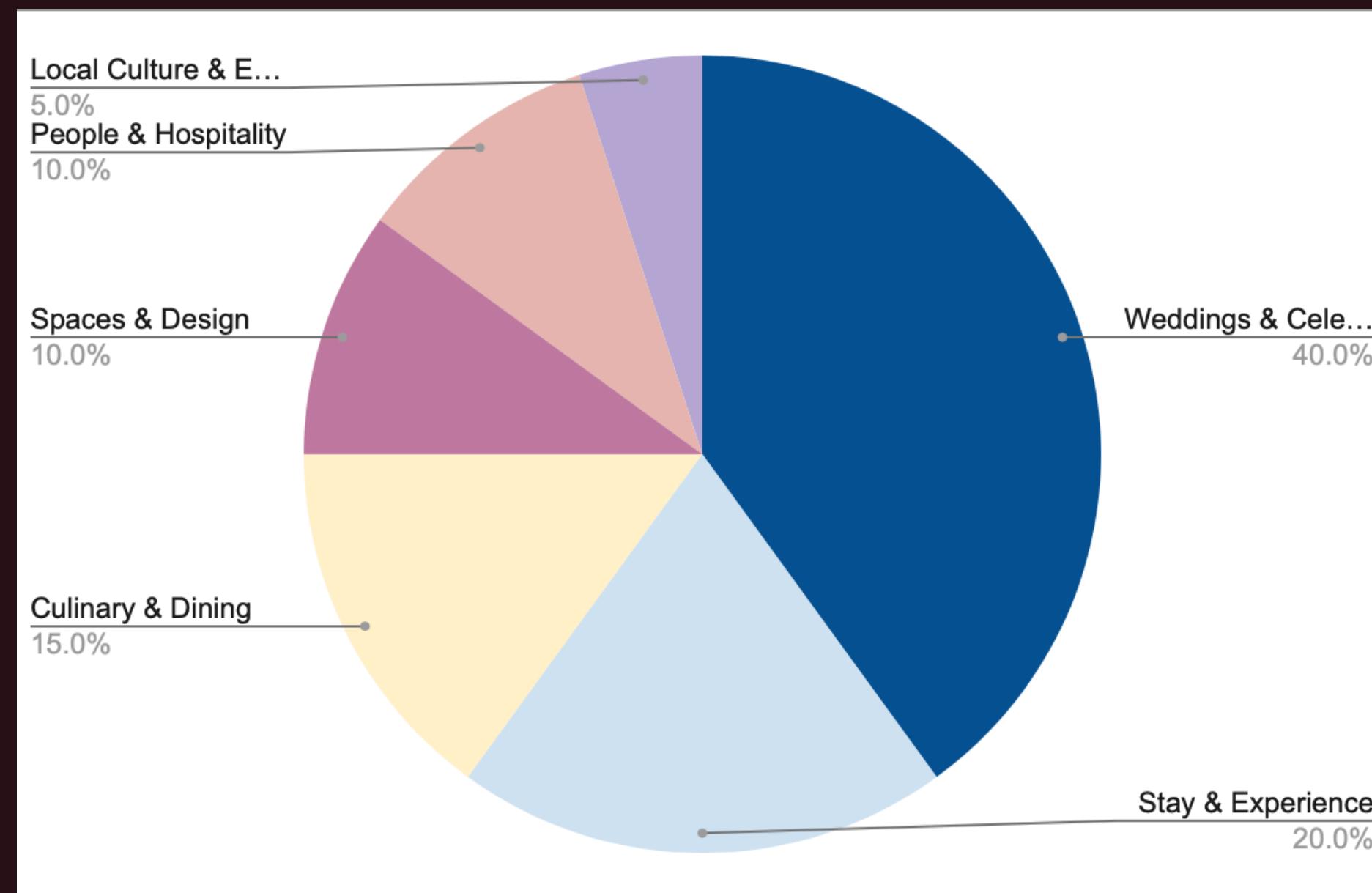

BRANDTALK
COMMUNICATIONS

Radisson Hotel

Social Media Pitch

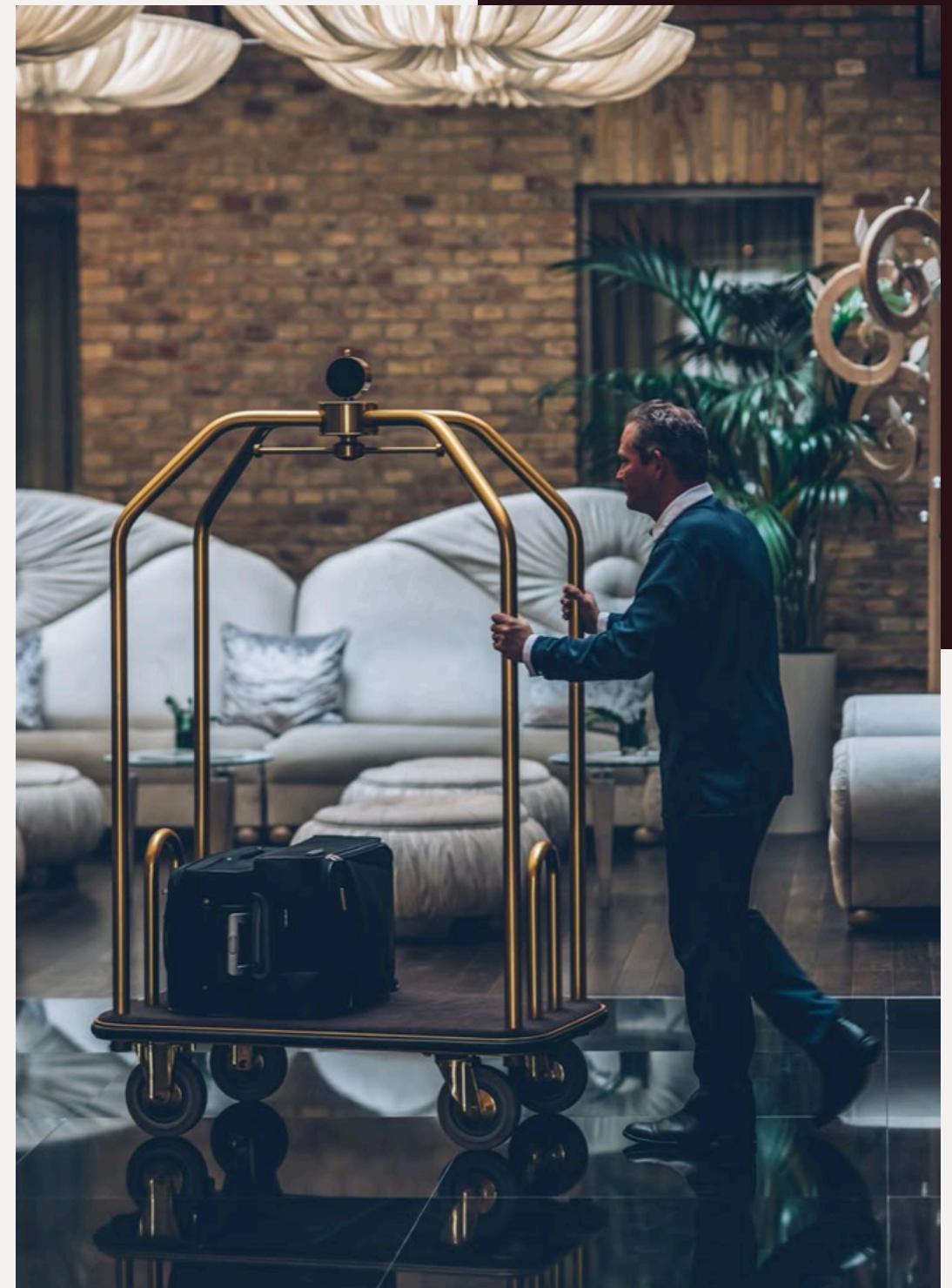
Content Pillars

Weddings & Celebrations	40%	Hero focus, drive emotional engagement, bookings, and brand differentiation.
Stay & Experience	20%	Reinforce Radisson as a premium getaway for both leisure and business travelers.
Culinary & Dining	15%	Tap into F&B-driven engagement and showcase culinary strength.
Spaces & Design	10%	Highlight the visual appeal of venues and set moodboards for events.
People & Hospitality	10%	Humanize the brand and build trust through real moments of service.
Local Culture & Events	5%	Connect with the city's vibe and demonstrate rooted relevance.



Our Goals

- Establish Radisson as a premier destination for luxury weddings and curated stays
- Build strong brand awareness through high-quality, engaging content
- Drive consistent follower growth and audience engagement
- Generate high-intent leads and inquiries for weddings and events
- Execute performance marketing to amplify reach and conversions



Social Media Strategy



01 Visual Consistency on Social Media

Visual identity will follow a consistent luxury tone, using warm neutral colors, cinematic frames, and a balanced grid layout. The aim is to make the page feel curated, refined, and experience-led.

02 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.

03 Guest-Centric, Story-First Communication

Put real guests at the center, their stories, images, and emotions bring credibility and connection.

Social Media Strategy



04 Showcase Weddings & Banquets with Emotion-Led Storytelling

Promote Radisson's weddings and events by capturing the magic— from décor details to candid moments. Focus on emotion, intimacy, and celebration, not just setups and scale.



05 Modern Sophistication Without Rigidity

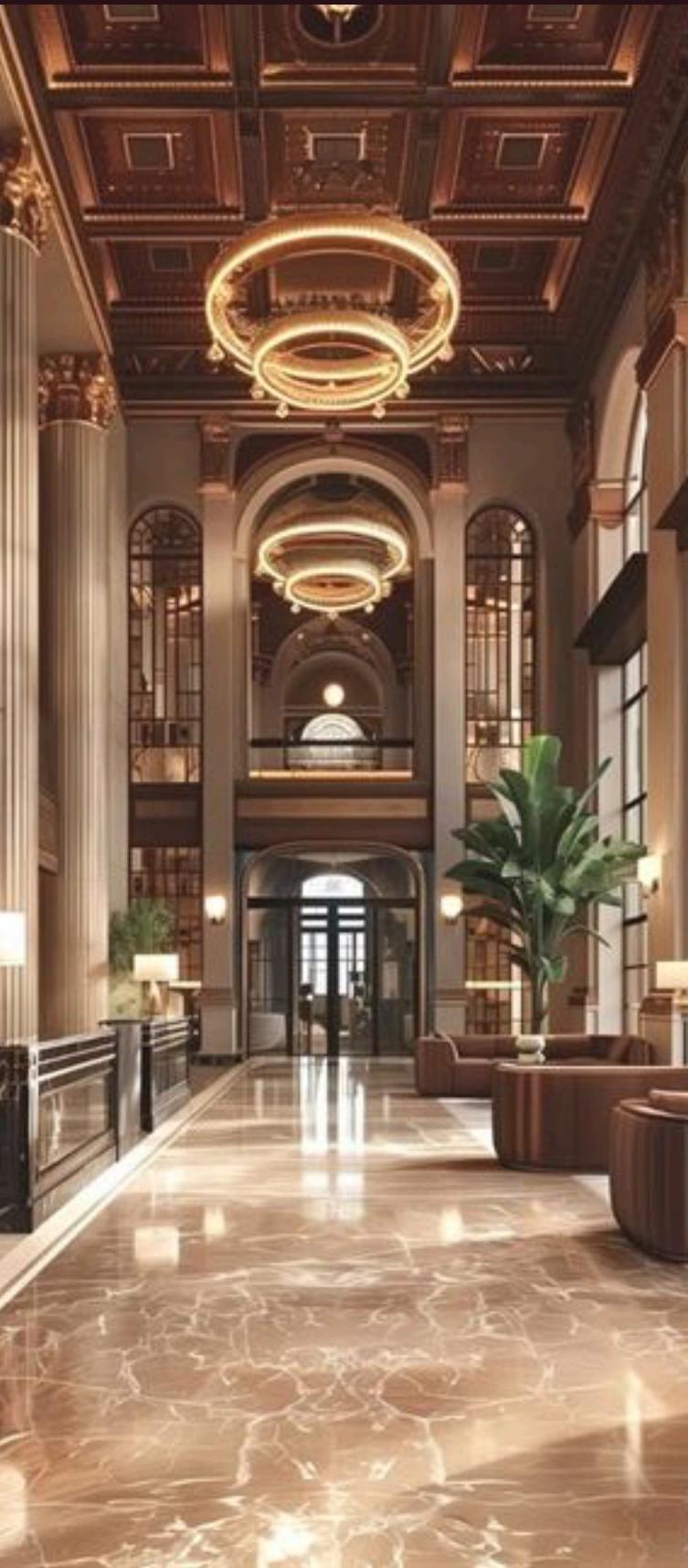
Showcase elegance with ease. Focus on comfort, thoughtful design, and a luxury that feels personal, not formal.



06 Updated Content Buckets & Visual Formats

Bring in fresh formats like Reels, POV carousels, and native Stories. Add new buckets around culture, local tips, and guest rituals.

Social Media Campiagns

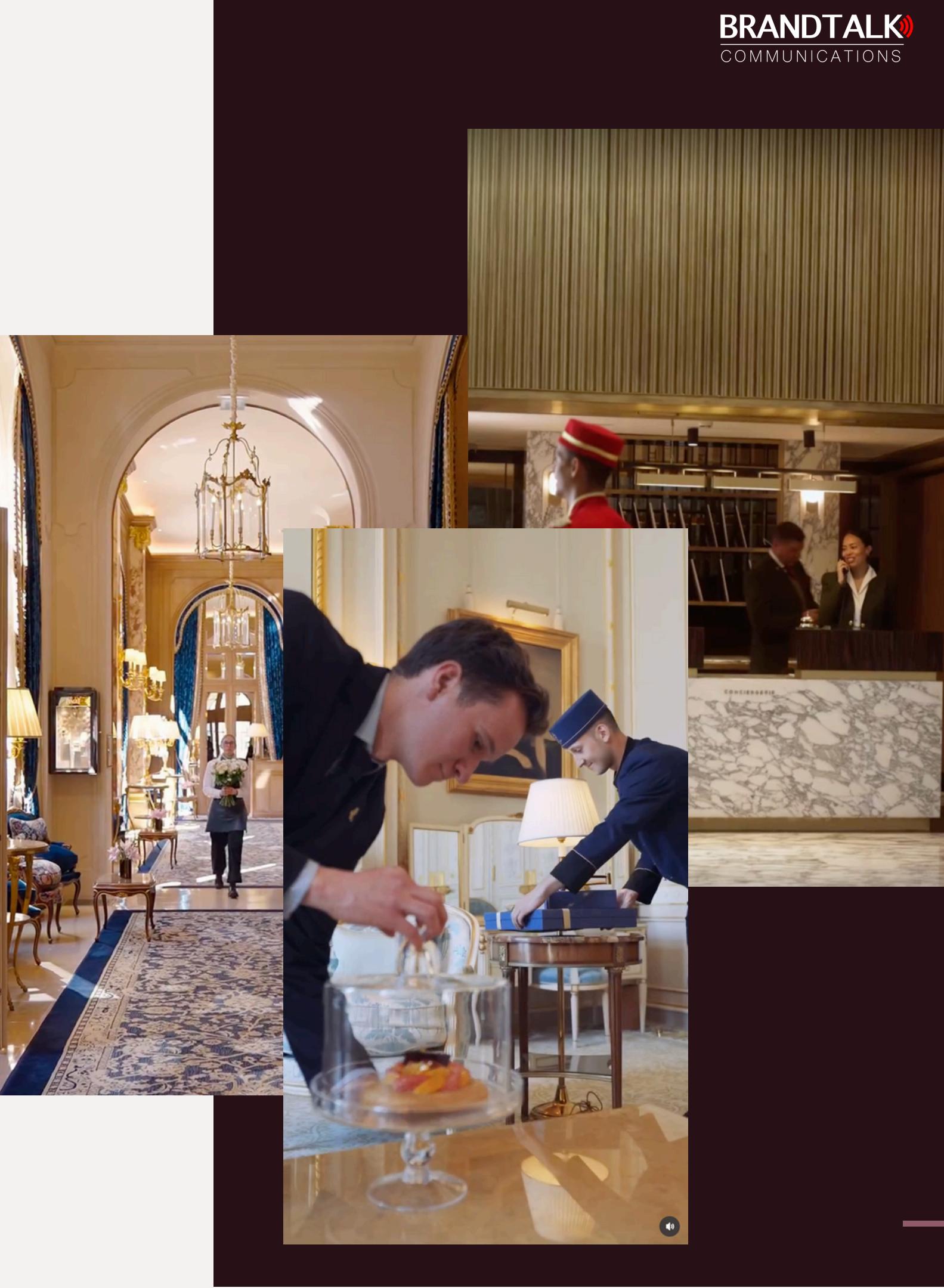


#BeyondTheLobby

AIM: Humanize the brand by spotlighting the people and passion behind Radisson's signature hospitality.

IDEA: Go behind the scenes to introduce the unsung heroes of each property — the faces, rituals, and small moments that quietly elevate every guest experience.

Execution: Create a recurring content series featuring team members through Reels, portraits, and quote cards. Use warm, authentic storytelling to highlight staff stories, everyday moments, and their connection to the guest journey.



#StayTheRadissonWay

Aim: To increase brand preference and awareness by positioning Radisson as a top choice for luxury stays and wedding guests. The goal is to drive engagement, build aspiration, and encourage bookings.

Idea: Highlight Radisson as more than a hotel, an experience of thoughtful luxury. From elegant room reveals to spa indulgences and in-room dining, every stay tells a story.

Execution: The campaign will roll out through cinematic reels, curated carousels, and daily stories highlighting Radisson's luxury experience. Influencer staycations and a UGC contest (#MyRadissonStay) will drive organic reach, while targeted ads will focus on couples, HNIs, and wedding planners.



#RadissonVows

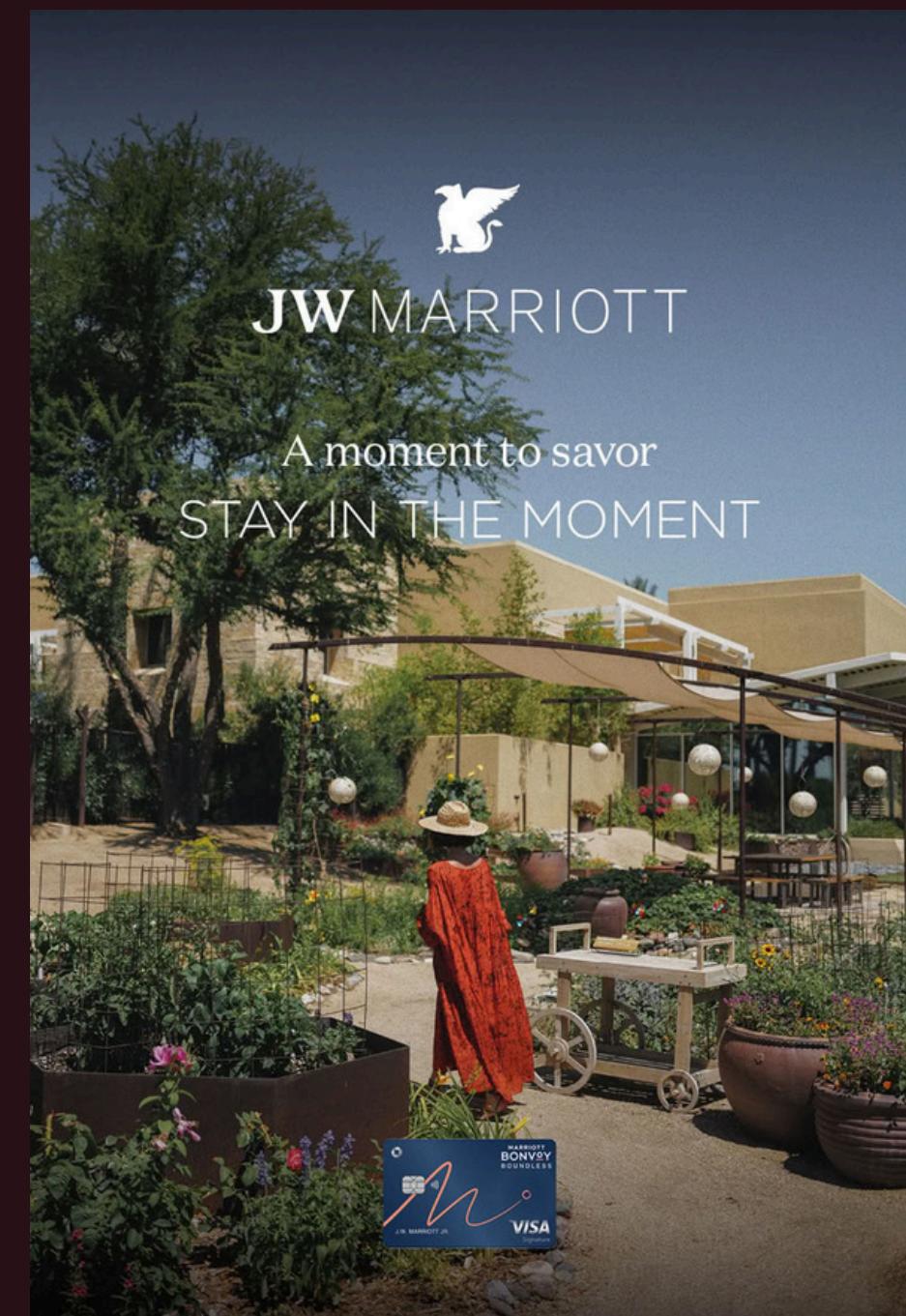
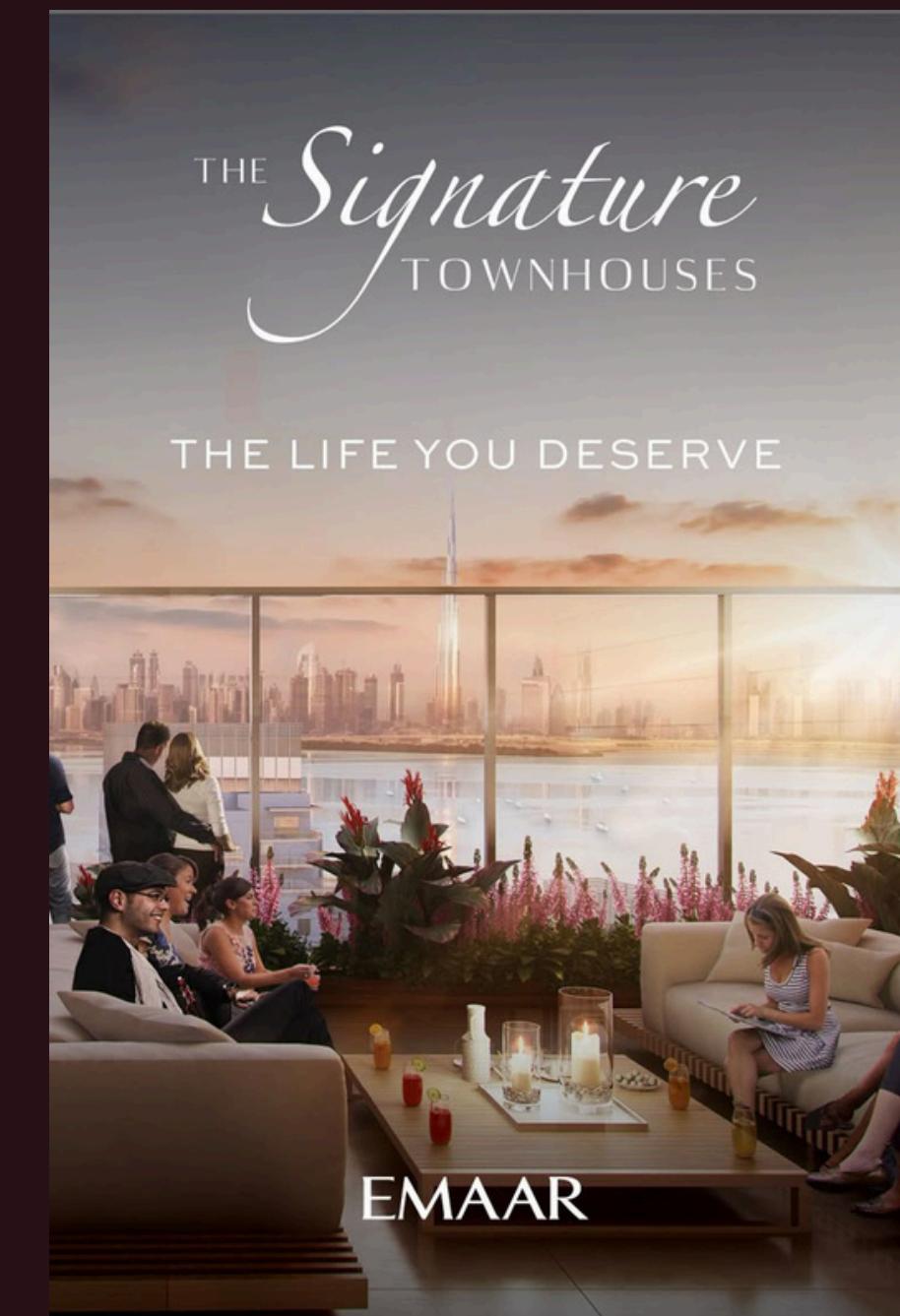
Aim: Establish Radisson as a heartfelt, elegant, and emotionally resonant wedding destination.

Idea: Weddings are built on moments — not just mandaps and menus, but glances, gestures, and joy. “Radisson Vows” focuses on the real emotions that unfold across Radisson weddings, told through stories of couples and the small, magical details that made their day unforgettable

Execution: Produce a short-form content series featuring real couples who got married at Radisson. Share emotional snippets — walk-ins, laughter, vows, first dances — through cinematic Reels and warm-toned carousels. Encourage user-generated content using #RadissonVows, and spotlight planners, chefs, and décor teams behind the scenes to position Radisson as a full-service, story-led wedding host



Creative References



Grid References

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



Grid References

Luxury experiences (spa, dining, suites)
Emotional wedding moments
Warm, service-led staff visuals
Cultural & regional details
Clean, minimal, elegant layout



Performance Marketing

Objectives:

Primary Goal: Grow Instagram following by 4,500–6,000 quality followers per month

Secondary Goal: Generate DM enquiries for stays, weddings & events

Total Monthly Budget: ₹60,000

Projected Follower Growth: ~54,000–72,000 followers in 12 months

Suggested Annual Budget: ₹7.2–₹7.5L

Campaign Goal	Campaign Goal	Amount (INR)
Instagram Follower Growth (Primary)	75%	₹10 x 4,500 followers = ₹45,000/month
DM Enquiries / Lead Generation (Secondary)	25%	₹15,000/month

Thoughts & discussions