritage at its very centre.



May MoodBoard



JUNE CAMPAIGN

Name: A World Apart

#LifeAtTheLeela

In a fast-paced world, true luxury lies in slowing down. This campaign invites guests to savour serene moments at The Leela –from balcony breakfasts to spa rituals and peaceful afternoons by the pool. Welcomed with the signature Leela Amrit, each experience reflects calm, care, and mindful indulgence.

Objective

Position The Leela as the ultimate destination for mindful, luxurious summer escapes by promoting slow, serene, and intimate experiences, encouraging longer stays, deep emotional connection, and guest rejuvenation.



June MoodBoard



JULY CAMPAIGN

Name: Rituals of the Rain #RitualsOfTheRain

This July, as the monsoon renews the earth, **Rituals of the Rain** offers a soulful retreat into balance and calm. Rooted in ancient Indian wisdom, this spa journey uses Ayurvedic therapies, soothing oils, and cleansing rituals to detoxify and restore harmony, inviting guests to refresh with the season, wrapped in quiet luxury.

Objective

To position the spa as a sanctuary of holistic wellness during the monsoon by offering traditional Ayurvedic therapies that promote deep rejuvenation, emotional balance, and physical renewal, thereby increasing spa footfall and strengthening brand association with authentic luxury and healing traditions.



July MoodBoard



LE CIRQUE PRE- LAUNCH | JUNE

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Name: The Legacy of Le Cirque #TheLegacyOfLeCirque

The Legacy of Le Cirque is a pre-launch campaign crafted to build anticipation by celebrating Le Cirque's iconic past.

Content will focus on **five elegant pillars: archival photos of its origins, throwbacks of signature dishes, celebrity moments, personal guest memories.**

Minimal, refined storytelling will honour Le Cirque's legacy and build anticipation for its grand return.

The content will be minimal, refined, and rooted in storytelling, reminding audiences of Le Cirque's legacy while setting the stage for its elegant return.



LE CIRQUE LAUNCH | JULY

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COMMUNICATIONS

Name: The Legacy of Le Cirque
#TheLegacyOfLeCirque

For the Le Cirque launch, we will show a teaser reel that blends nostalgia with anticipation. Begin with subtle glimpses of the iconic moments from the brand's history, paired with music that evokes elegance and exclusivity.

Gradually introduce hints of the new interiors, spotlighting luxurious details and design changes. The reel should feel mysterious yet refined, leading to the grand reveal. The teaser builds excitement, while the launch reel showcases the new chapter, offering a sneak peek into the refined experience that awaits.

TAP TO VIEW THE LINK

LE CIRQUE LAUNCH | JULY

BRANDTALK
COMMUNICATIONS

Name: The Legacy of Le Cirque
#TheLegacyOfLeCirque



For the launch of Le Cirque, we will craft a visual narrative that captures the soul of The Leela Palace and the legacy of Le Cirque. The campaign opens with a teaser film—an evocative phone ring, a model gliding through the palace's quiet corridors. Each turn becomes a window into the past, with subtle flashbacks to the old Le Cirque, hinting at its iconic traditions reborn in a new light.

The storytelling will focus on intricate details—textural elegance, ambient mood, and timeless luxury—highlighting the Palace's artistry while weaving in the essence of Le Cirque's culinary heritage.



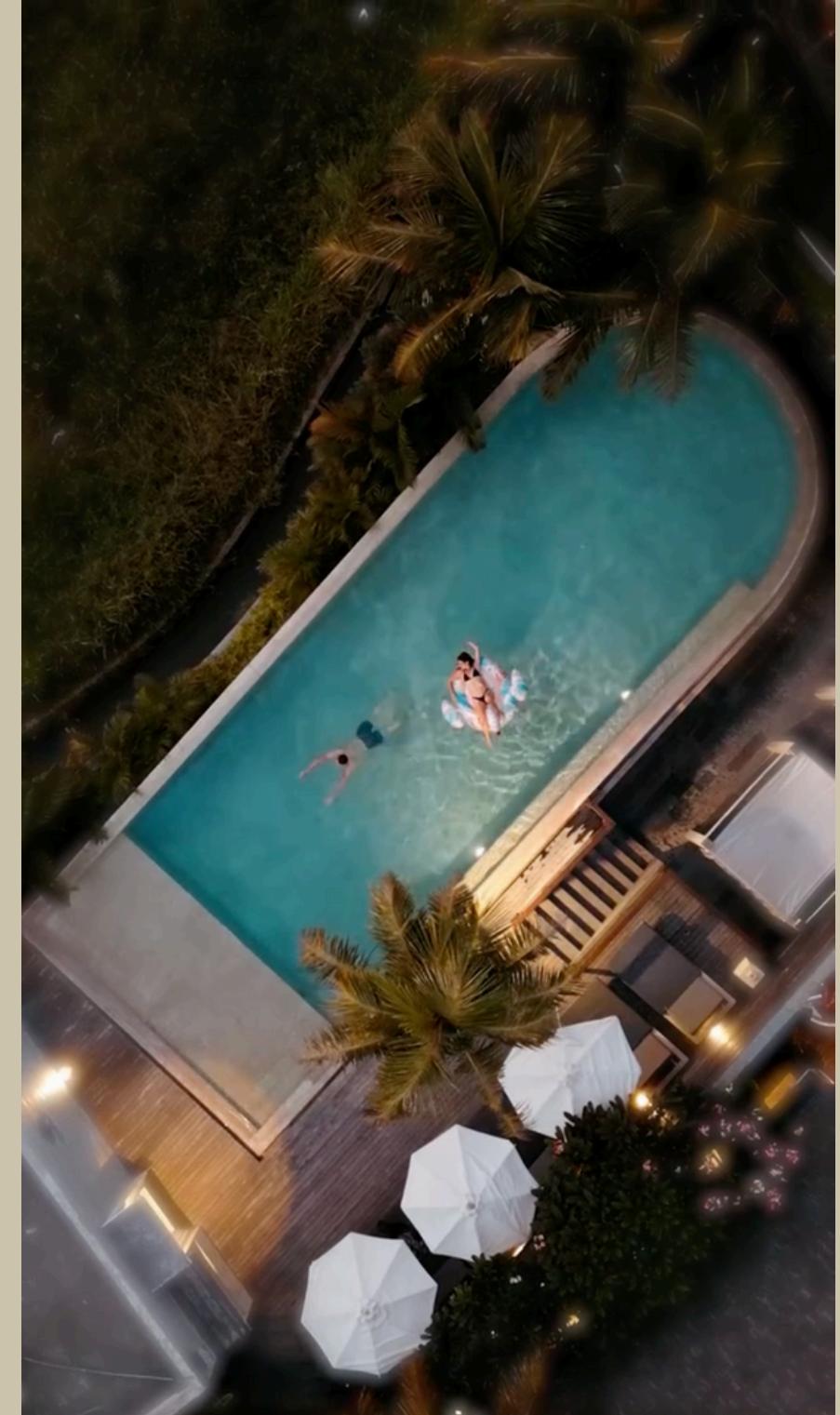
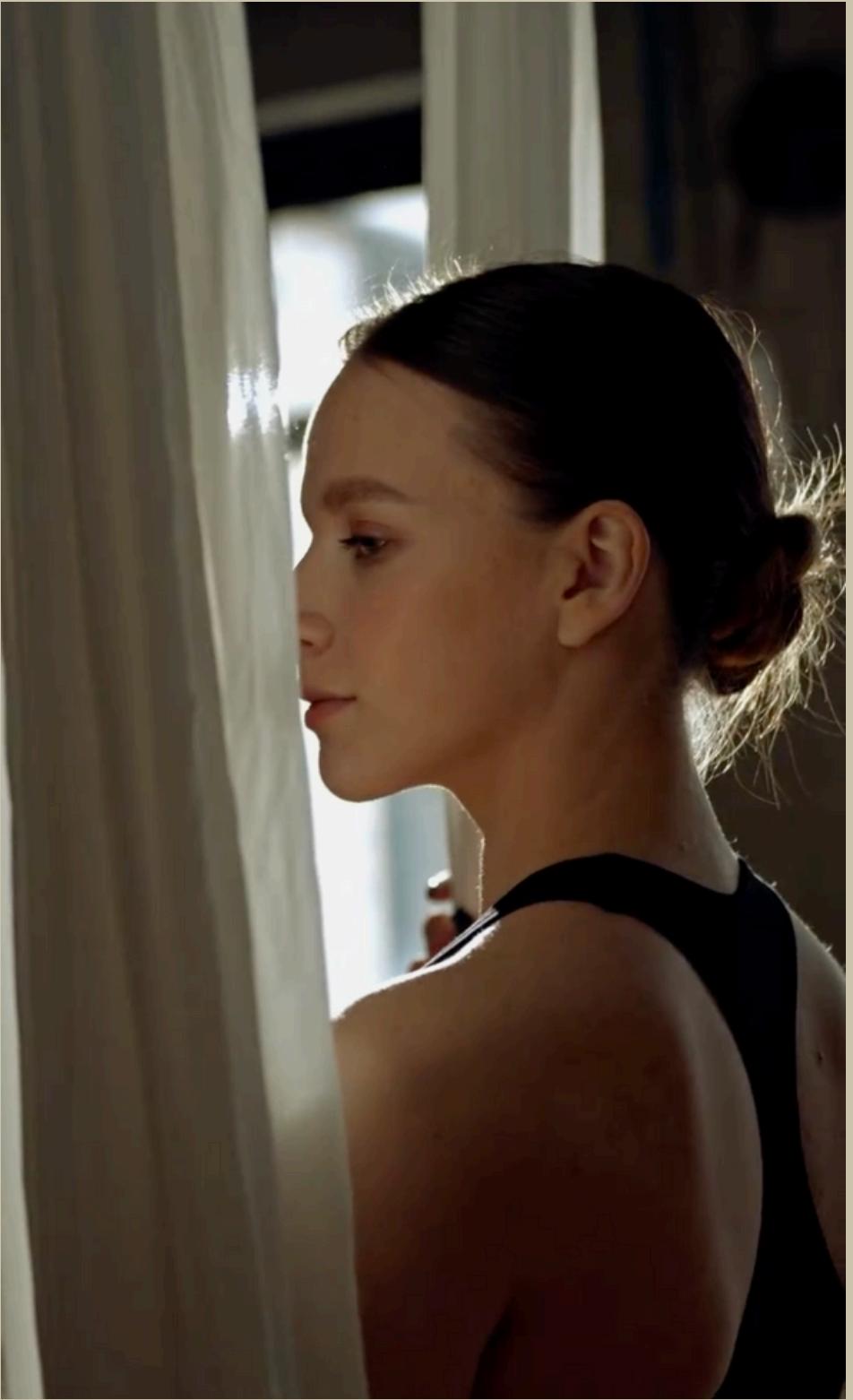


REFERENCES & CONTENT DIRECTION

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REELS REFERENCES

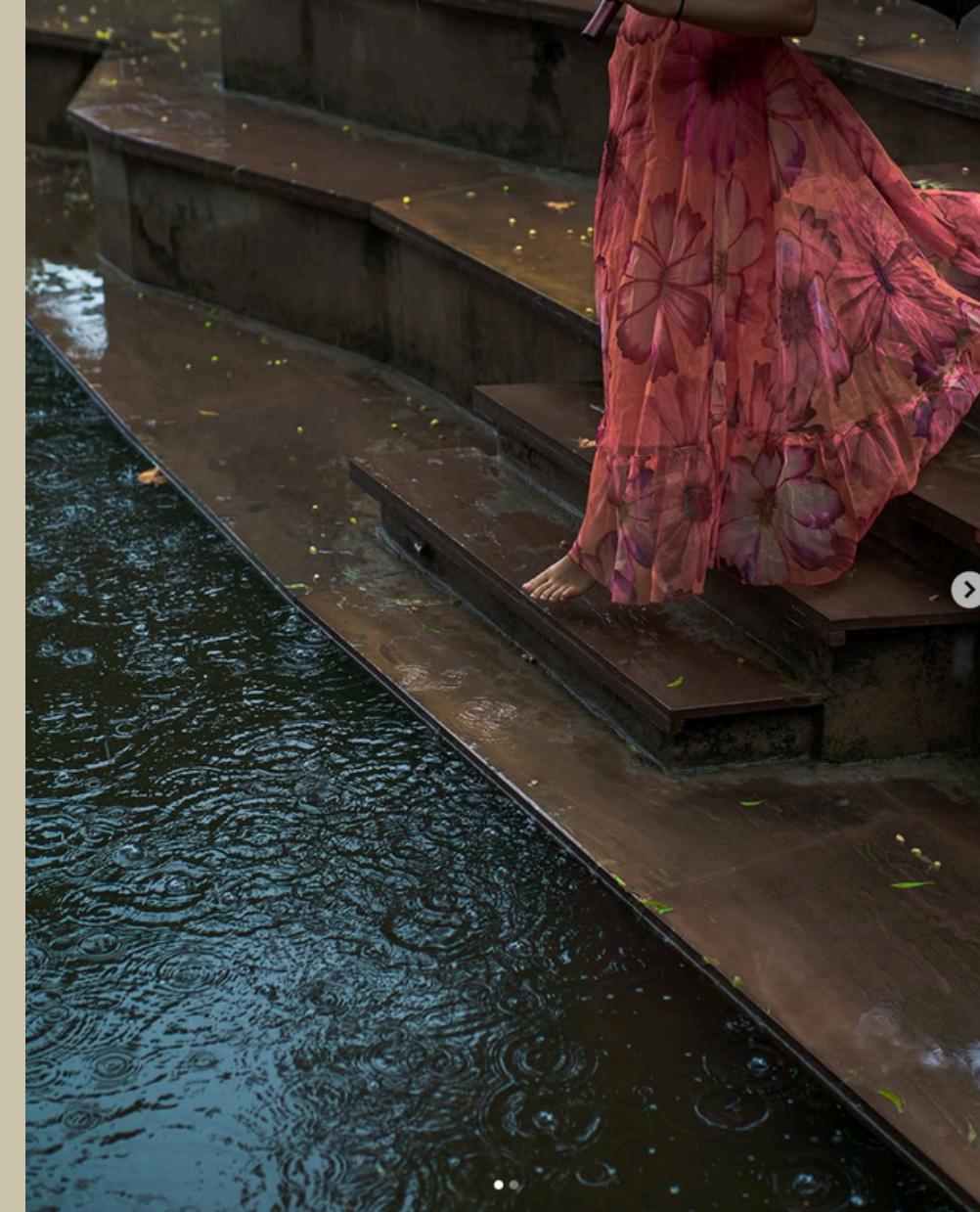
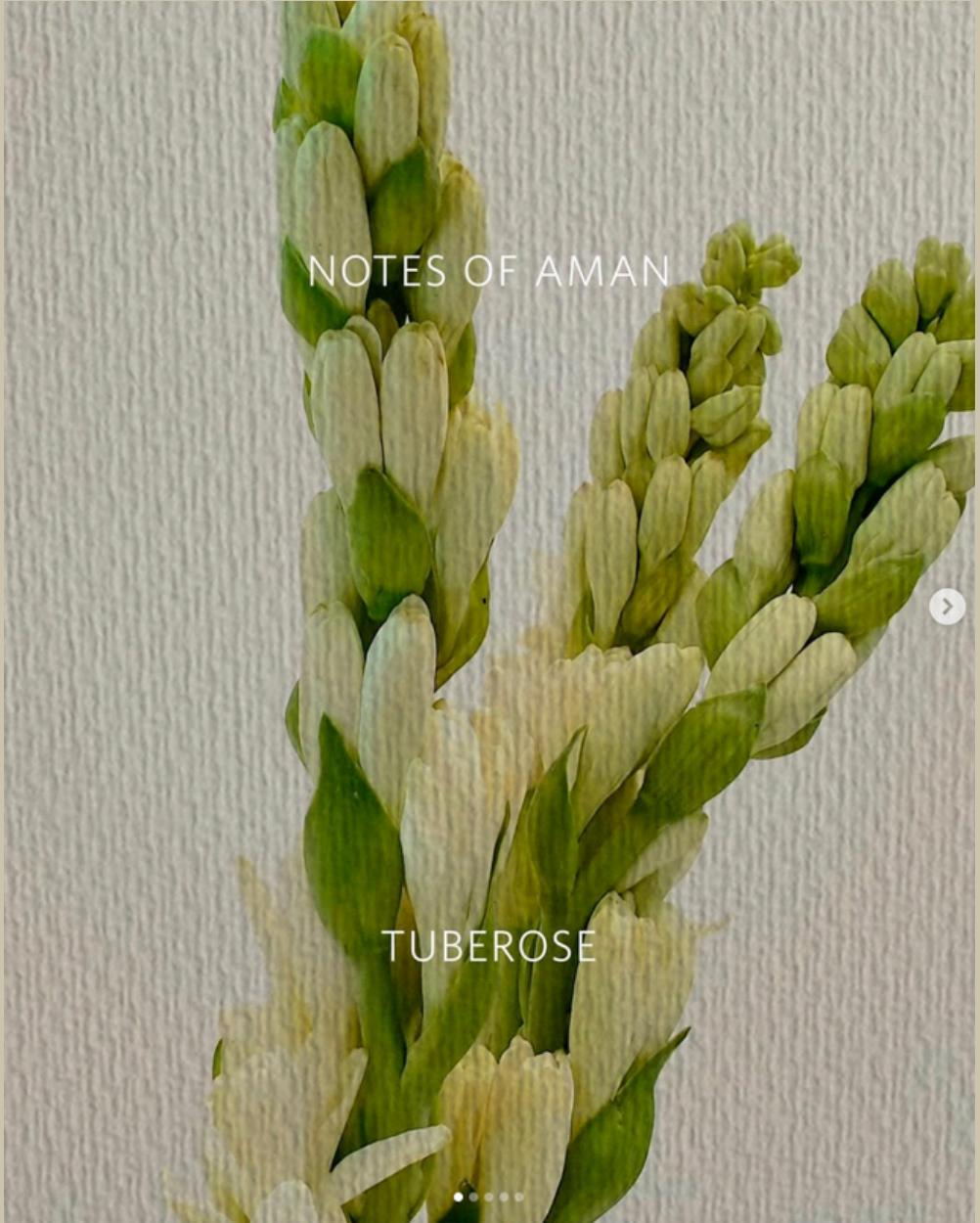
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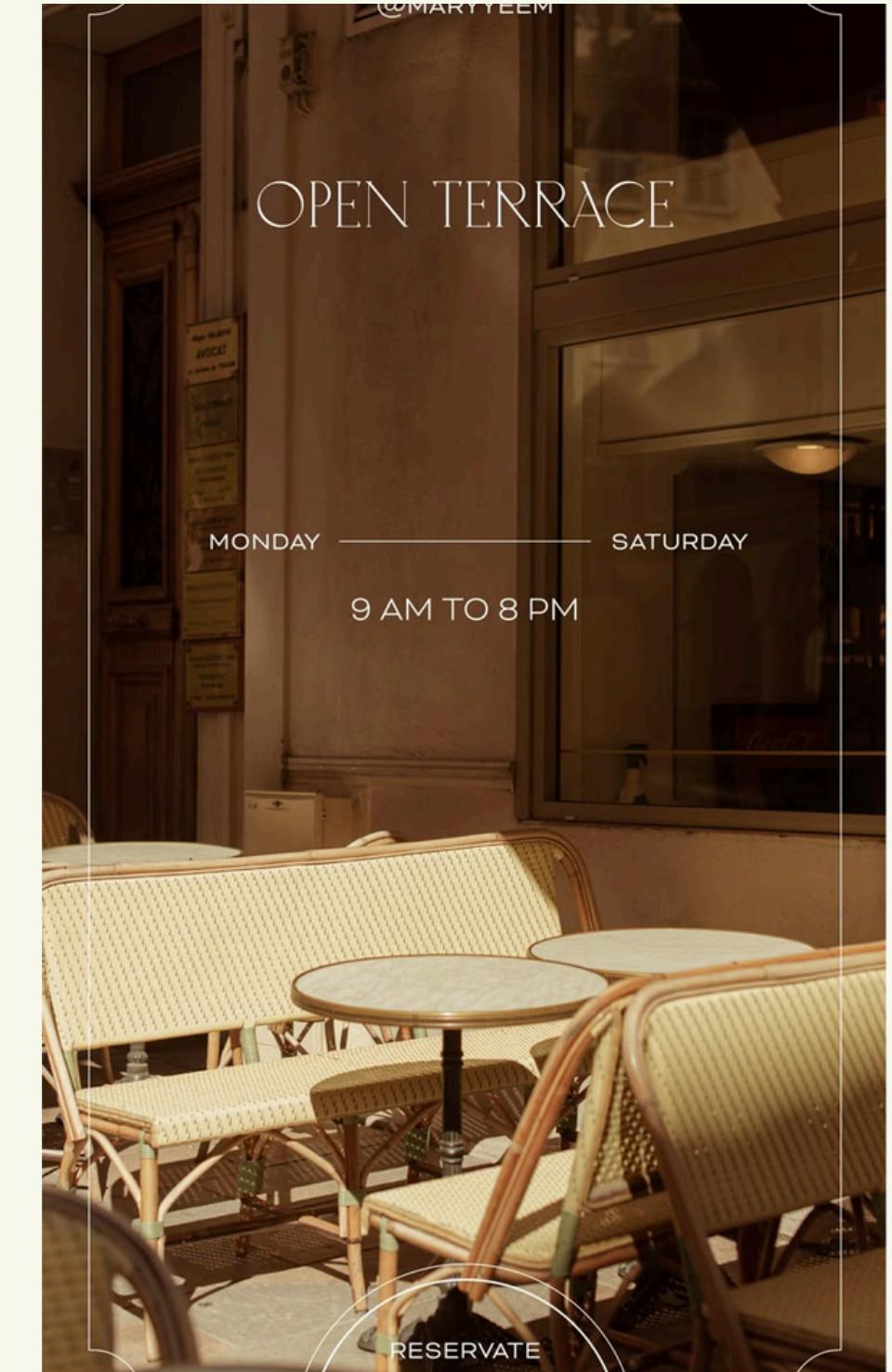
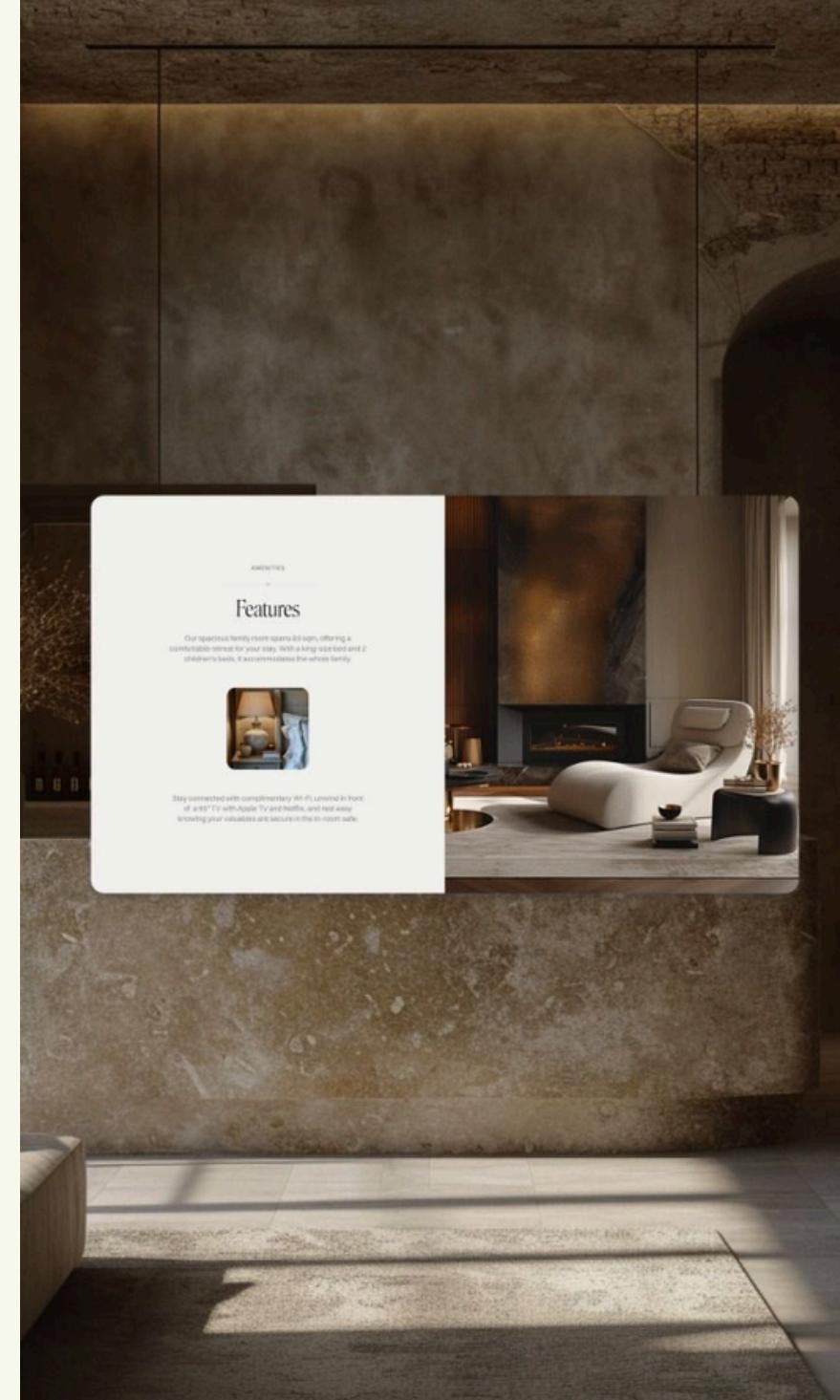
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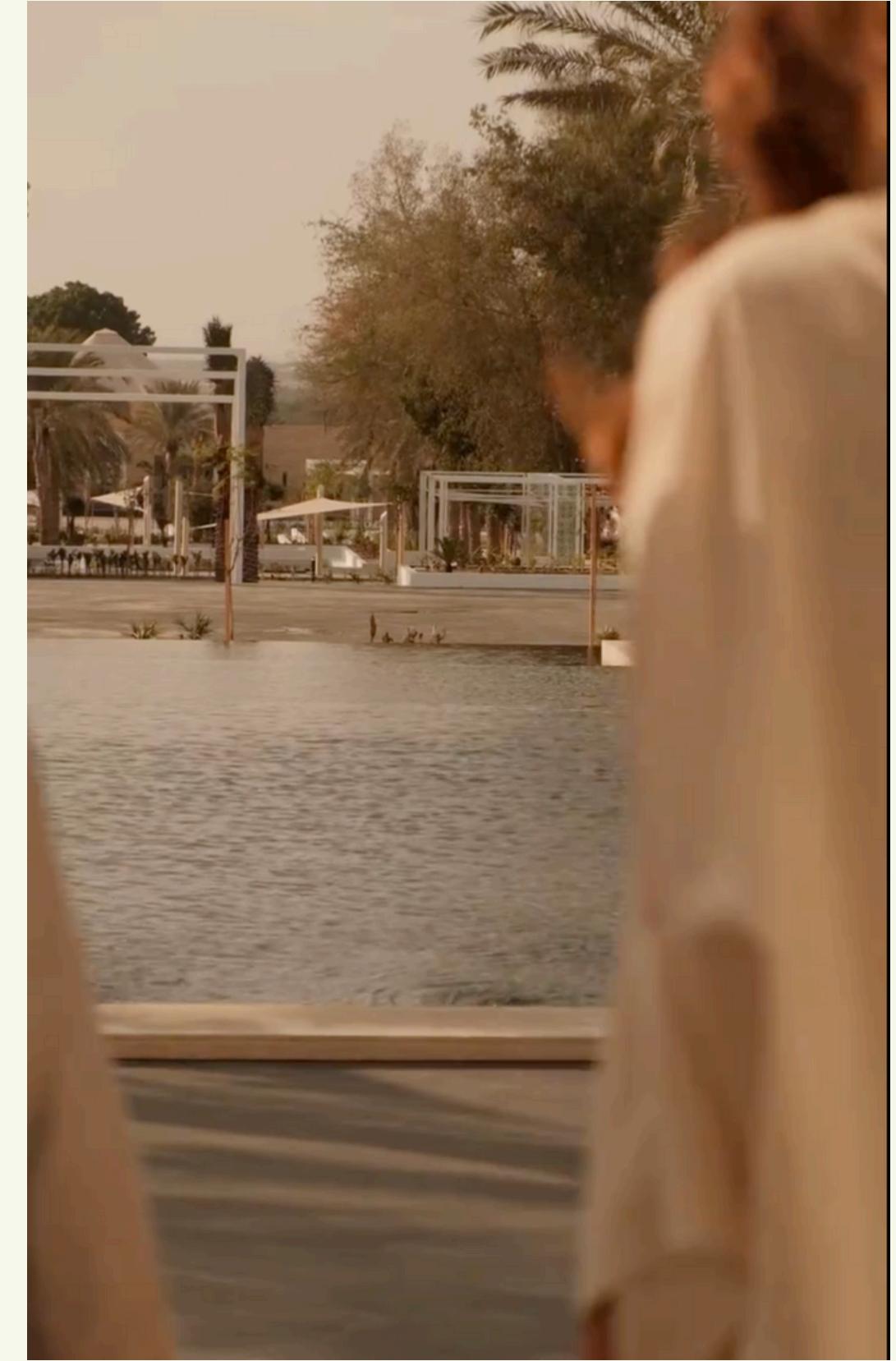
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STORY REFERENCES



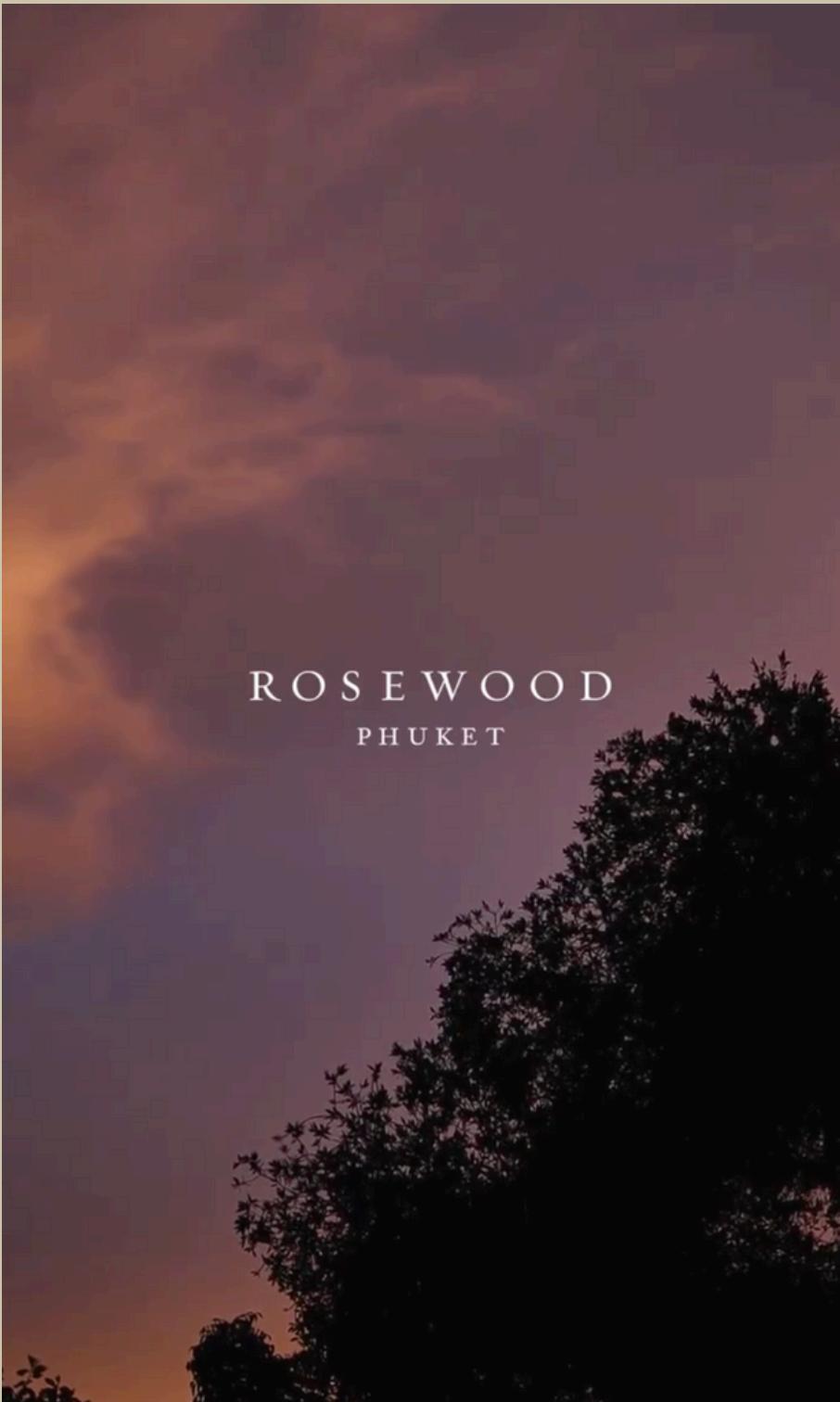
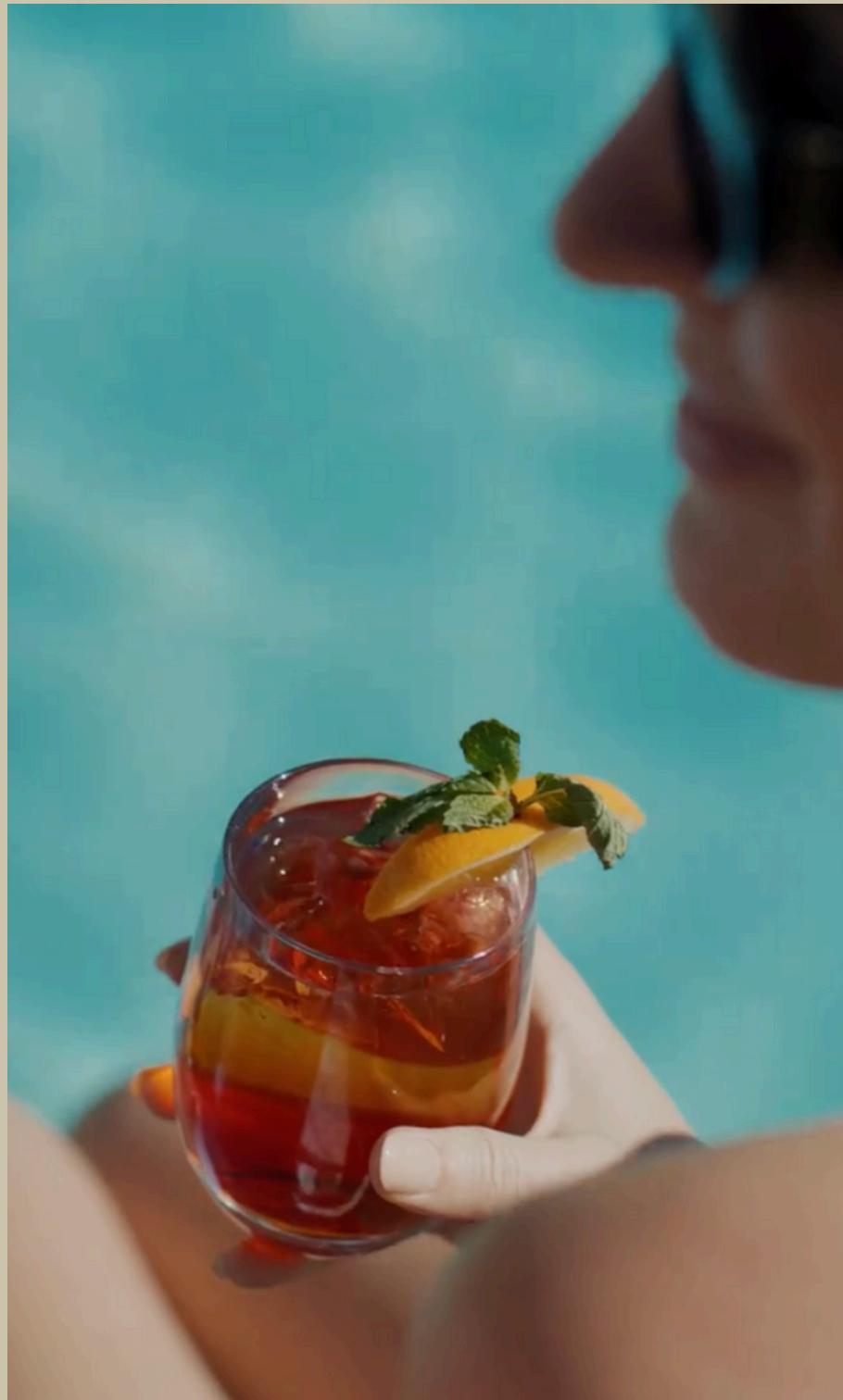
REELS REFERENCES



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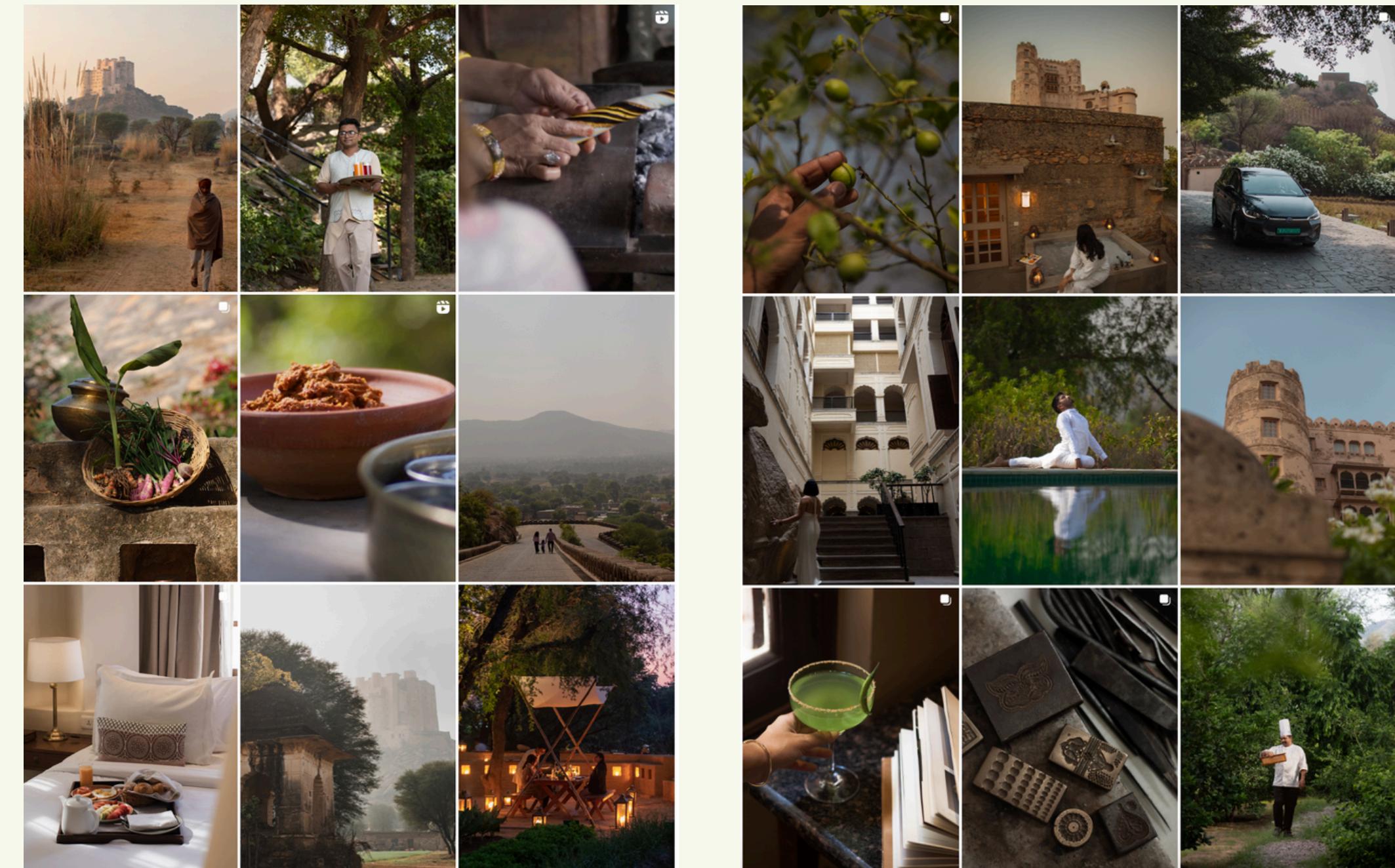


GRID REFERENCES



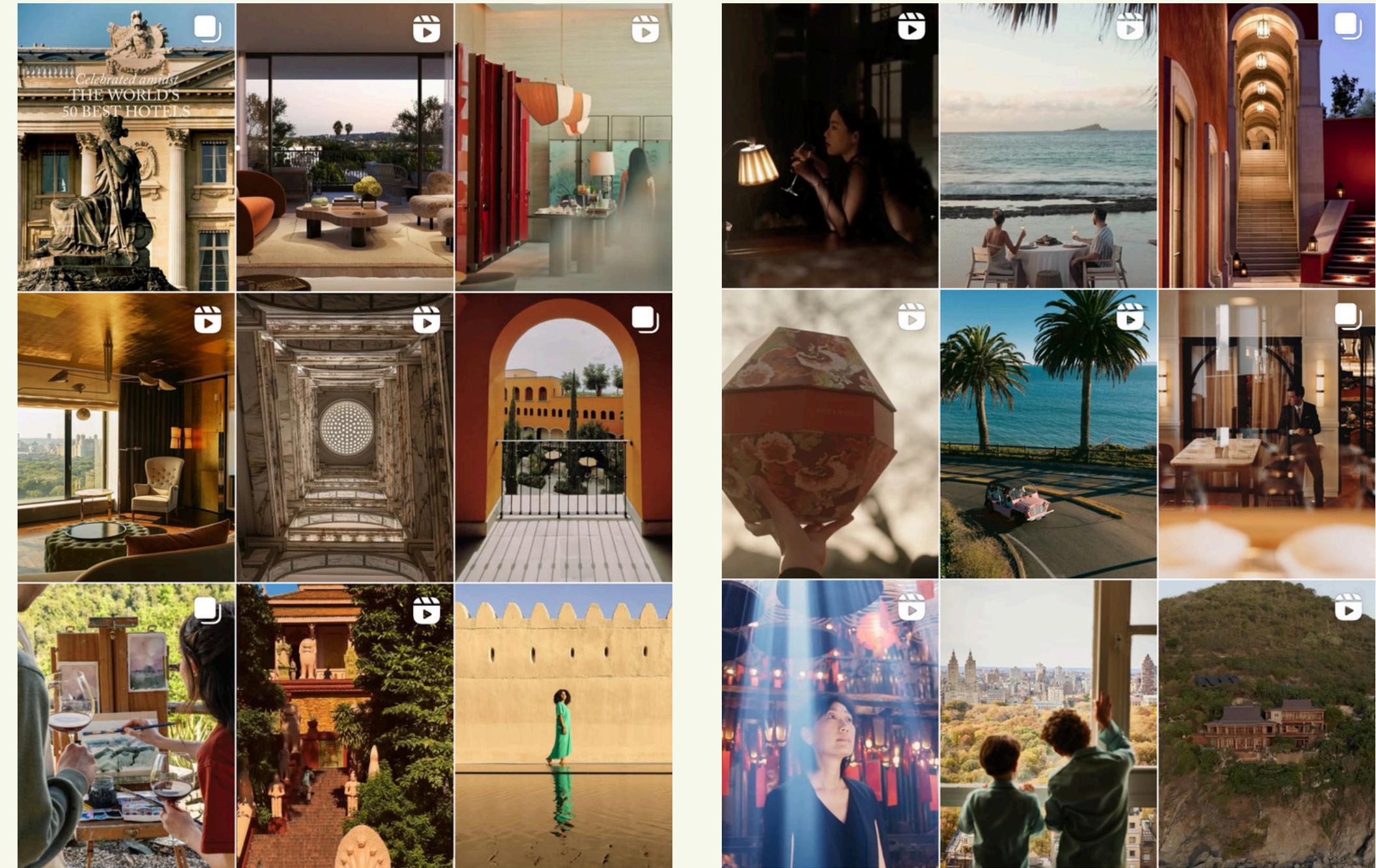
GRID REFERENCES

- Minimalistic Elegance
- Nature-Centric Storytelling
- Consistent Mood and Palette
- Experience Over Promotion



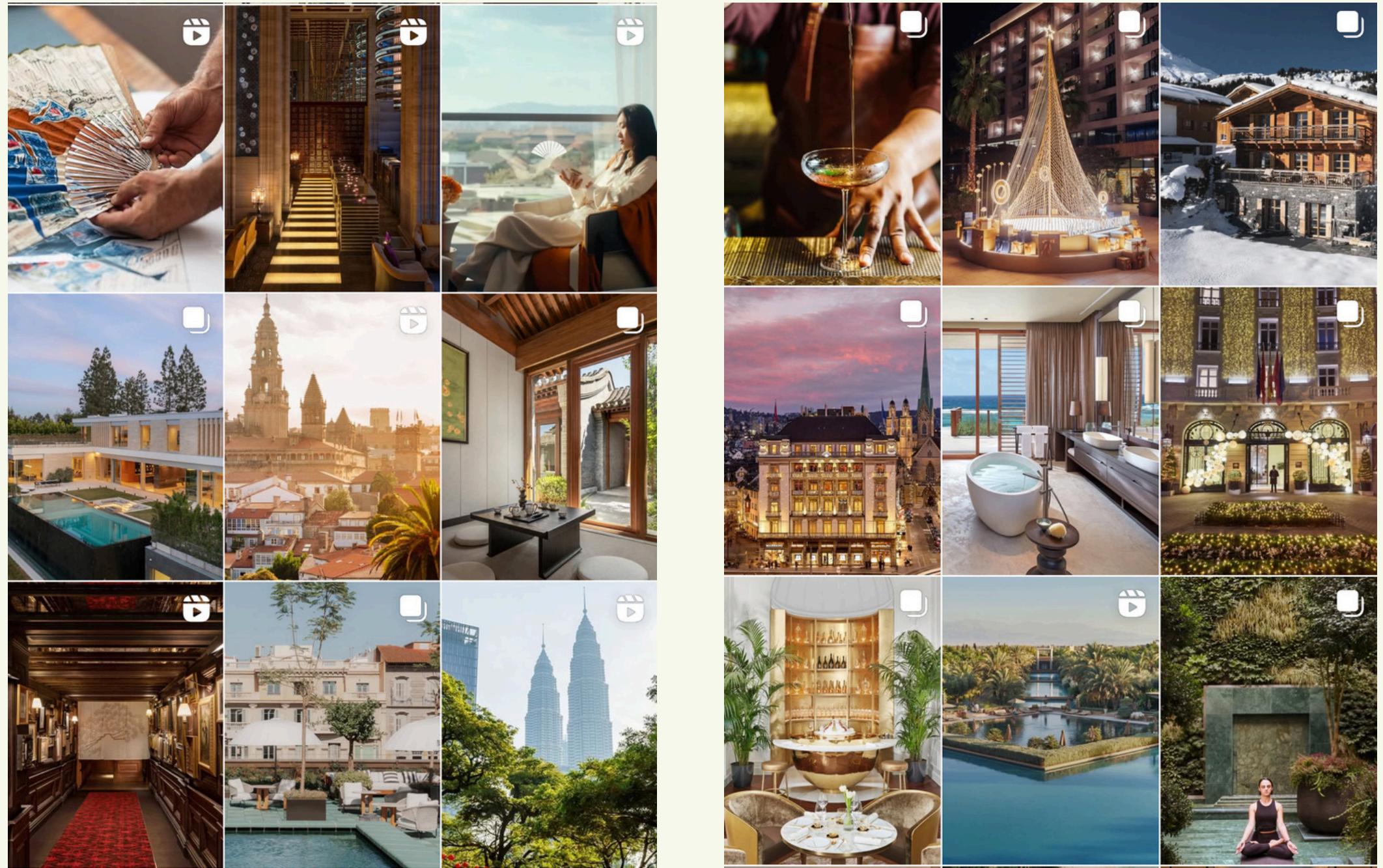
GRID REFERENCES

- Warm, Elegant Colors
- Experience-First Imagery
- Minimal, Natural Aesthetic
- Consistent Storytelling Flow



GRID REFERENCES

- Elegant and Polished Visuals
- Focus on Experiences (spa, dining, culture)
- Mix of Wide Shots and Details
- Minimal, Calm, Luxurious Mood



CREATIVE COPIES

- **A regal journey through the kitchens of Leela**

At Jamavar, every dish is more than a meal, it's a handcrafted narrative of India's rich culinary heritage. From age-old royal recipes to refined regional delicacies, each plate is a celebration of tradition, artistry, and indulgence.

#TheLeelaPalaceNewDelhi #JamavarExperience #CulinaryRoyalty

#TasteOfTradition #LeelaDining

- **Embrace Serenity: A Journey to Wellness**

Indulge in a serene spa experience or immerse yourself in mindful practices, each tailored to nurture your body, mind, and soul. Our tranquil spaces and expert therapies offer a perfect escape for those seeking balance and restoration.

#TheLeelaPalaceNewDelhi #LeelaWellness #MindfullIndulgence #LeelaExperience #WellbeingAtLeela

- **The Art of Luxury Living at The Leela Palace New Delhi**

Experience life at its finest, where luxury meets heritage. At The Leela Palace New Delhi, every moment is crafted for indulgence, elegance, and timeless memories. Immerse yourself in unparalleled hospitality, exquisite dining, and the essence of regal experiences.

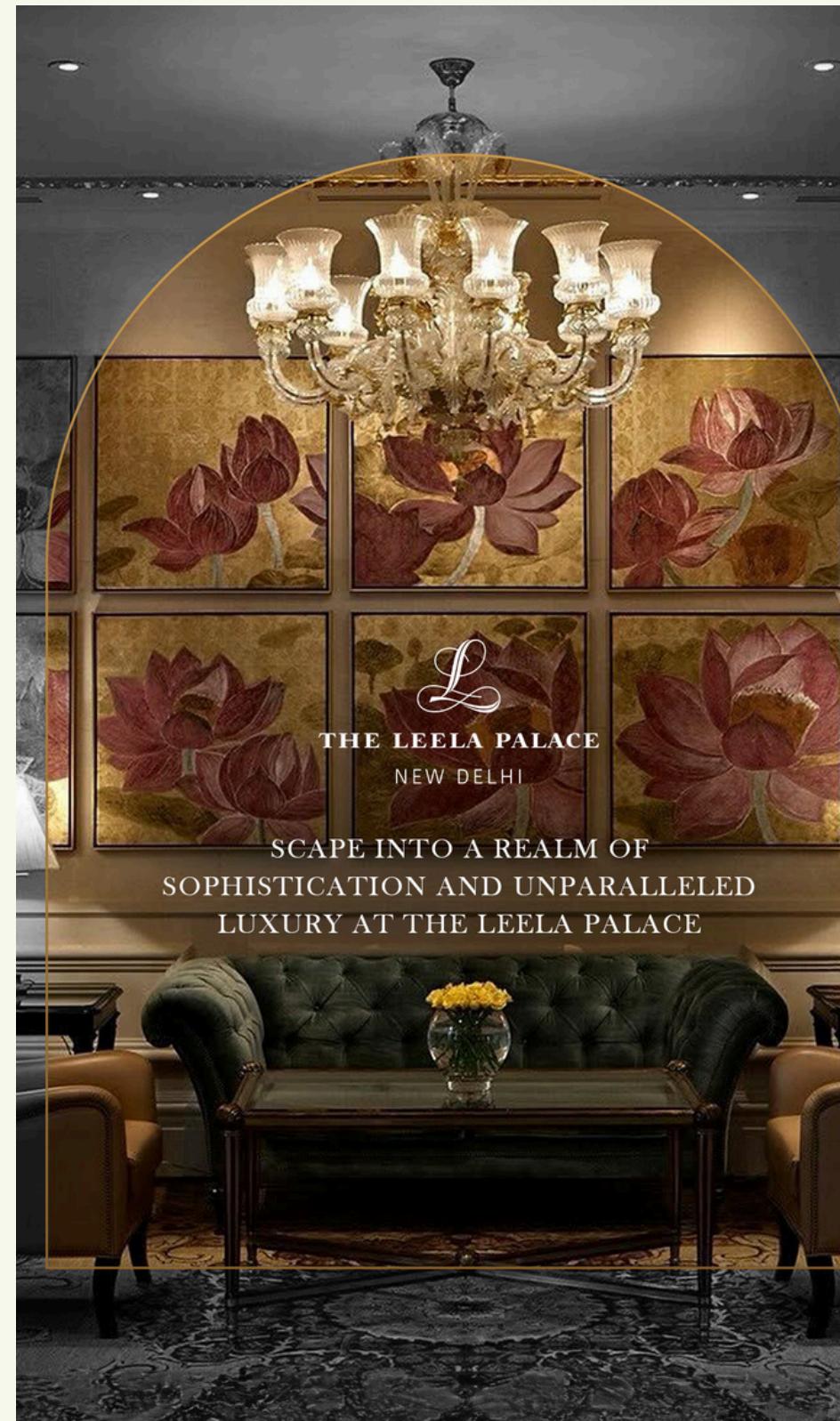
#TheLeelaPalaceNewDelhi #LuxuryLiving #TimelessElegance #RegalExperience #UnparalleledHospitality

- **The Art of Slow Living**

At The Leela Palace, we believe a stay with us is not just about luxury, it's about a transformative experience where every moment is designed for your complete well-being. Here, you're invited to escape the demands of daily life and reconnect with yourself.

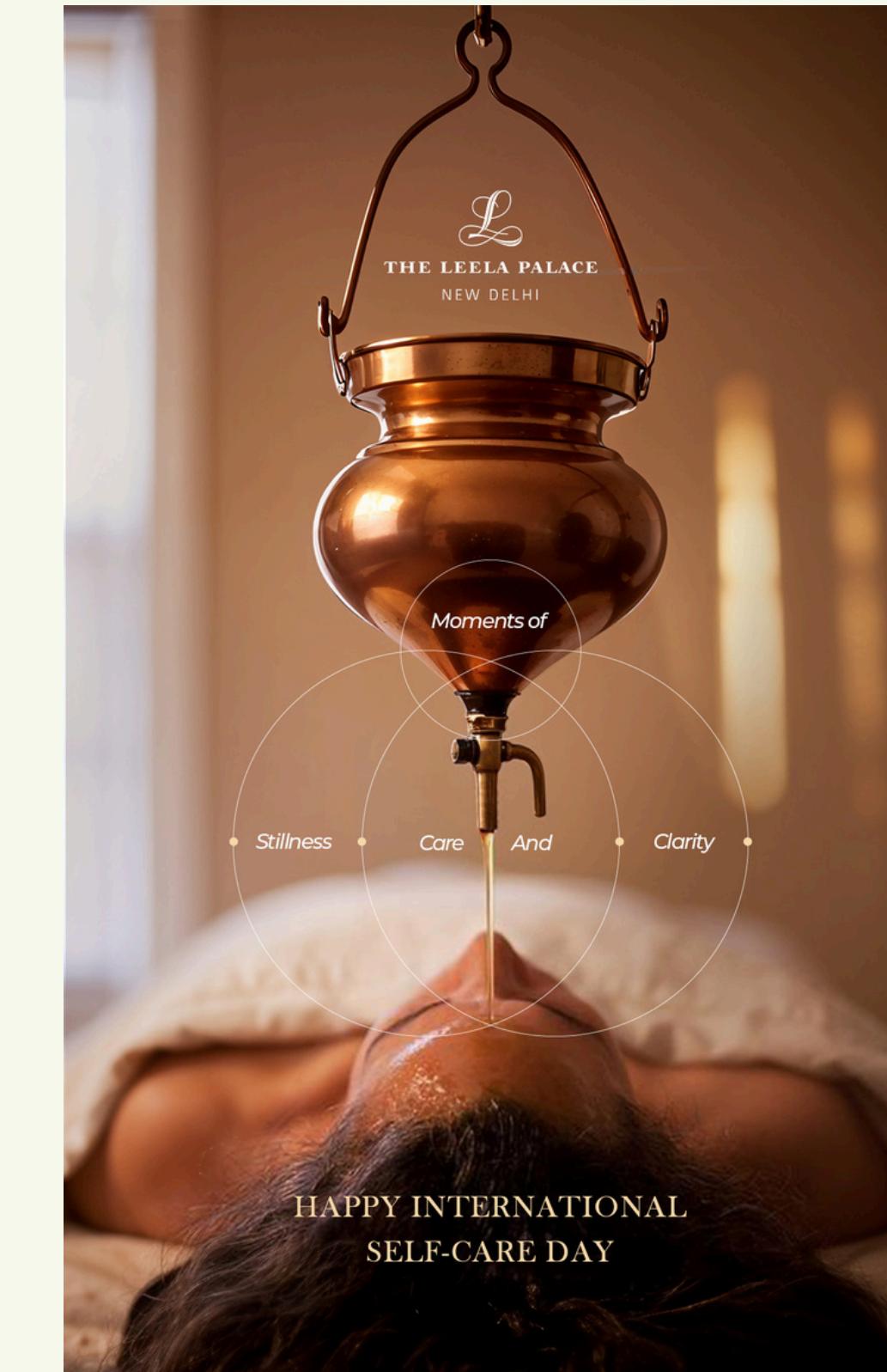
#TheLeelaPalaceNewDelhi #LeelaLuxury #SlowLivingAtItsBest #ReconnectWithYourself #SereneEscape

STORY SAMPLES



SCAPE INTO A REALM OF
SOPHISTICATION AND UNPARALLELED
LUXURY AT THE LEELA PALACE

HAPPY INTERNATIONAL
SELF-CARE DAY





SCOPE OF WORK

POSTS- 20

STORIES- 20 (everyday
posting)

ORGANIC REELS- 4 reels per
month

TEAM ALLOCATION

1. -Senior Social Media Manager- Tara Anand
2. Social Media Associate- Bhavya Sachdeva
3. Creative Lead- Divesh Thareja
4. Integrated Marketing Manager- Juhi Gupta

PERFORMANCE MARKETING



PERFORMANCE MARKETING

Objectives:
Instagram Follower Growth (Primary Objective) – 75% Budget
DM Enquiries (Secondary Objective) – 25% Budget
Total Monthly Budget: ₹1,20,000
Yearly Goal: Reach 100K Instagram followers
Suggested Budget: ₹10-12L annually
Target Cost per Follower: ₹10-15

Campaign Goal	Budget	Amount (INR)
Follower Growth to 100k by the end of 2025	75%	₹10 (approx. cost per follower)X 74,000= ₹7,4,000
DM Enquiries	25%	₹2,60,000

PERFORMANCE MARKETING

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CAMPAIGN STRUCTURE

Campaign 1: ₹90,000/month (75%)

Goal: Increase Instagram followers to with high affinity for luxury

Campaign Type: Profile visit / engagement-focused ads

CTA: “Follow Us”

Targeting:

Users following luxury brands (Four Seasons, Aman, Good Earth)

Destination wedding followers

Frequent travellers and expats

Campaign 2: ₹30,000/month (25%)

Goal: Drive high-quality DM conversations for:
Dining at Le Cirque, Jamavar
Spa reservations
Room bookings
Wedding / event inquiries

Campaign Type: Instagram DM ads

CTA: “Send Message”

Targeting:

HNWIs in Delhi NCR

Recently engaged

Spa and wellness seekers

Corporate professionals

PERFORMANCE MARKETING

Target Audience:

Age - 28-55

Demography - Delhi NCR

We will target high end luxury interest group: Luxury travel, boutique hotels, 5-star resorts, Travel + Leisure, Condé Nast Traveller, Emirates, Etihad, Vistara, private jet travel, business class travel, luxury retreats, Relais & Châteaux, Virtuoso travel, fine dining, Michelin-starred restaurants, Chanel, Gucci, LV etc.

Behaviour: HNIs, luxury vacationers, business-class flyers, private jet owners, NRI families, ultra-high-net-worth individuals, global citizens, international expats in India, luxury real estate buyers, high-spending shoppers, premium cardholders, art collectors, luxury car owners, elite wedding planners, wellness retreat seekers, spa and wellness connoisseurs, luxury brand enthusiasts, fashion week attendees, premium hospitality seekers, corporate decision-makers, destination wedding couples, wealth managers, private bankers, high-end jewellery buyers.

PHOTOGRAPHERS

Name	Tenative Commercials	Portfolio links
Prabhjot	30-35K	https://www.instagram.com/prabhjot_1137/
Garvit	30- 35K	https://www.canva.com/design/DAF1mTwLqSo/6uFj-DG3jJ9MvYOn4N-8Aw/edit? utm_content=DAF1mTwLqSo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton



THOUGHTS & DISCUSSIONS