

THE OBEROI

SOCIAL RESEARCH AND STRATEGY

INDEX

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KEY POINTERS FOR STRATEGY

STRATEGY

SEED THOUGHTS

1. Appeal to younger, digital savvy audiences.
2. Explore lighter, contemporary, conversational content.
3. Move away from rigid, elite structure while still maintaining a level of sophistication.
4. Add new content buckets and visual formats to refresh the overall look and feel.
5. Convey the exceptional service-led, heartfelt experience of The Oberoi.
6. Stay one step ahead and act as a trendsetter for all other Oberoi accounts via strategic planning of content.

THE OBEROI CHAIN (SOCIAL)

OBEROI, NEW DELHI

Best Performing Content (Avg. likes 1.5k)



oberoinewdelhi and oberoihotels
The Oberoi Dr. Zakir Hussain Marg New Delhi - 11...



dhilliatoberoi and oberoinewdelhi
Janapriyan Levine - Diamonds On The Deep Pin...

1938 likes
dhilliatoberoi The gorgeous presentations at Dhilli are a piece of artistic artistry served with a twist and are inspired by India's illustrious past. On site are some of the best chefs from across the country who have joined forces to bring you the best of Indian cooking.

<https://www.instagram.com/p/CoRTYVGhDpx/>



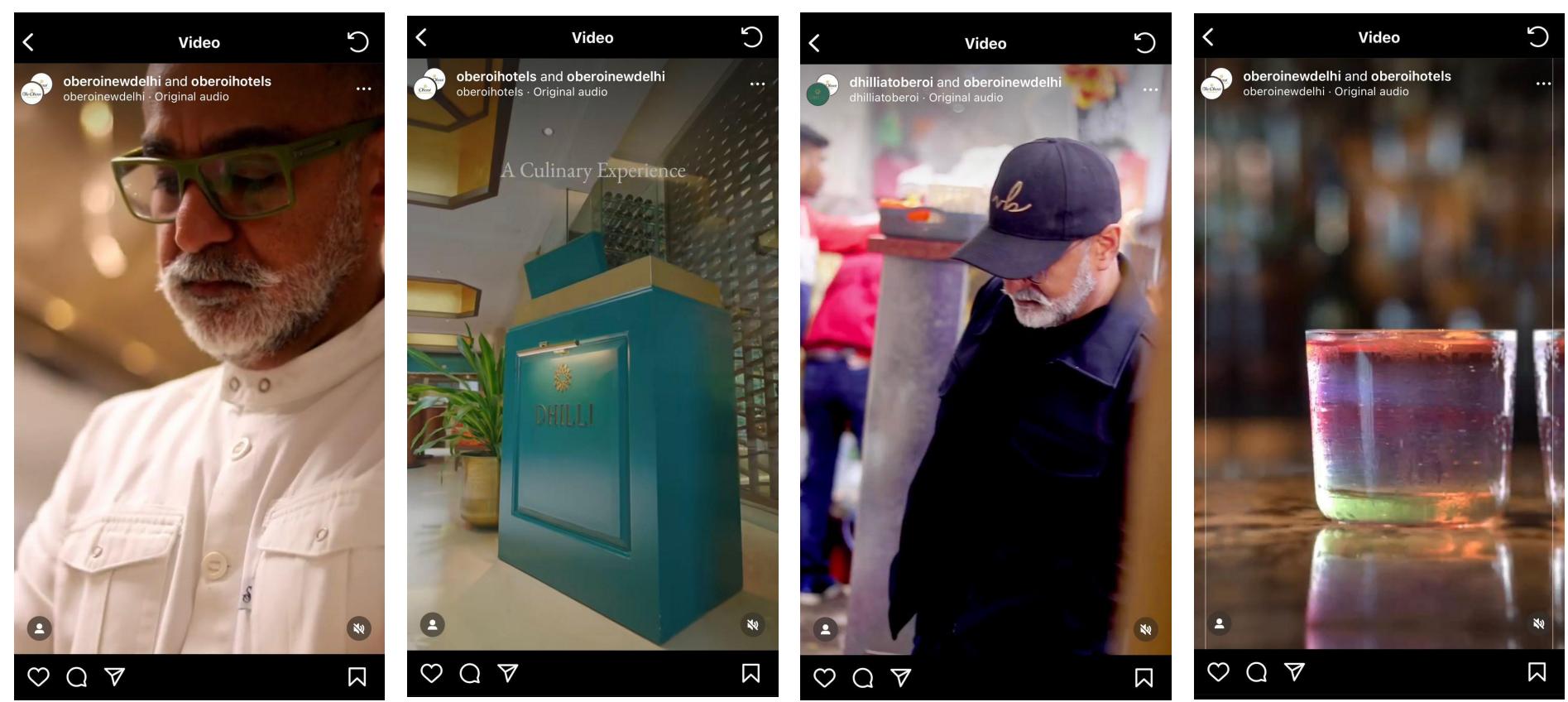
oberoinewdelhi Baoshuan - The Oberoi, New Delhi

<https://www.instagram.com/p/CpPDuvB04v/>



dhilliatoberoi and oberoinewdelhi
The Oberoi New Delhi
Dhruv Goel - Baazi

<https://www.instagram.com/p/CrqPZXjyре/>



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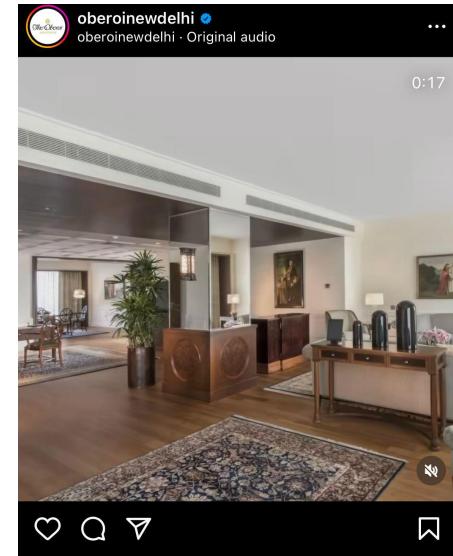
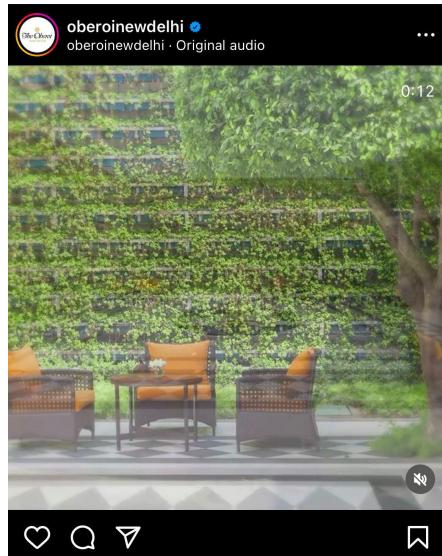
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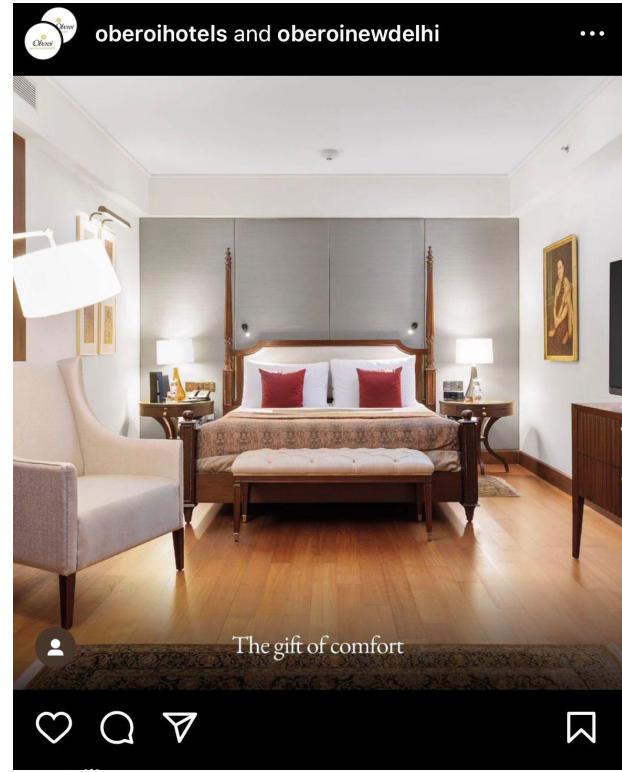
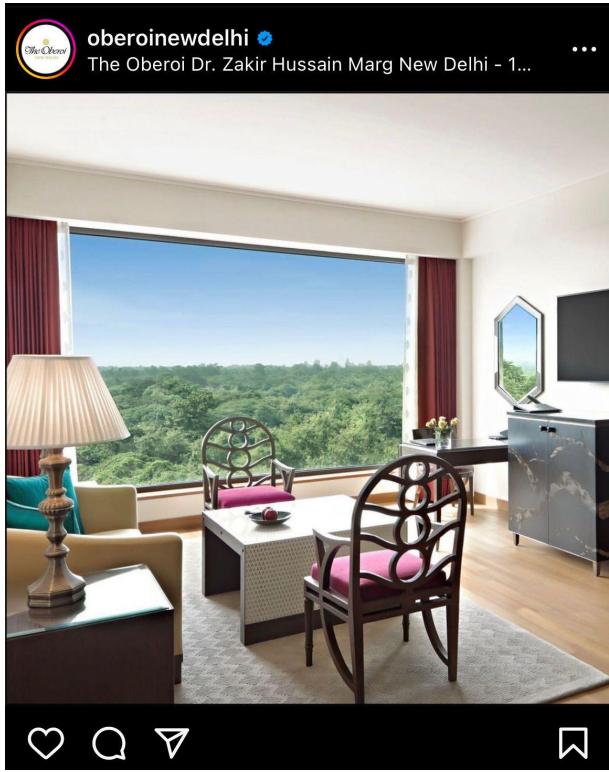


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OBEROI, MUMBAI

Best Performing Content (Avg. likes above 700)



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<https://www.instagram.com/p/CqBCXRJJ1fV/>



theoberoimumbai and gurmeetbhambra
The Oberoi, Mumbai

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1/5



theoberoimumbai

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theoberoimumbai

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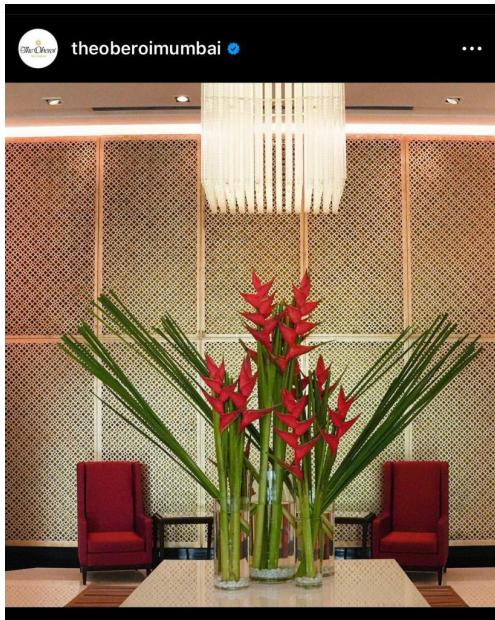
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OBEROI, MUMBAI

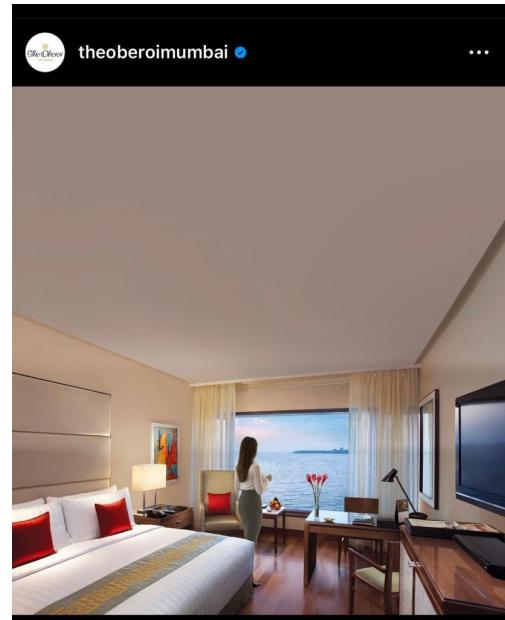
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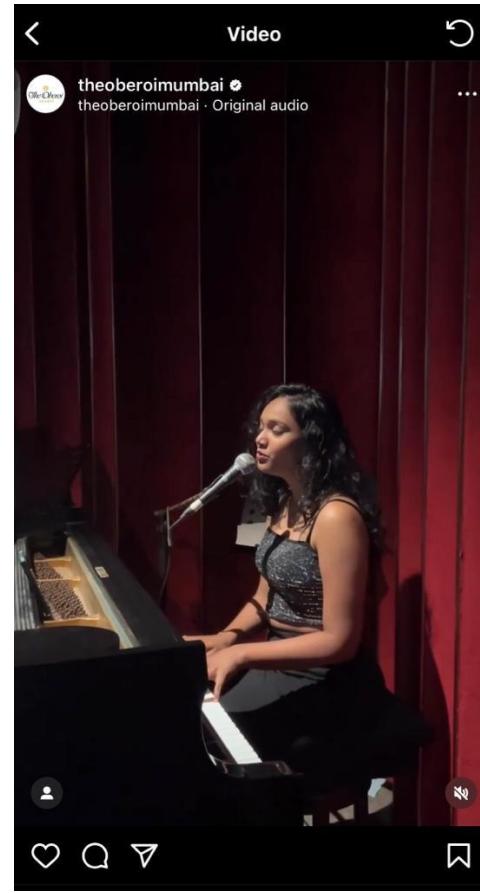
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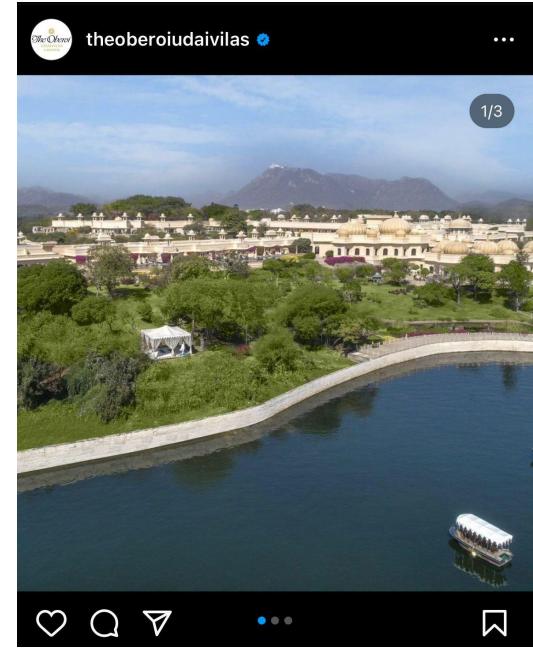
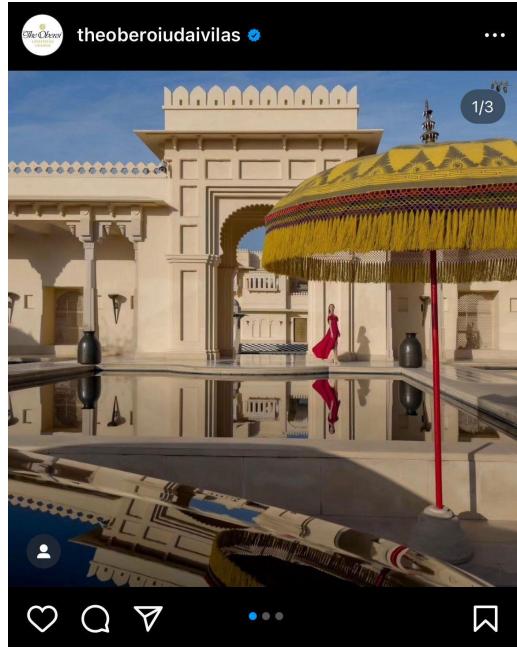
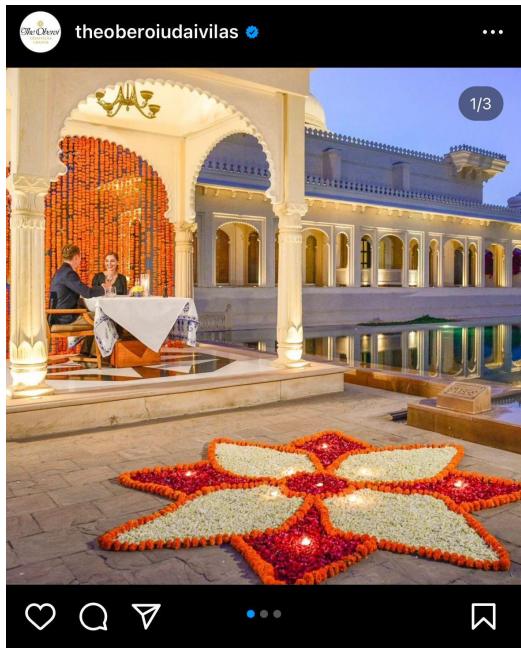
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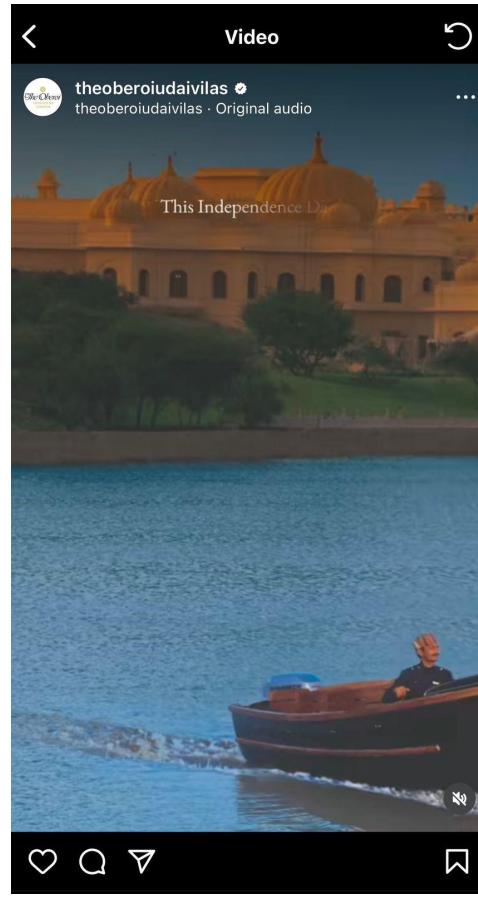
OBEROI, UDAIVILAS

Best Performing Content (Avg. likes above 500)





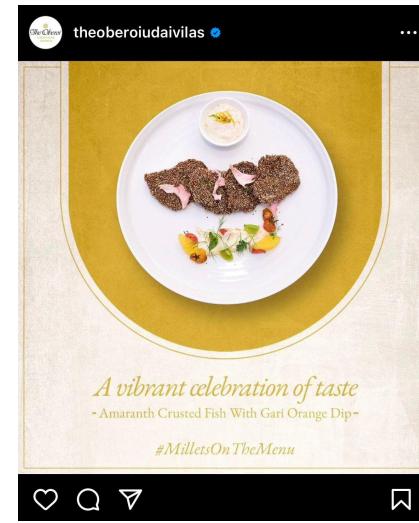
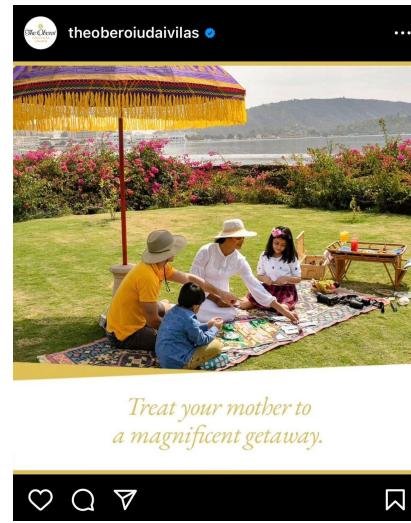
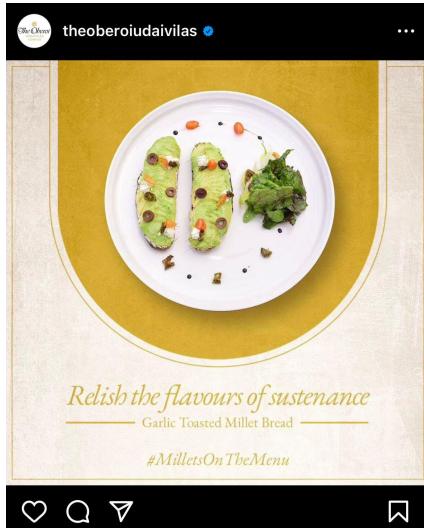
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OBEROI, UDAIVILAS

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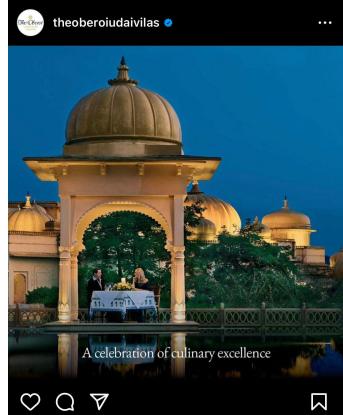


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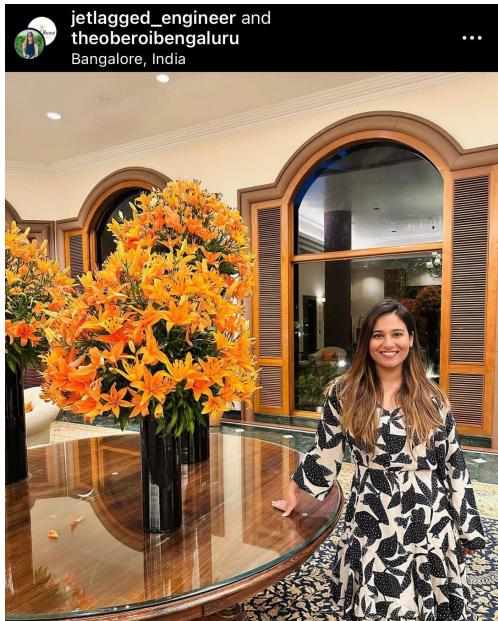
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OBEROI, BANGALORE

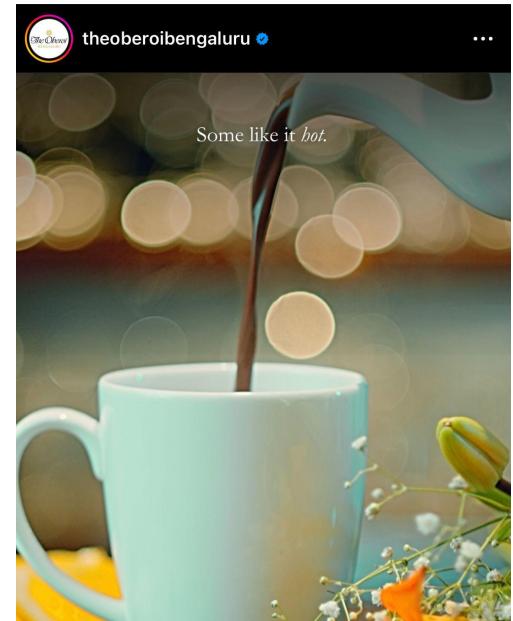


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Best Performing Content (Avg. likes above 500)



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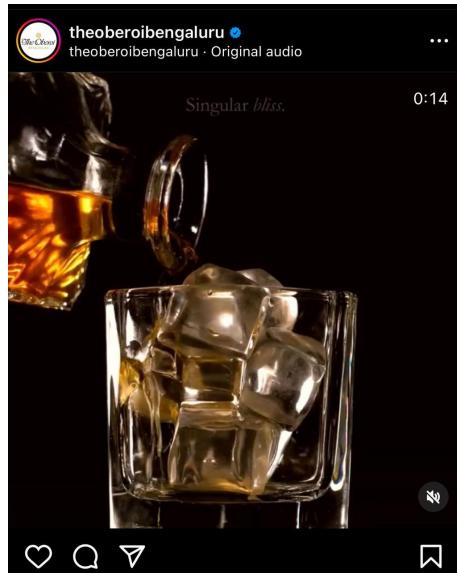
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OBEROI, BANGALORE

Non Performing Content (Avg. likes below 100)



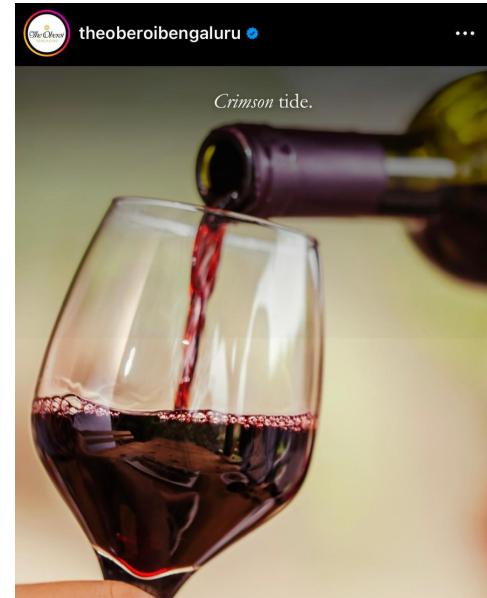
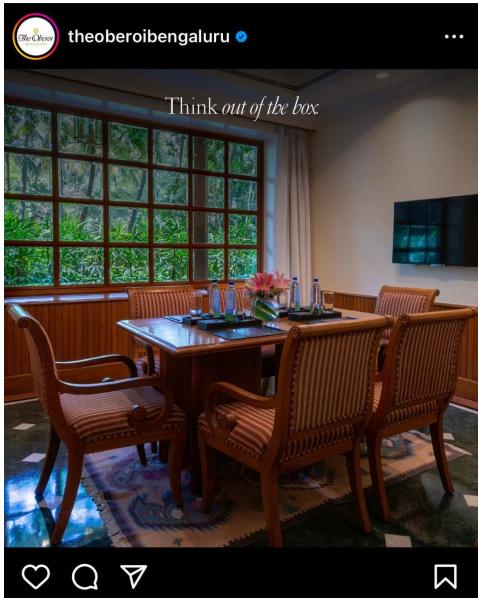
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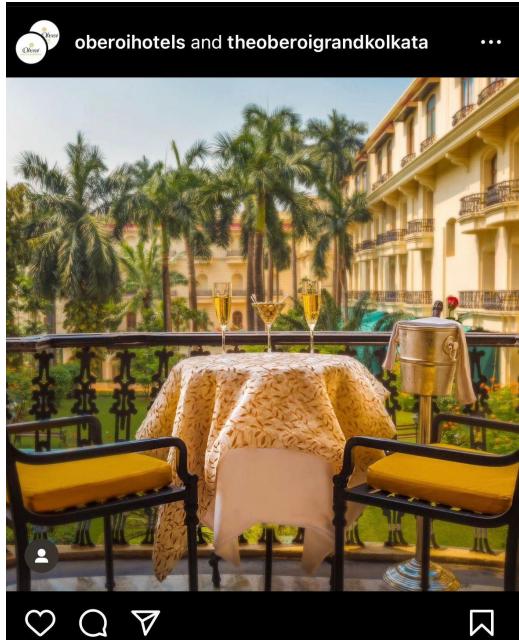


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OBEROI, KOLKATA



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Best Performing Content (Avg. likes above 400)



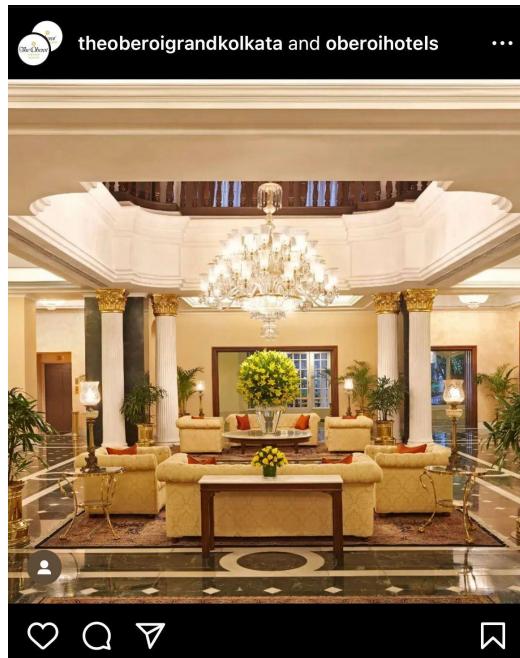
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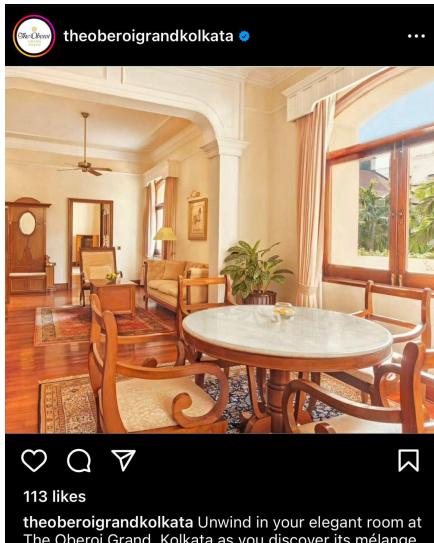
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OBEROI, KOLKATA

Non Performing Content (Avg. likes below 200)





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OBEROI, GURGAON

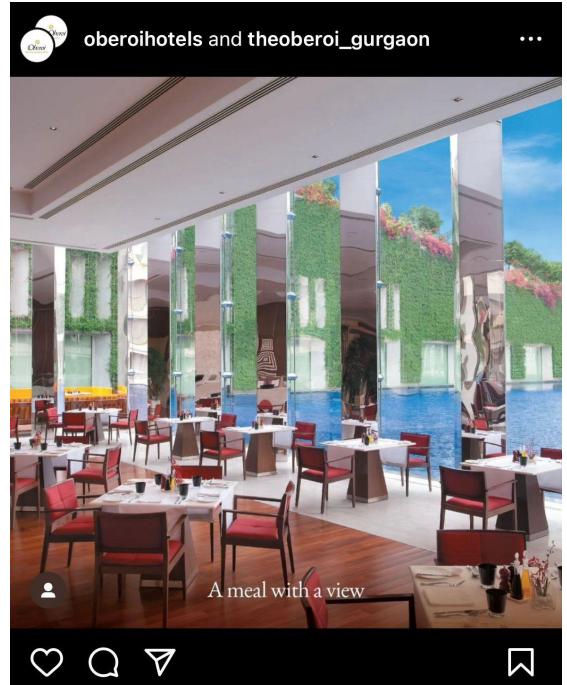


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Best Performing Content (Avg. likes above 400)



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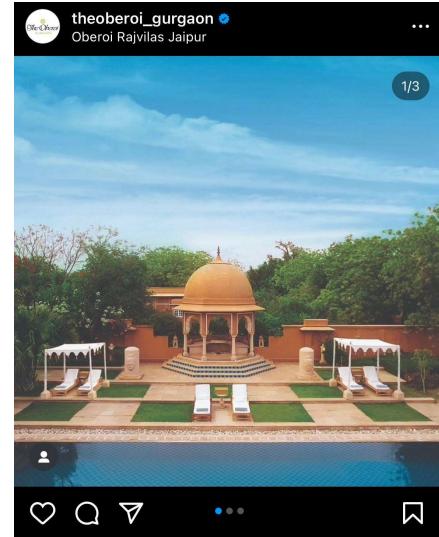
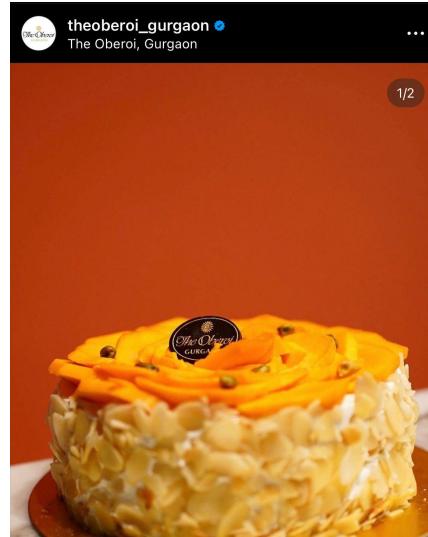
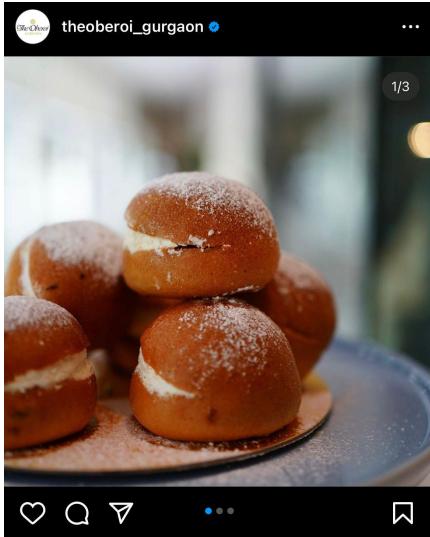
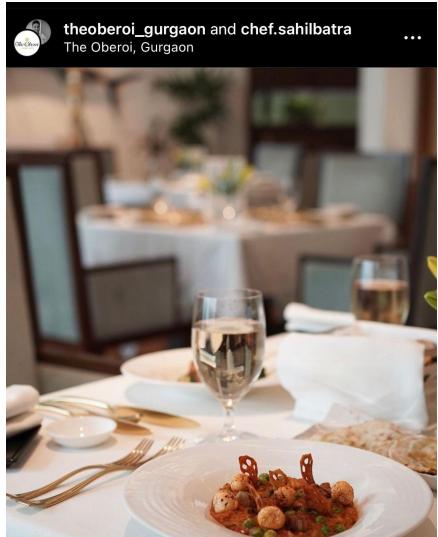
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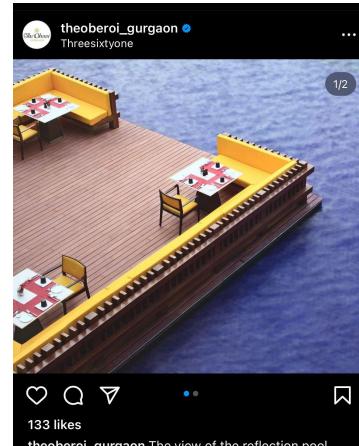
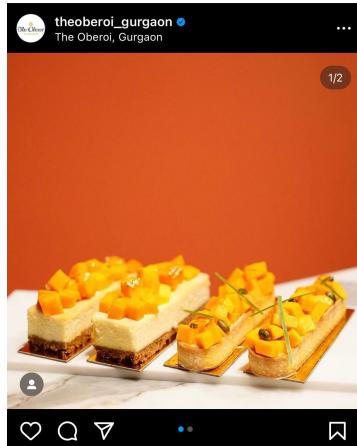
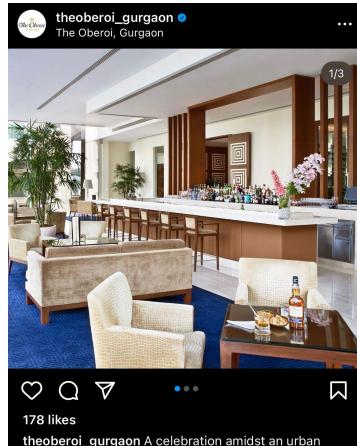


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KEY TAKEAWAYS:

- Video formats such as reels and vertical visuals perform better.
- Static images with text placed don't really perform well.
- Any posts with human elements tend to perform better due to the direct connection formed between viewer and brand.
- The Instagram algorithm prefers to boost visuals with any human elements.

POINTS OF INSPIRATION

AMAN

Aman goes beyond a visual – they tell a whole story with their style of photography and communication. Their strategy is based on meaningful, cultural touch points that make for instant brand recall.

Reels



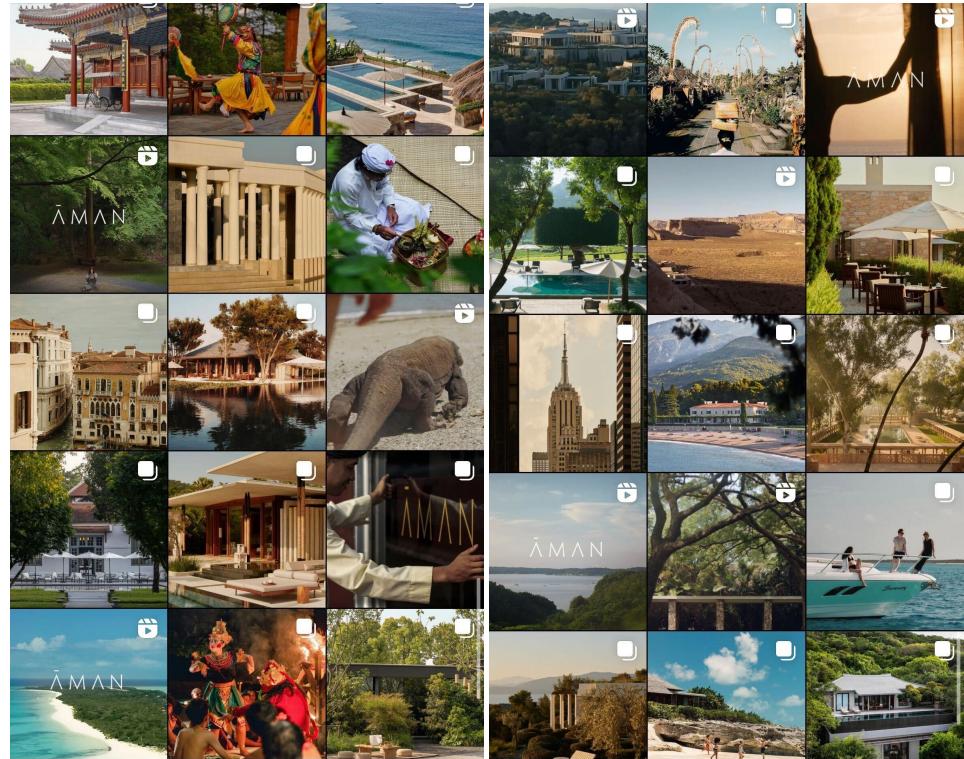
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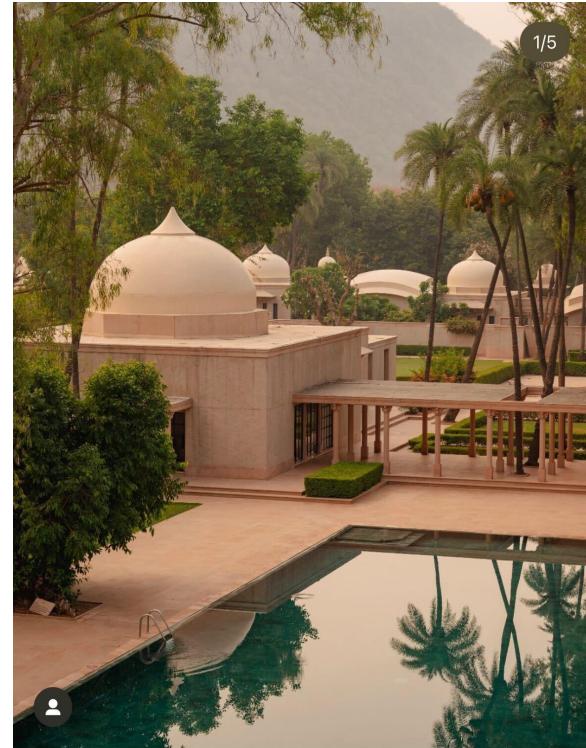


Guest experience

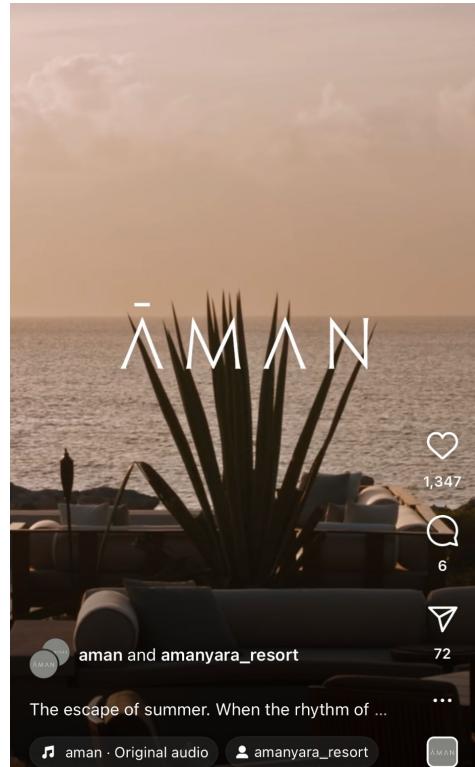
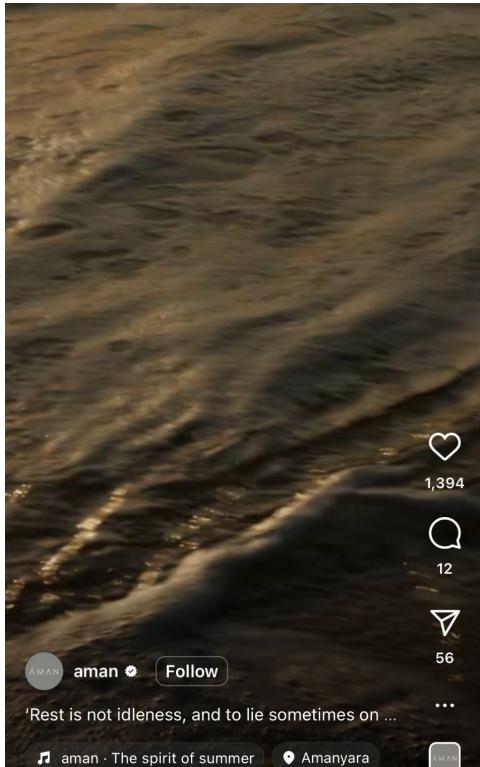
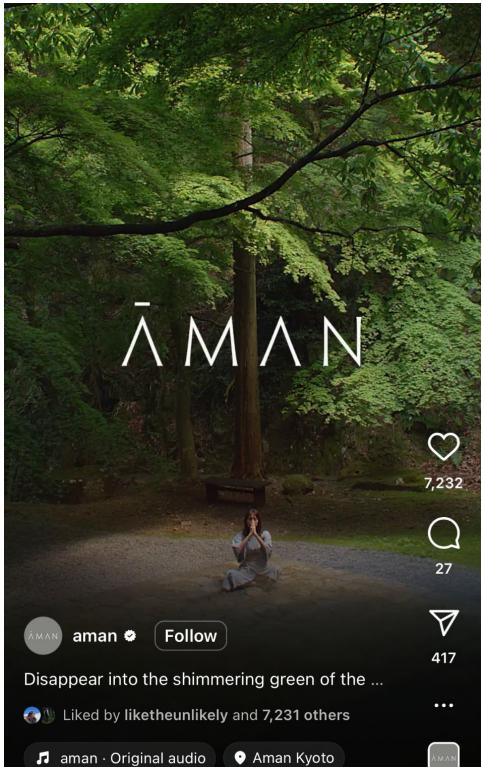


Collaborations





Capturing movement // Colourful imagery // Meaningful stories // Cultural roots



ST. REGIS

St.Regis conveys different perspectives and moments through their varied imagery yet focus on their core ethos of modern luxury.

ST. REGIS

Reels



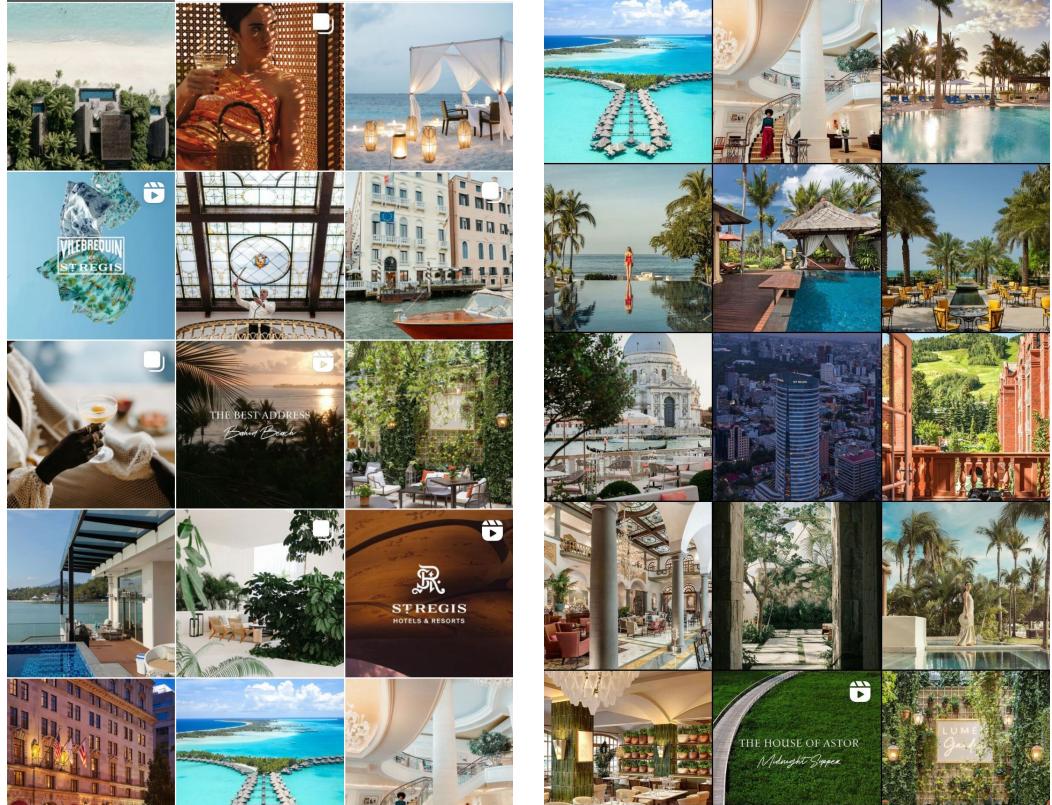
Static Imagery



Guest exp



Collab

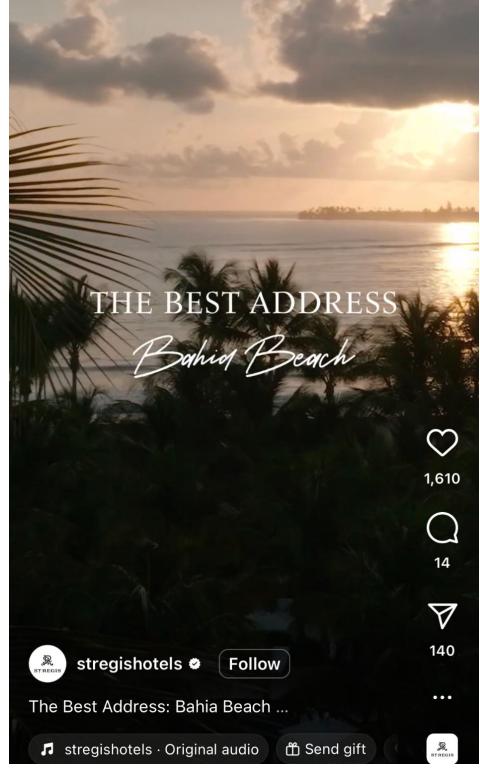
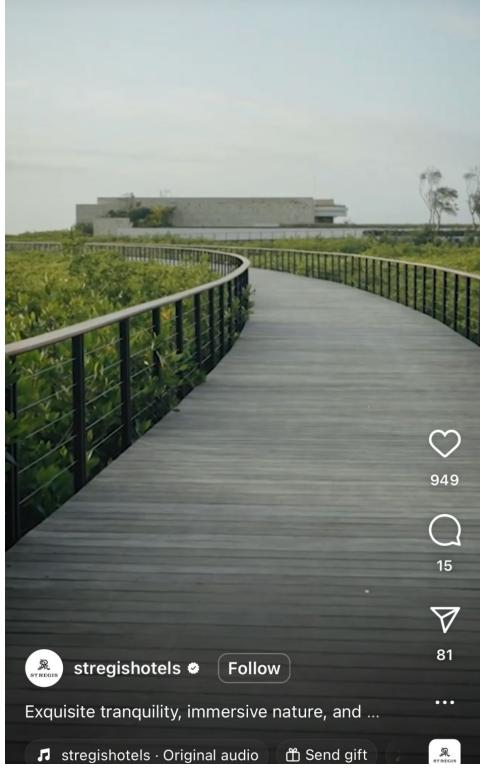
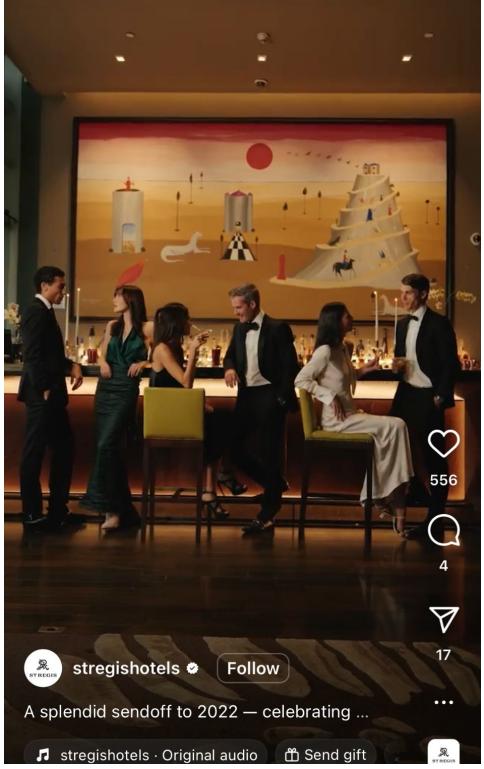




1/4



Modern // Destination led // Luxurious



RITZ PARIS

Ritz Paris shows almost a movie-like rendition of their hospitality experience – be it through moments of team members ensuring a pleasant stay or guests taking it all in.

Reels



Static Imagery



Guest exp

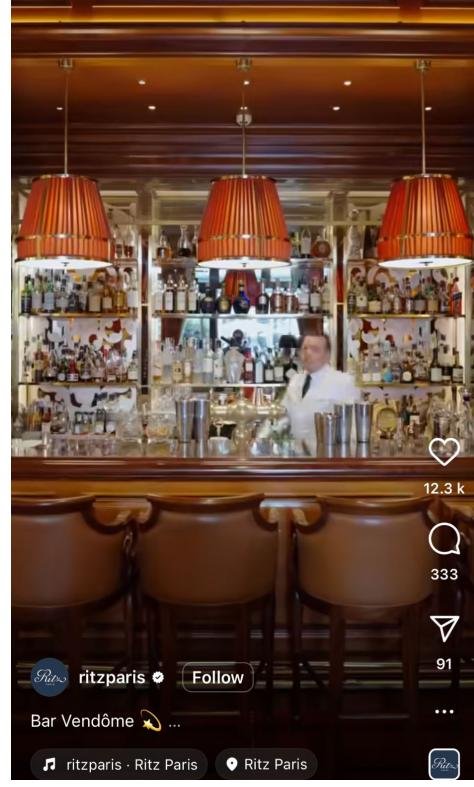
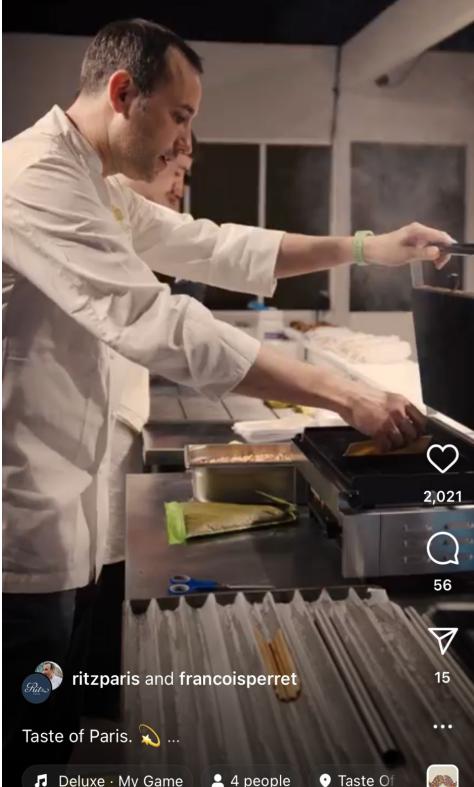
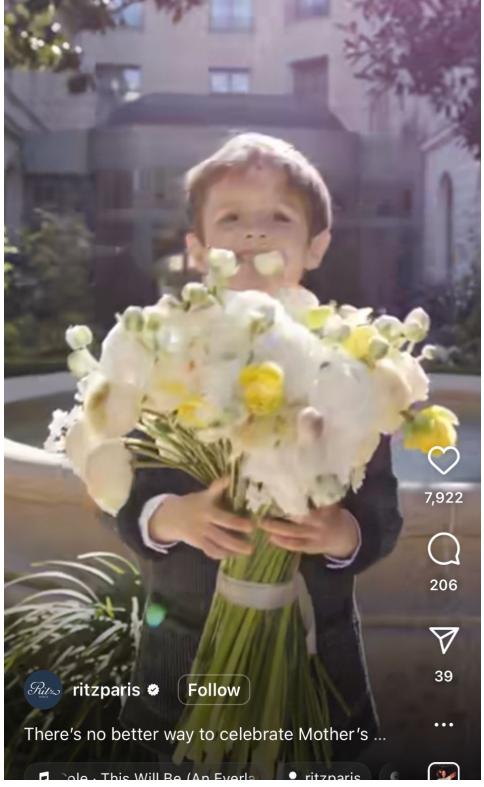


Collab





Timeless experiences // Visual storytelling // Human Element



BELMOND

Belmond has been a leader in luxury experiences for over 40 years. They show their passion for authenticity via their candid, honest communication strategy.

Reels



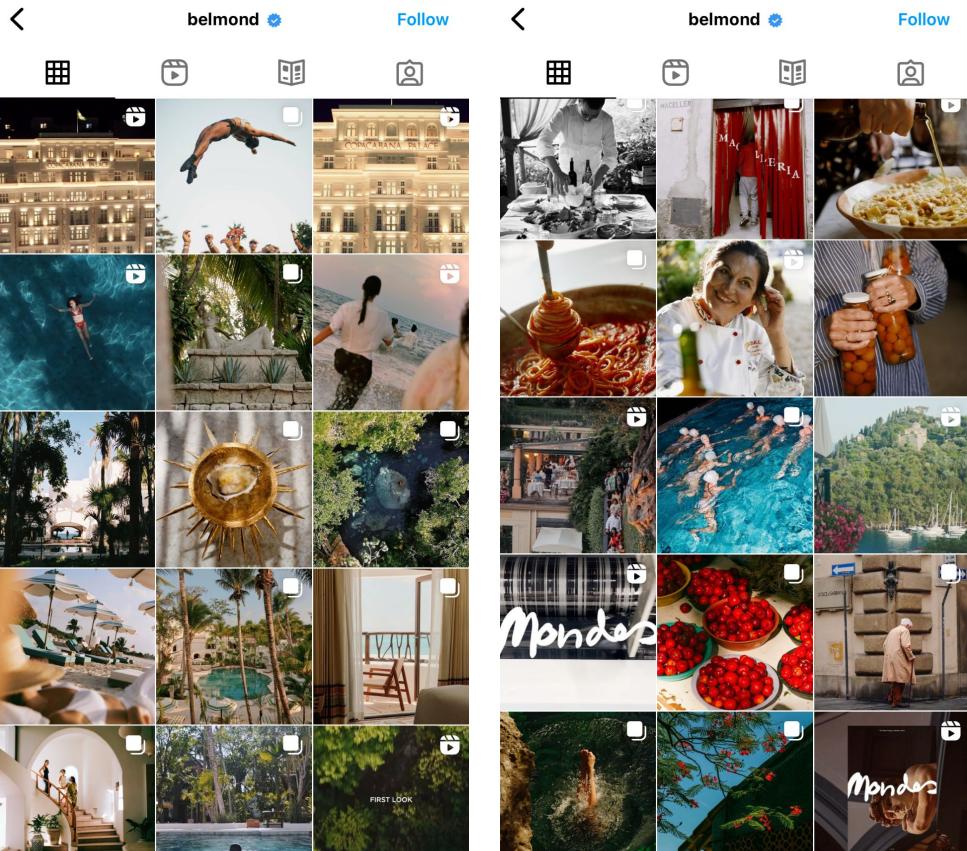
Static Imagery



Guest experience



Collaborations



 belmond 
Hotel Cipriani, A Belmond Hotel



1,851 likes



• • •



7,467 likes

BELMONT
Posts

Follow

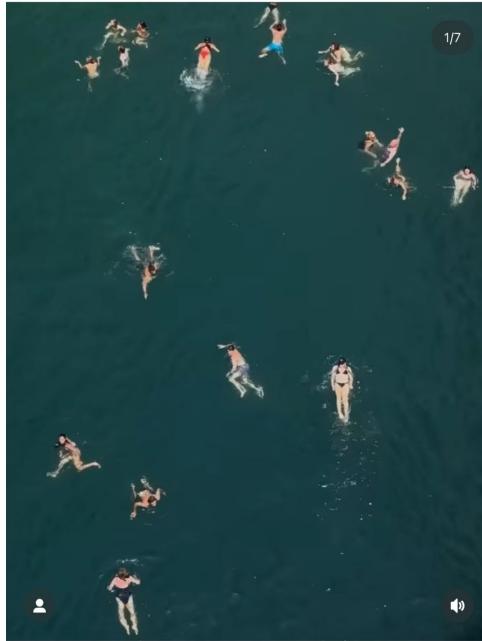
 belmond 
La Residencia, A Belmond Hotel



BELMONT
Posts

Follow

 belmond 



• • •



Liked by raw_mango and 16,520 others

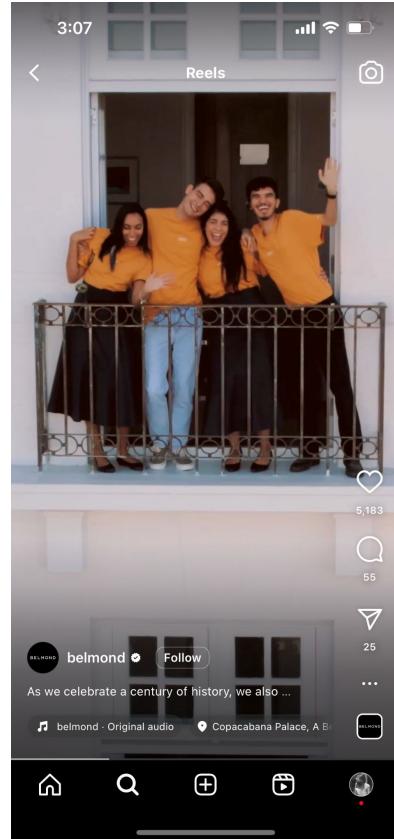
Unfiltered imagery // Candid experiences // Vibrant visuals // Happy mood



<https://www.instagram.com/reel/Cut2zAIrS3L/?igshid=MzRIODBiNWFIZA==>



<https://www.instagram.com/p/CvH2VIElQJY/?igshid=MzRIODBiNWFIZA==>



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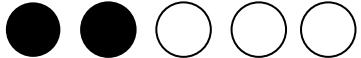
THE LEELA

The Leela is seen to be revamping their social strategy to appeal to younger, trend-oriented audience with use of reels, collaboration posts, and more content with human interaction.

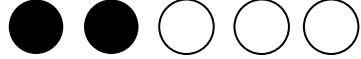
Reels



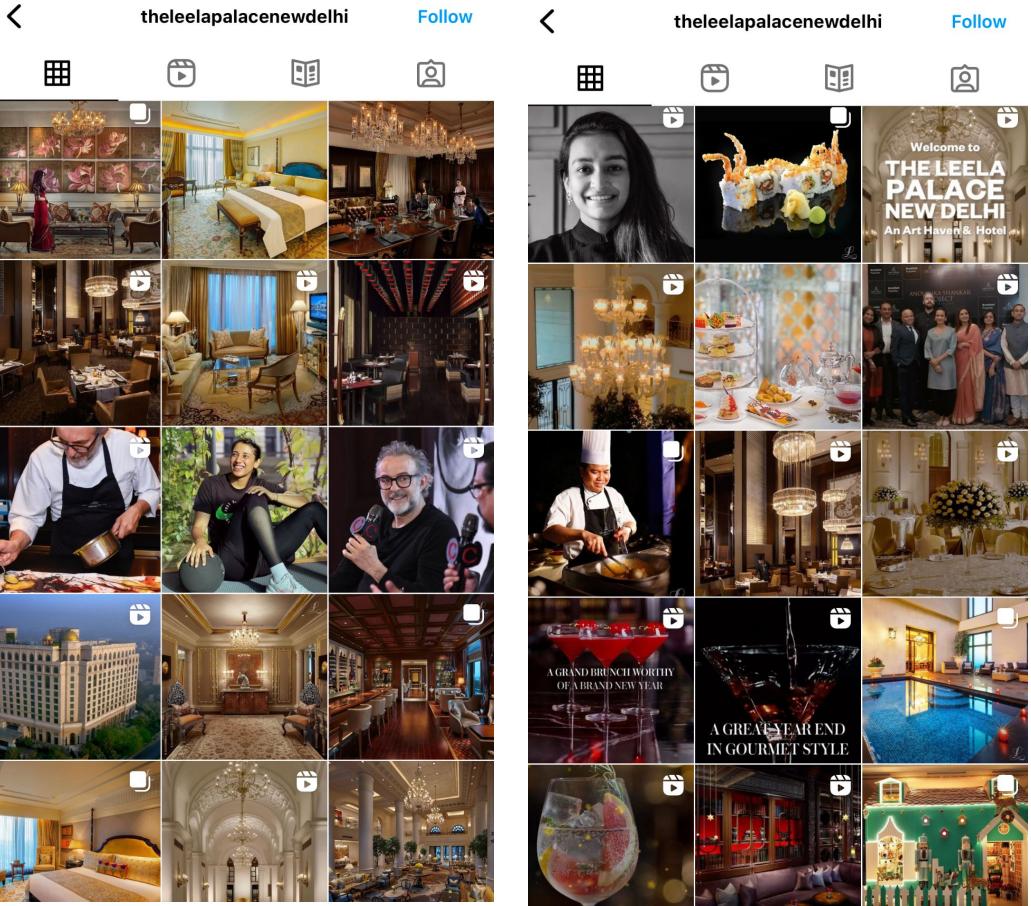
Static Imagery



Guest experience



Collaborations

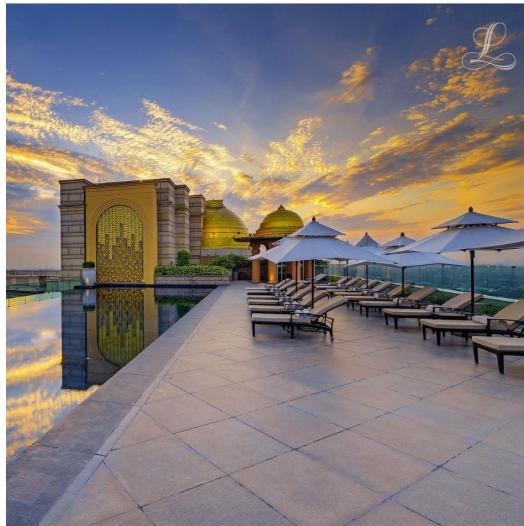


THELEELAPALACENEWDELHI
Posts Follow



theleelapalacenevdelhi

...



119 likes

theleelapalacenevdelhi It's azure time, once again.

THELEELAPALACENEWDELHI
Posts Follow



theleelapalacenevdelhi

...



135 likes

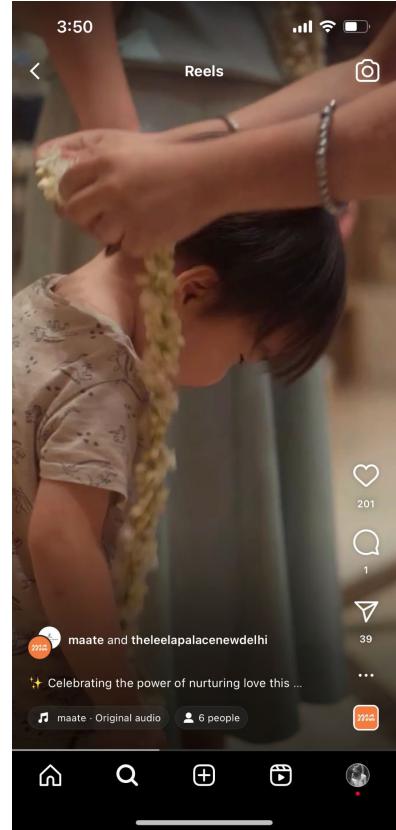
theleelapalacenevdelhi We are absolutely thrilled to welcome the world-renowned Indian Cricketer, @smiti_mandhana to Icons of India by The Leela. This unique initiative is... more

10 June

Experiential photography // Imagery with human element



<https://www.instagram.com/reel/CjXxA8yIRcH/?igshid=MzRIODBiNWFIZA==>



<https://www.instagram.com/reel/CsNzDxTgPI3/?igshid=MzRIODBiNWFIZA==>



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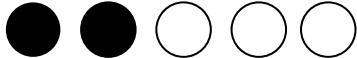
SHANGRI-LA

Shangri-La is seen focusing on newer forms of communication within their social strategy such as giveaways, collaborations, and city-based storytelling.

Reels



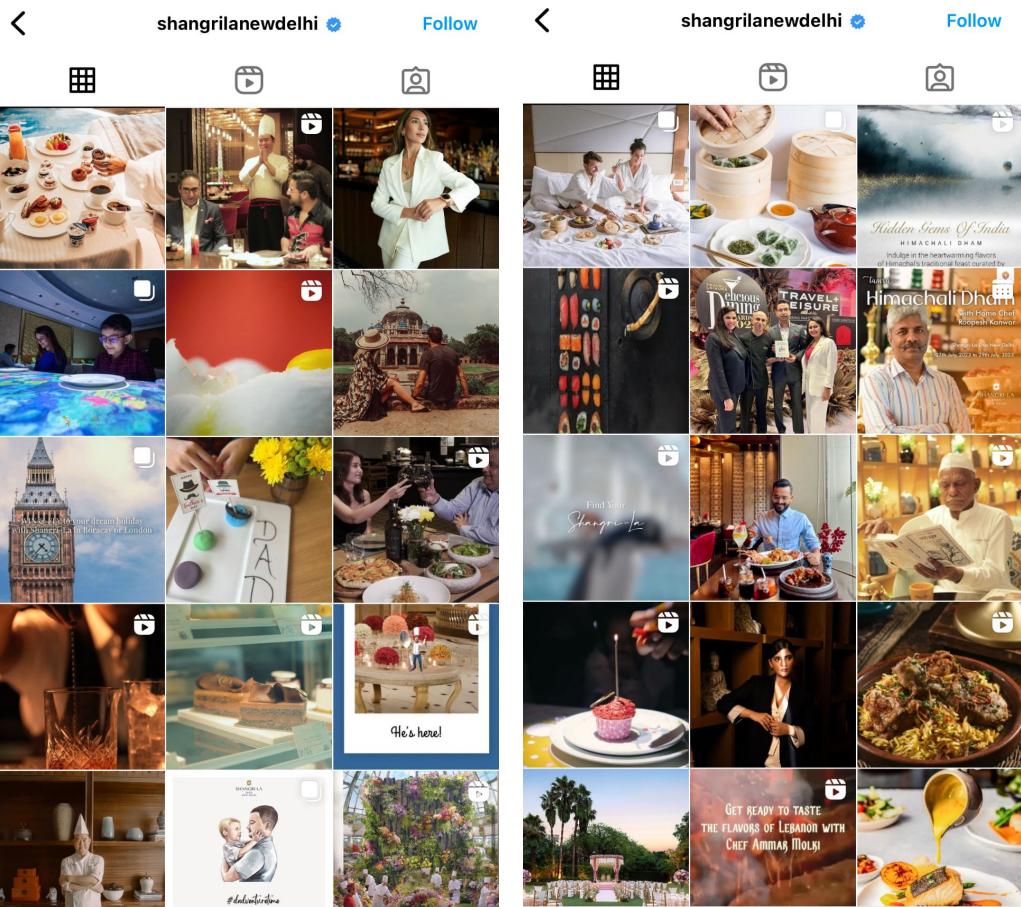
Static Imagery



Guest experience



Collaborations





shangrilanewdelhi ✨

Mister Chai
Marshall Rogalski - Make My Day

...



40 likes

shangrilanewdelhi It's time to treat yourself! Head over to Mister Chai and indulge in some delicious Masaledar Aloo Chaat. Rai Kachori. Bread Pakora and more - all... [more](#)



shangrilanewdelhi ✨

...



47 likes

shangrilanewdelhi It's Saturday night! Head over to Grappa and strike a perfect pose for the gram!

[... more](#)

5 August



SHANGRILANEWDELHI
Posts

Follow

...



137 likes

shangrilanewdelhi Get mesmerized by the timeless beauty of India Gate in Delhi!

[more](#)



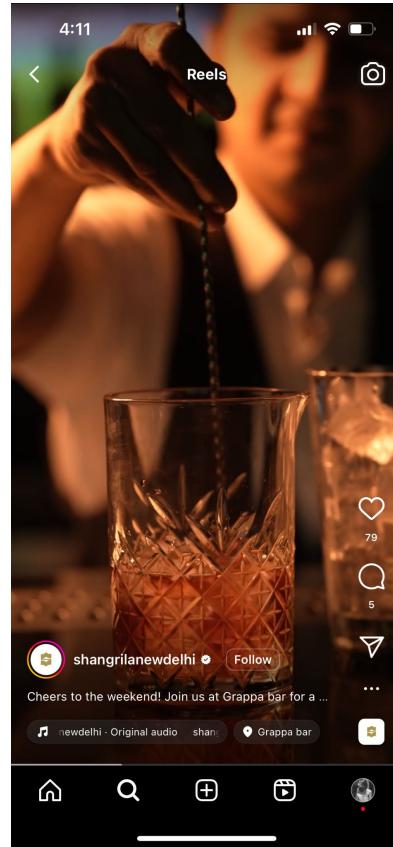
City-based setting // Experiential photography // Cultural storytelling



<https://www.instagram.com/reel/CvMPWDtMEio/?igshid=MzRIODBiNWFIZA==>



https://www.instagram.com/reel/Cu_VBu7JGrM/?igshid=MzRIODBiNWFIZA==



<https://www.instagram.com/reel/CtlmLPueMw/?igshid=MzRIODBiNWFIZA==>

TAJ MAHAL

The Taj Hotels have curated more interactive content on their social media feed with the use of collaborations, social work, and people-oriented imagery.

Reels



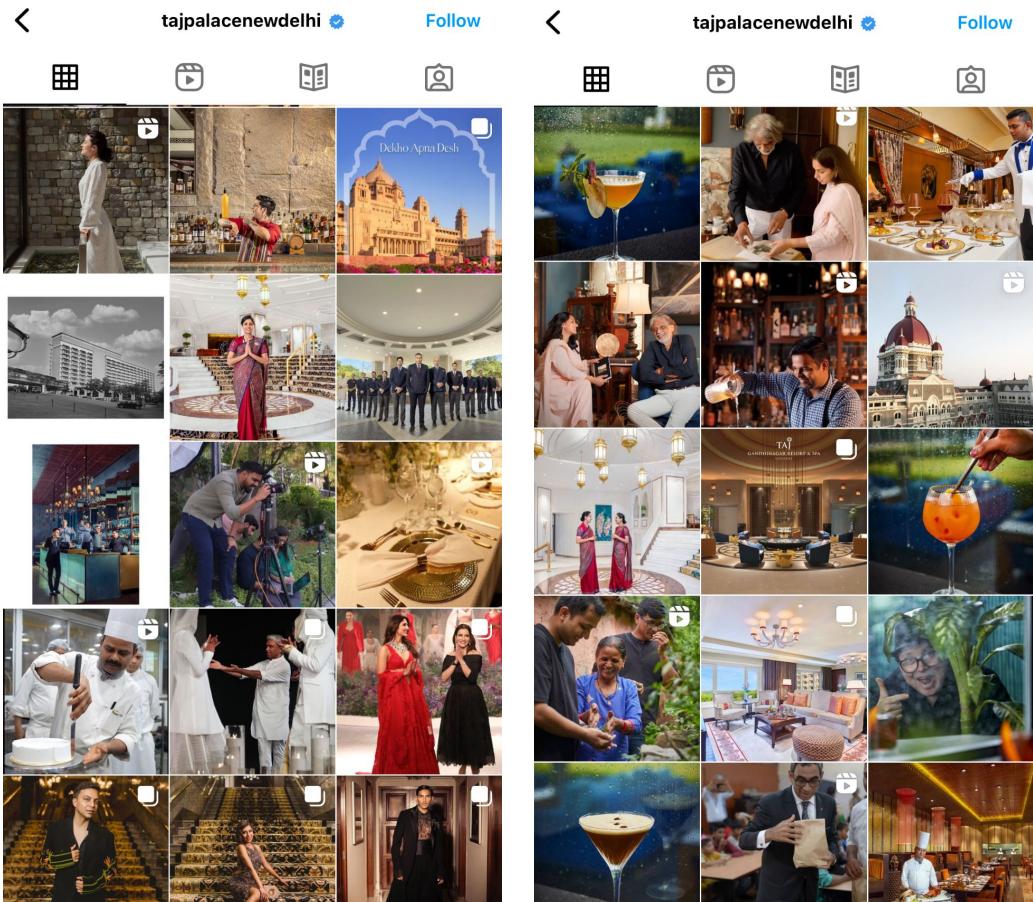
Static Imagery



Guest experience



Collaborations



10 July



thebluebar.tajpalaceneodelhi and tajpalaceneodelhi
Taj Palace, New Delhi

...



39 likes

thebluebar.tajpalaceneodelhi Monday mood! ⚡



tajpalaceneodelhi ✅
Taj Palace, New Delhi

...

1/5



• • • •



768 likes

tajpalaceneodelhi Cocooned in comfort, charmed by hospitality, relishing that incredible feeling of sinking into the plush centrepoint of luxury... [more](#)



tajpalaceneodelhi and yogawithsujata
Taj Palace, New Delhi

...

1/10



• • • •



700 likes

tajpalaceneodelhi Carrying forward the ethos of Tajness, our associates participated in a refreshing session of Chair Yoga, conducted by Yoga Master @yogawithsujata to... [more](#)

People-led imagery // Vibrancy // Capturing of Moments



TAJPALACENEWDELHI
Posts

Follow



4:31



TAJPALACENEWDELHI

Posts

Follow



4:31



Reels



tajpalcenewdelhi Follow
Witness a revival of the senses, as J Wellness ...
tajpalcenewdelhi - Original audio te jwellnesscircle



<https://www.instagram.com/reel/CtuQZksAdUu/?igshid=MzRIODBiNWFIZA==>

<https://www.instagram.com/reel/CtFHyM2ADzR/?igshid=MzRIODBiNWFIZA==>

<https://www.instagram.com/reel/CvsAeuEqSr9/?igshid=MzRIODBiNWFIZA==>

THE IMPERIAL

The Imperial focuses on tiny details that add to their larger story and social presence.

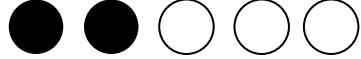
Reels



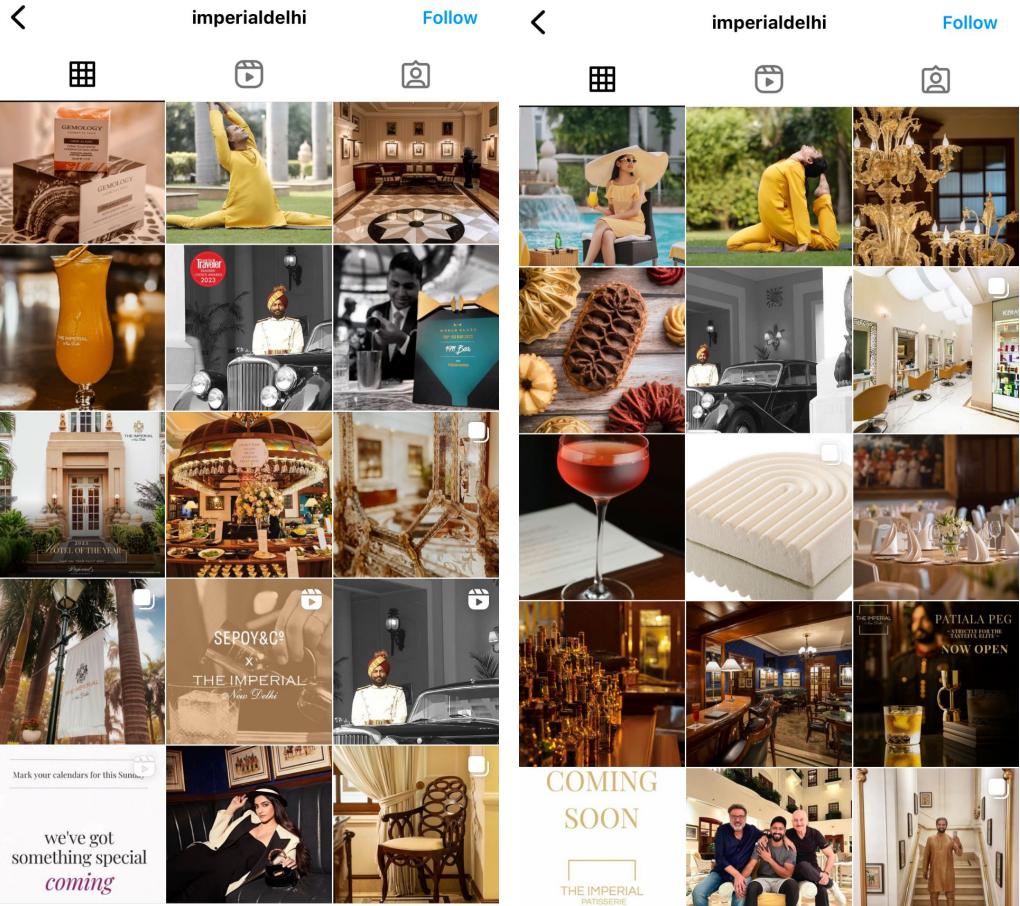
Static Imagery



Guest experience



Collaborations





imperialdelhi

...



211 likes

imperialdelhi Luxury travel made effortless
Arrive in style, every time.



imperialdelhi

...



176 likes

imperialdelhi @_maxhaase_ Just wrapped up an unforgettable
5 days stay at the @imperialdelhi ! The art gallery alone,
featuring over 5000 pieces, is worth the stay. 🎨🖼️ But... more



IMPERIALDELHI
Posts

Follow



imperialdelhi

...



44 likes

imperialdelhi Meet **Jyoti**, our dynamic Hatha Yoga, Meditation and Fitness expert at TIND, from Rishikesh. Her sessions focus primarily on rhythm, technique, balance and vitality of... more

7 December 2022



Capturing details // Holistic visuals // Appealing to different personalities



<https://www.instagram.com/reel/CsIv3mXOsro/?igshid=MzRIODBiNWFIZA==>



<https://www.instagram.com/reel/Cq5hvnpBAr9/?igshid=MzRIODBiNWFIZA==>

RALPH'S

Ralph Lauren's take on food and drink, located in the heart of Paris – Ralph's visually unfolds the sweet spot between classic and contemporary.

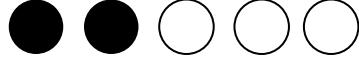
Reels



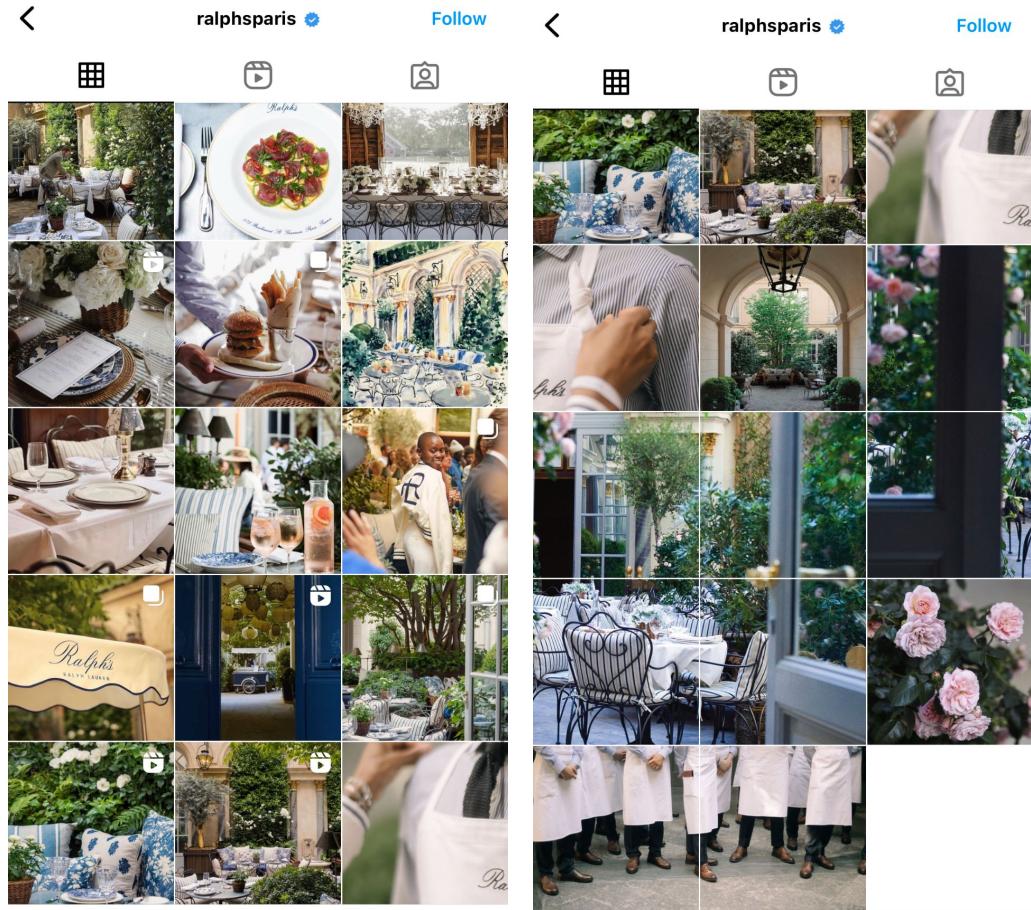
Static Imagery



Guest experience



Collaborations





ralphsparis ✨
East Hampton, New York

...



1/6



• • •



1,777 likes

ralphsparis An evening out east.



ralphsparis ✨
Ralph's

...



1/7



4,218 likes

ralphsparis Preparing for a sunny Parisian day in the courtyard.



ralphsparis ✨
Ralph's

...



1/7



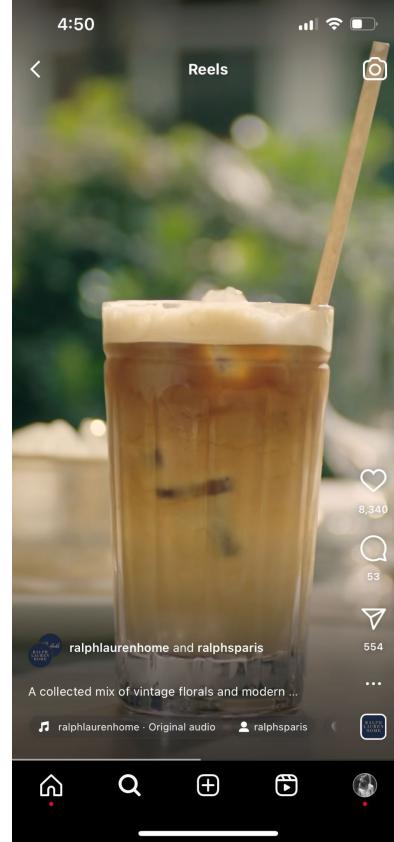
• • •



770 likes

ralphsparis Finely crafted signature dishes enliven an elegant evening in the courtyard at #RalphsParis.

Whimsical moments // Warm & Inviting // Simple communication



<https://www.instagram.com/reel/CtblZwNtpbo/?igshid=MzRIODBiNWFIZA==>

<https://www.instagram.com/reel/CswDYKmNVWU/?igshid=MzRIODBiNWFIZA==>

=

<https://www.instagram.com/reel/CvTHGXeJDij/?igshid=MzRIODBiNWFIZA==>

KEY TAKEAWAYS:

- Of all these references, our closest points of inspiration are
 - **St.Regis**
 - **Ralph's**
 - **Ritz Carlton (Paris and New York)**
- These pages express a holistic view of their hospitality experience with individuality and spirit.

APPROACH



montblanc
Montblanc Haus



818 likes

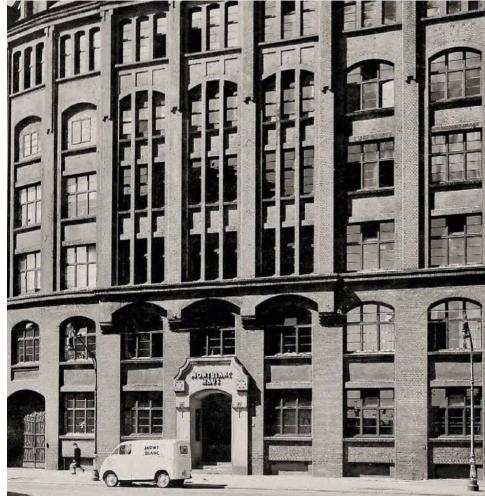
montblanc Deeply intertwined with the past, present, and future of the written word, our Maison's history is chronicled at MONTBLANC HAUS.

Open Monday to Friday from 9 am to 6 pm and Saturdays from 11 am to 6 pm.

#MontblancArchive #MONTBLANCHAUSS #InspireWriting



montblanc
Montblanc Haus

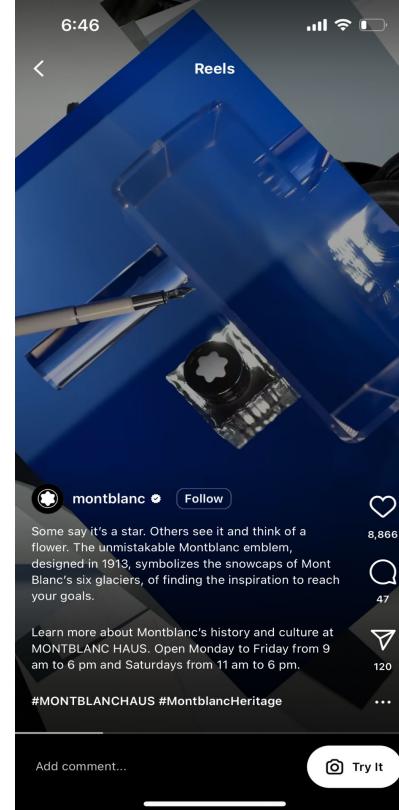


912 likes

montblanc #MontblancArchive II For nearly 70 years until 1989, this was the site of the MONTBLANC HAUS. Our Maison's core from which our writing instruments reached out into the world.

Learn more about our history and heritage at MONTBLANC HAUS. Open Monday to Friday from 9 am to 6 pm and Saturdays from 11 am to 6 pm. Tickets are available online.

#MONTBLANCHAUSS



<https://www.instagram.com/reel/CtblZwNtpbo/?igshid=MzRlODBiNWfIzA==>



5,634 likes

cartier Ideas abound, adorned by the codes of the Maison.



17,453 likes

cartier As the sun begins to set, thoughts turn to the evening ahead. What to wear? Start with the jewels. #GraindeCafé



[View shop](#)



22,081 likes

cartier Water laps on tile in the swimming pool, hot coffee makes a satisfying splash on porcelain, and a morning breeze awakens a glamorous new morning on the Côte d'Azur. #GraindeCafé





jomalonelondon



2,064 likes

jomalonelondon Deck the halls with scents to enhance the celebrations. How are you decorating yours? #SeasonOfScent

jomalonelondon



7,276 likes

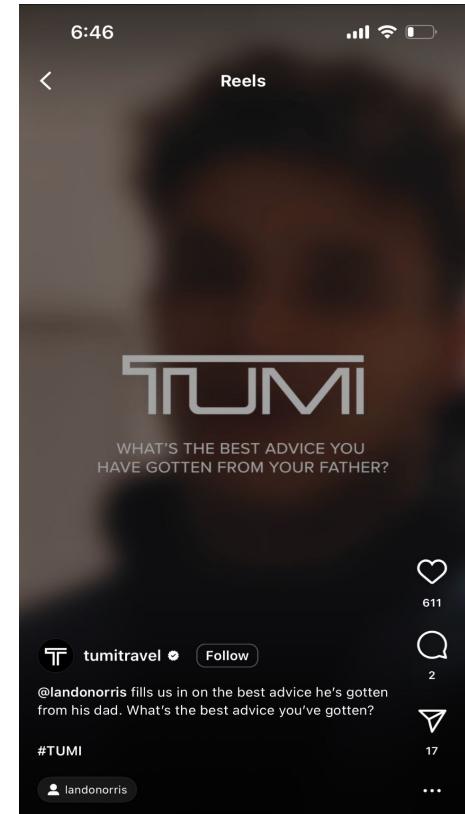
jomalonelondon You don't need a reason to lift someone's day. What acts of kindness are you passing on? #JustBecause #PerfectPresent

jomalonelondon

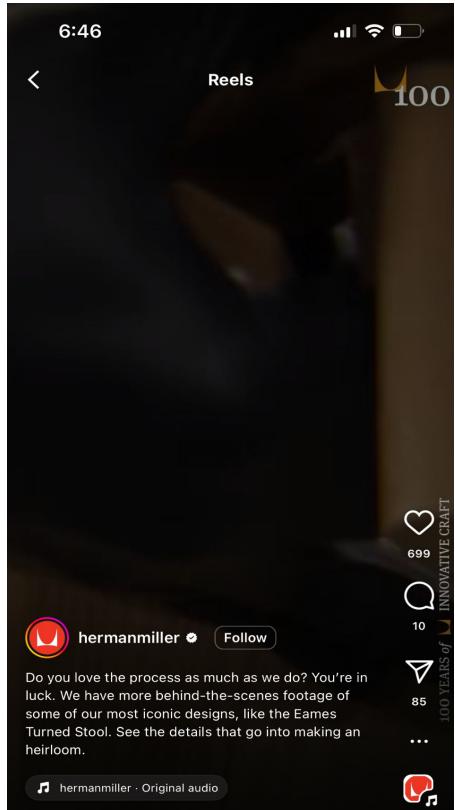
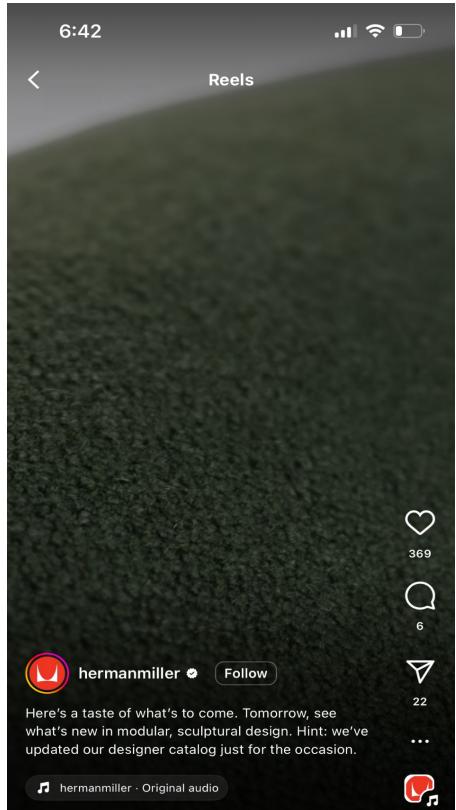


2,053 likes

jomalonelondon January is almost here. Will you be switching up your scents for the New Year, or staying loyal to your favourite?



[https://www.instagram.com/reel/Ct
blZwNtpbo/?igshid=MzRIODBiNW
FiZA==](https://www.instagram.com/reel/CtblZwNtpbo/?igshid=MzRIODBiNWFiZA==)



Model shown is in a pre-production state

<https://www.instagram.com/reel/CtbtZwNtpbo/?igshid=MzRIODBiNWFIZA==>

<https://www.instagram.com/reel/CtbtZwNtpbo/?igshid=MzRIODBiNWFIZA==>

PROPOSED STRATEGY

Based on our analysis, these are the points we propose to refresh The Oberoi's social media strategy and grid:

- 1. TRENDY FORMATS:** Utilising reels and vertical formats for higher engagement, while maintaining image posts and carousels.
- 2. NEW CONTENT BUCKETS:** Updating current content buckets with more strategic options so as to craft content that's modern, engaging and true to the holistic Oberoi experience.
- 3. SOFTENING TONE:** Moving away from the rigid positioning and complex wording that is currently set and instead, using warm, conversational, and simpler tones.
- 4. GUEST CENTRIC APPROACH:** Integrating customer content and guest perspectives to showcase authentic and relatable experiences.
- 5. BE AUTHENTIC:** Being heartfelt without actually saying it. Expressing personal sentiment and human-based storytelling via our communication.
- 6. CAPTURING MOMENTS:** The little things make the big picture. Every detail, every careful touch is crafted to entice and focused on in our social strategy.

CONTENT BUCKETS

CURRENT

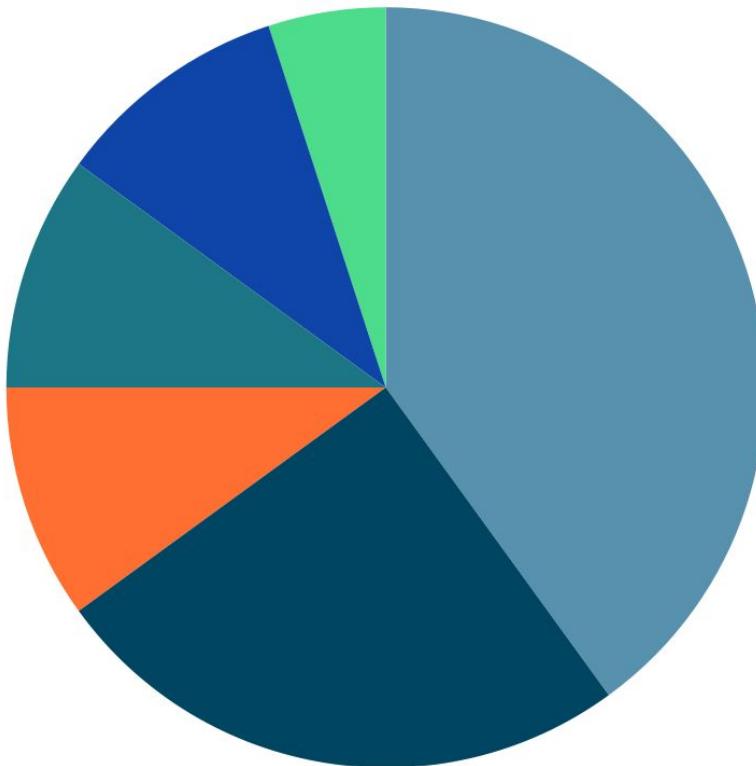
1. Food & Beverage
2. Chefs & talent
3. Team & Staff
4. Interiors & Architecture
5. Storytelling (iconic tales)
6. Topical (festivals, announcements etc.)

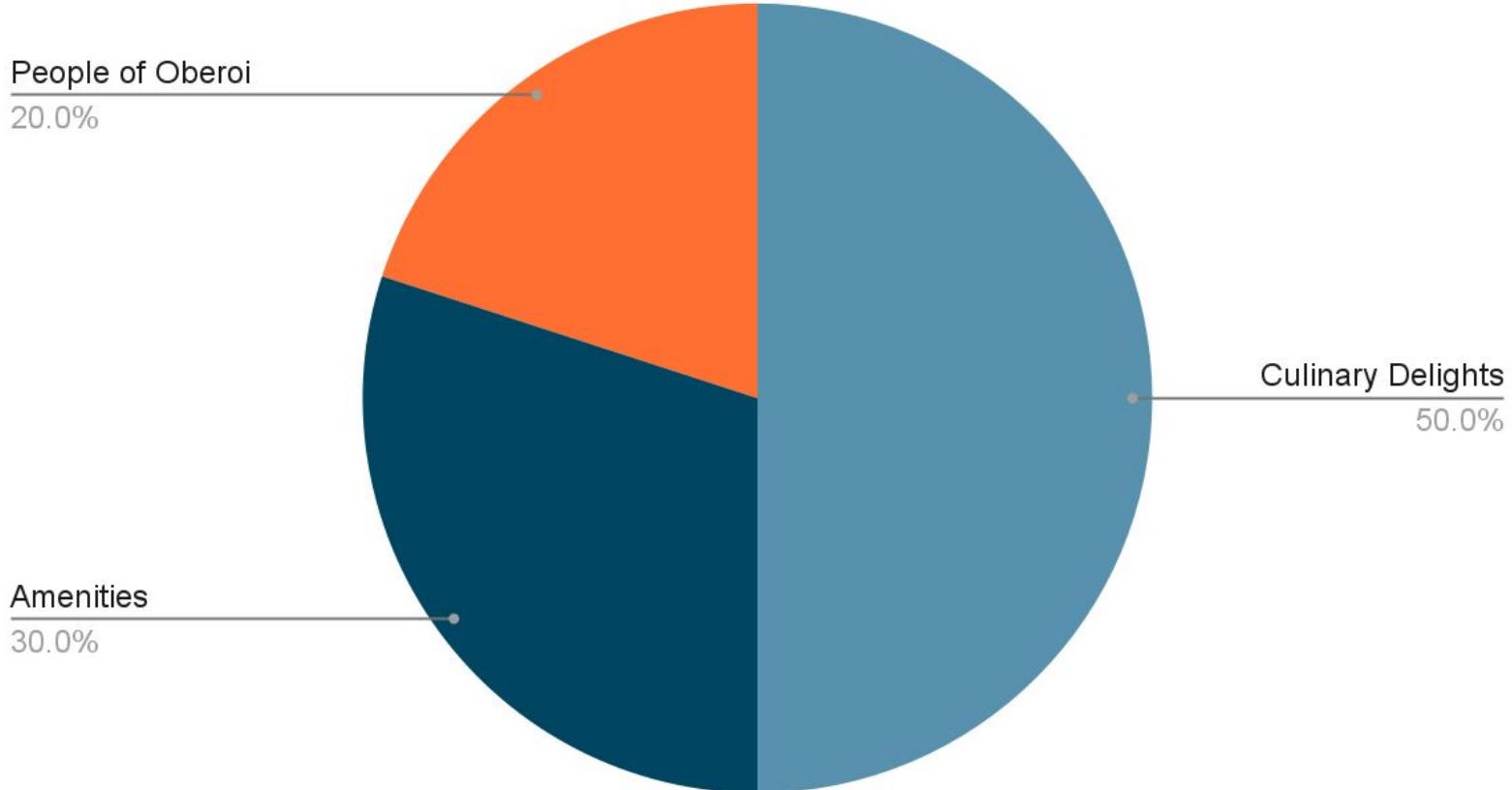
PROPOSED

1. **Culinary Delights:** Highlighting the hotel's dining options, signature dishes, and culinary events to engage food enthusiasts.
2. - **Destination Highlights:** Sharing information on interiors, architecture, and locality specific points of interest.
- **Wellness and Relaxation:** Featuring the spa, fitness center, and wellness activities to emphasize relaxation and self-care.
- **Event Spaces:** Highlighting the venue's suitability for conferences, weddings, and other events.
3. **Guest Stories:** Sharing guest images, stories, and experiences to humanize the brand and create a sense of community (user generated content)
4. **People Of Oberoi:** Offering a peek into the hotel's operations, staff profiles, and day-to-day activities to build transparency.
5. **Collaborations/Influencers:** Partnering with influencers or brands that connect with the brand ethos.
6. **Topical Content:** Communicating announcements, festivals and other greetings.

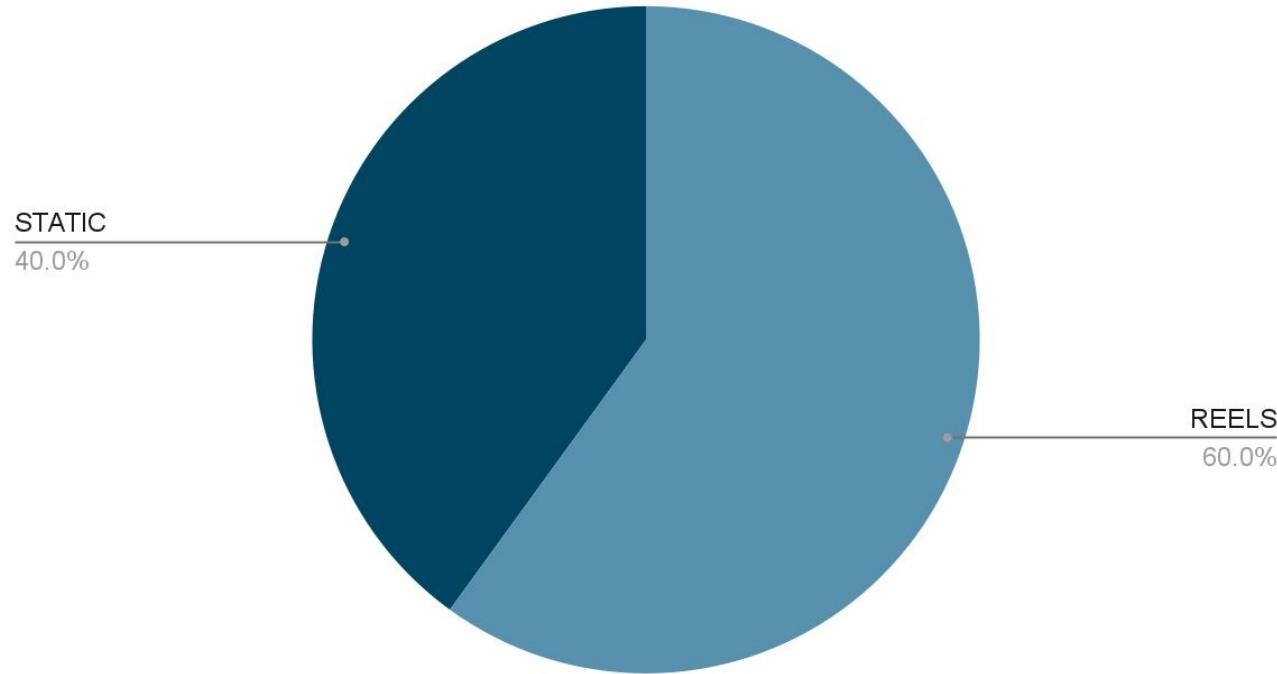
RATIO: CONTENT BUCKETS

- Culinary Delights
- Amenities
- Guest Stories
- People of Oberoi
- Collaborations
- Topical Content





RATIO: CONTENT FORMATS



In a grid of 12,
7 will be reels & 5 will be static

VISUAL REFERENCES - LINK

COPY REFERENCES

ST.REGIS



stregismumbai
The St. Regis Mumbai



540 likes

stregismumbai Be inspired by our next chapter of culinary menu and art of drinking experience celebrating our Best Addresses across the world.

#StRegis #LiveExquisite #HouseOfCelebration

[View 1 comment](#)

5 July

STREGISMUMBAAI
Posts

Follow



158 likes

stregismumbai Brewing the exquisite, every day at -
Café by The St. Regis Mumbai

Ground Level, Phoenix Palladium
3:00 pm to 6:00 pm

For enquiries, please call:
+91 22 6162 8422

#CaféByTheStRegisMumbai #StRegisMumbai
#TheBestAddress #StRegis

26 June

STREGISMUMBAAI
Posts

Follow



361 likes

stregismumbai Sip, savor and whiskey-infused adventures
with @theglenlivet

Masters Of Malts at The Sahib Room & Kipling Bar

STREGISMUMBAI
Posts Follow

685 likes

penthousestregismumbai Set above the city skyline, bask in the night lights and embrace the last bit of some weekend sparkle with #PenthouseMumbai ✨

@ompsyram

Heart Comment Share

STREGISMUMBAI
Posts Follow

427 likes

penthousestregismumbai And here it is! Our newest cross over menu: Mezcal and Maki 🌶

Taking #Agave cocktails a notch higher, this time we'll be letting our freak-flag fly with some of Mexico's always wonderful (and sometimes weird!) Agave spirits 😊

What better than some #Makizushi by Chef Kinyo to balance the vibrant flavors and distinct textures? See you in the clouds

#Koishii #PenthouseMumbai #Tequila #Mezcal

Heart Comment Share

STREGISMUMBAI
Posts Follow

601 likes

stregismumbai The Afternoon Tea Ritual at Café by The St Regis, Mumbai.

Unveiling a bespoke tea experience, crafted to perfection at Café by The St. Regis Mumbai.

Ground Level, Phoenix Palladium
3:00 pm to 6:00 pm

For enquiries, please call:
+91 22 6162 8422

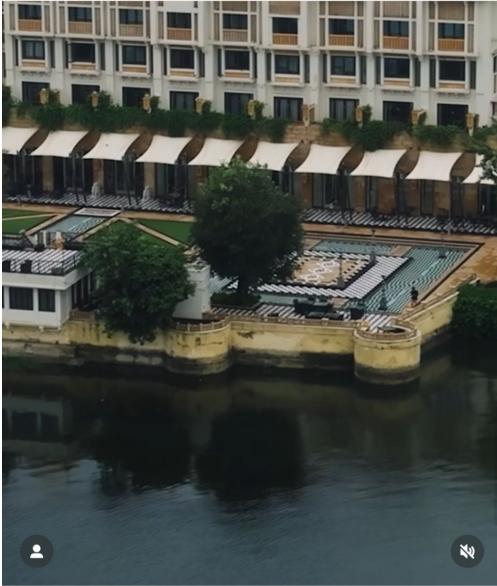
Heart Comment Share

LEELA



THELEELA
Posts

Follow



715

likes



theleela Grey clouds painted the sky, rain's gentle embrace.

The Leela Palace Udaipur stands gracefully amidst a tapestry of grey clouds that gracefully paint the sky.

#TheLeela #TheLeelaExperience #TrueIndianLuxury
#IndianPalace #Udaipur

[View all 4 comments](#)

6 days ago



THELEELA
Posts

Follow



290

likes



theleela Timeless grace by the poolside.

Let the soothing ambiance wash over you, and indulge in moments of pure relaxation and grace.

#TheLeela #TrueIndianLuxury #TheLeelaExpeirence

[View all 2 comments](#)

HAKKASAN



hakkasanmiami ✨

...



37 likes

hakkasanmiami The Hakka Noodle - a classic vegetarian #Hakkasan dish made with mushrooms and chives. //

Explore each of our flavorful vegetarian and vegan options by visiting the link in our bio.

#MiamiVegetarian #MiamiFoodie #Fountainebleau

[View all 2 comments](#)



hakkasanmiami ✨

...



18 likes

hakkasanmiami #HakkasanMiami's Chinese Mule fuses the flavors of Grey Goose vodka, sake, lime ginger beer, cilantro, and ginger for a refreshing sip.

Accompany this cocktail with signature Cantonese dishes tonight, beginning at 6PM.

#Hakkasan #MiamiCocktails #Fountainebleau

[View 1 comment](#)

10 May

NOBU



noburestaurants
Nobu Restaurants

...



•



656 likes

noburestaurants Kakigori season has arrived. Simple, smooth and sweet shaved ice composed of Caramelized Pineapple, Kinako Crunch, Toasted Coconut Sorbet, Calpico Sorbet, Pineapple Syrup & Mint. The perfect Japanese summer treat at #NobuRestaurants. #Nobu

[View all 6 comments](#)

12 June



NOBURESTAURANTS
Posts

Follow



783 likes

noburestaurants The best nights start with #Nobustyle cocktails and all your favorite #Nobu dishes.
#NobuRestaurants

RALPH'S

RALPHSPARIS
Posts

Follow



ralphsparis Bluefin Tuna with Avocado, Chili Pepper, Red Onion, Basil & Mint.

#RalphsParis #RalphLauren



ralphsparis A summer celebration in the cobblestone courtyard at #RalphsParis.

#RalphLauren



ralphsparis It's all in the details. #RalphsParis

#RalphLauren



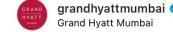
ralphsparis Finely crafted signature dishes enliven an elegant evening in the courtyard at #RalphsParis.

HYATT



GRANDHYATTMUMBIAI
Posts

Follow



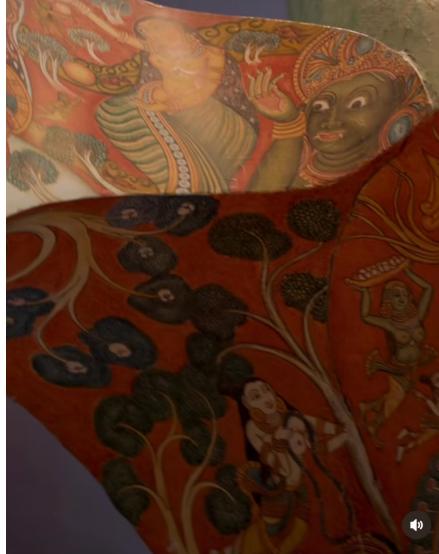
grandhyattmumbai •
Grand Hyatt Mumbai

...



GRANDHYATTMUMBIAI
Posts

Follow



807 likes

grandhyattmumbai Holistic. Healing. Healthful.
Club Oasis is celebrating the incredible art of Hot Stone
Massages.

Come make your monsoon a rejuvenating experience.

2,726 likes

grandhyattmumbai There's a starting point for every monsoon adventure, and with Grand Hyatt Mumbai, it may just be as close as your room.

Click the link in our bio to #BookDirect!



4,446 likes

grandhyattmumbai From captivating sculptures to mesmerizing paintings— Grand Hyatt Mumbai is home to over a hundred exquisitely created artworks.



GRANDHYATTMUMBIAI
Posts

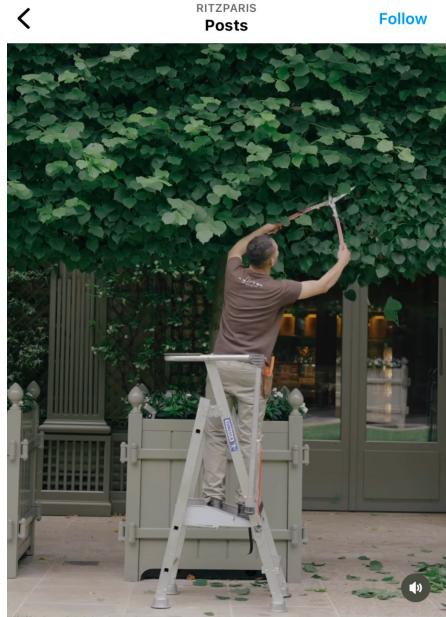
Follow



1,873 likes

grandhyattmumbai From traditional pizzas to tantalisingly delicious Tiramisu—Celini is always fired up to give you Italian fare worthy of legends.

RITZ PARIS



4,783 likes

ritzparis French garden 🌿

Glimpse what makes our iconic gardens truly special thanks to our dedicated gardener, Charles. Follow him on his daily mission of making sure our Grand Jardin and aromatic garden - our little corners of paradise - are always looking their best! ☺

Follow



7,076 likes

ritzparis 125 years of excellence in craft. ☺

Today with Chef @laime_olivier from @ecole_ritzescoffier.

Follow

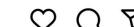
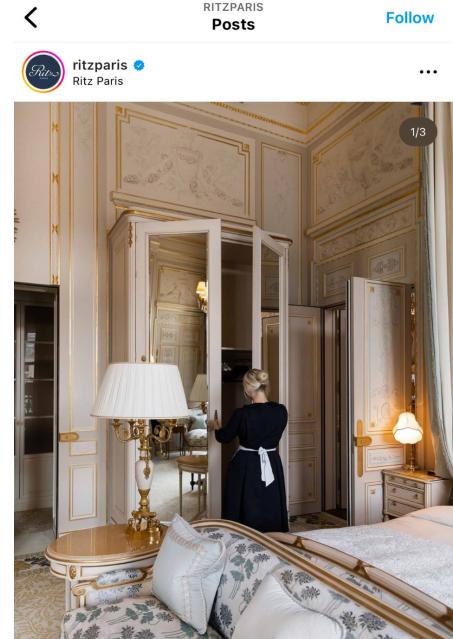


5,444 likes

ritzparis We're dedicated to making every aspect of your stay special, with an atmosphere of warmth and friendliness that reflects the comforts of home. ☺

Come experience the Ritz Paris for yourself and meet our talents such as Laia, Manon, Ludovic and Simon from our Reception team. ☺

Follow



7,679 likes

ritzparis Preparing your suite with the utmost care and attention to detail. Always perfection! ☺

1/3

Follow

KEY TAKEAWAYS:

1. **LENGTH:** Captions are short and to the point so as to not overwhelm the reader in any way.
2. **LANGUAGE:** Words aren't excessive or flowery – maintaining an elegant yet conversational tone.
3. **TONALITY:** A constant enduring tone of warmth is brought out by contemporary, friendly, thoughtful, genuine communication.

TONALITY

These are some of the key points our communication will reflect.

Bonafide | Humane | Mindful | Honest | Thoughtful | Caring | Simple

GUARDRAILS:

These are the guidelines all our social communication will abide by:

1. All captions will be crisp and to the point. This ensures that things are kept simple.
2. The tonality will be warm, honest, and conversational. This ensures that we are speaking directly to our readers.
3. Language and wording will be appealing to both, the younger audiences and the older audiences.
4. The overall communication will be a balance of classic and contemporary.

HASHTAGS

As a rule of thumb, we will use 4-6 hashtags. Of these, we will have the first few as a recurring cluster and the remaining as per the visual that's put up.

#OberoiNewDelhi #Heartfelt #TheOberoi #NewDelhi

CAPTION FORMATS

CURRENT



oberoinewdelhi ✨

The Oberoi Dr. Zakir Hussain Marg New Delhi - 110 003....

...



567 likes

oberoinewdelhi Our pastry chefs are weaving their magic to bring all things sweet and nice to your dining table with its Christmas offerings.

PROPOSED



oberoinewdelhi ✨

The Oberoi Dr. Zakir Hussain Marg New Delhi - 110 003....

...



567 likes

**Every dish is made to make you
merry, without any clause.**

CURRENT



oberoinewdelhi

The Oberoi Dr. Zakir Hussain Marg New Delhi - 110 003....

...



90 likes

oberoinewdelhi Indulge in absolute tranquility with the healing powers of traditional attar oils to relax your senses at The Oberoi Spa.

PROPOSED



oberoinewdelhi

The Oberoi Dr. Zakir Hussain Marg New Delhi - 110 003....

...



90 likes

Head to toe relaxation – through our trained hands.

CURRENT



oberoinewdelhi

The Oberoi Dr. Zakir Hussain Marg New Delhi - 110 003....

...



718 likes

oberoinewdelhi Join us to explore Chef Vineet Bhatia's re-interpretation of the cuisine from the diverse regions of Delhi, presented with creativity and a unique twist at Dhilli.

PROPOSED



oberoinewdelhi

The Oberoi Dr. Zakir Hussain Marg New Delhi - 110 003....

...



718 likes

Delicacies of Delhi's finest – curated by Vineet Bhatia, now in your hands.

CURRENT



oberoinewdelhi

The Oberoi Dr. Zakir Hussain Marg New Delhi - 110 003....

•••



603 likes

oberoinewdelhi Enjoy your morning coffee while admiring the stunning view of the lush green Delhi Golf course from our Victorian-style Deluxe Suite.

PROPOSED



oberoinewdelhi

The Oberoi Dr. Zakir Hussain Marg New Delhi - 110 003....

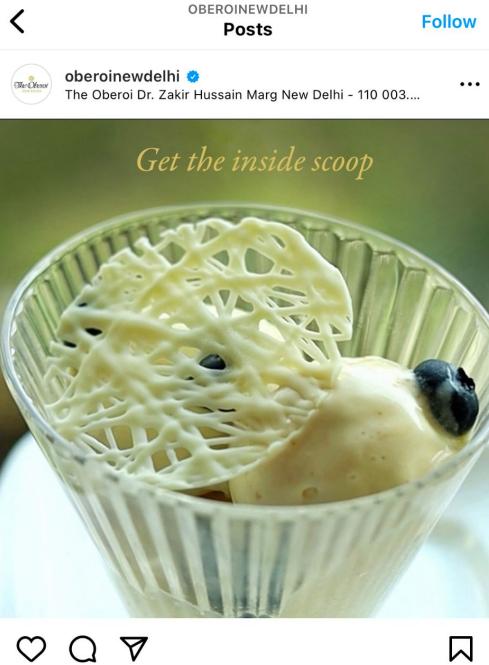
•••



603 likes

A light nap or a summer snooze, rest your way with our Deluxe Suite.

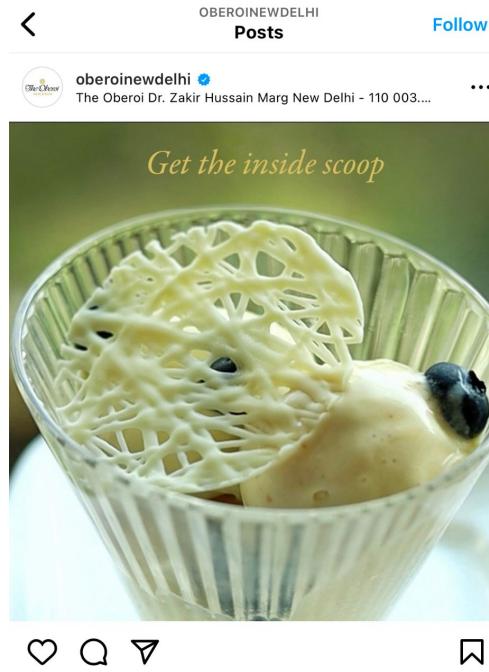
CURRENT



136 likes

oberoinewdelhi This summer, we're cooling things down from the inside out. Drop into 360° and enjoy a variety of refreshing summer sorbets and homemade gelatos, all handcrafted with love inside The Oberoi kitchens.

PROPOSED



136 likes

At 360°, the degree makes all the difference.

CURRENT



oberoinewdelhi

The Oberoi Dr. Zakir Hussain Marg New Delhi - 110 003....

...



494 likes

oberoinewdelhi A smile that comes from the heart. It is our friendly greeting, our sincere care and kindness that ensures your every stay is extraordinary.



PROPOSED



oberoinewdelhi

The Oberoi Dr. Zakir Hussain Marg New Delhi - 110 003....

...



494 likes

Even our smallest gestures, promise to elevate your experience.

TOND Shoot Planning

1. Space:
 - Entering the Hotel

<https://www.instagram.com/p/CvGdJwqjLQg/>

- Revolving Door
- Elevator Opening
- Corridor

2. Attention To Detail:

- Table Setting
- Chef adding finishing touches

<https://www.instagram.com/p/CvxD2hsqJQg/>

- Plating
- Adding garnish on a cocktail
- Housekeeping making the bed

3. People:

- Staff greeting
- Showing the way
- Holding the elevator door
- Pushing a cart

END.