



Social Media Pitch 2025



SHANGRI-LA
EROS
NEW DELHI

BRANDTALK 
COMMUNICATIONS

ABOUT THE BRAND



SHANGRI-LA EROS NEW DELHI

Nestled in the heart of the capital, Shangri-La Eros, New Delhi is a sanctuary of modern luxury and timeless elegance. Blending Asian hospitality with contemporary sophistication, the hotel offers a curated experience for global travellers and local connoisseurs alike. With award-winning dining destinations and personalised service, Shangri-La sets the benchmark for exceptional hospitality.

Elevating holistic well-being, The Wellness Club at Shangri-La is a private members' club designed for those who seek balance, vitality and refinement in every aspect of life.

At the forefront of experiential dining, Le Petit Chef at Shangri-La offers an immersive, one-of-a-kind gastronomic performance that brings storytelling to the plate. Powered by 3D projection mapping and theatrical presentation, the world's smallest chef guides guests through a multi-course journey.

ABOUT BRAND TALK

Brand Talk Communications is a full-service marketing agency with a pan-India presence, offering end-to-end solutions across Public Relations, Social Media, Influencer Marketing, Events, Branding, and Strategic Content. We are a one-stop shop for brands seeking integrated marketing support, blending insight-driven strategy with bold creative execution. Our strength lies in building tailored campaigns that drive visibility, engagement, and long-term brand impact.

OUR HOSPITALITY PORTFOLIO



Aravali Resort



NEW DELHI



OUR GOALS

Luxury Wellness (40%)

Highlight the Wellness Centre and unique offerings as essential elements of the luxury experience. Use spa treatments, pool, and gym as pillars for a sensory journey.



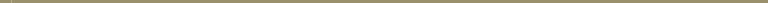
Strengthen Culinary Experience (30%)

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



Spotlight Key Venues: The Woods, Zahara etc. (10%)

Create focused content around event spaces like The Woods and Zahara positioning them as premier destinations.



Drive Brand Recall for Rooms & Suites (10%)

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



Grow Community & Reach (10%)

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 STRATEGY

Luxury Wellness for Modern Living

Showcase The Wellness Club as a private sanctuary for holistic well-being. With a focus on longevity, recovery, and balance, content will highlight spa rituals, yoga, and fitness as part of a refined, restorative lifestyle.



Immersive Dining at Le Petit Chef

Position Le Petit Chef as more than a meal—it's an unforgettable performance that blends gastronomy, technology, and storytelling. Content will highlight the theatrical journey and unique experience that makes it a must-visit for culinary enthusiasts and families alike.



Stories from Our Shangri-La Community

Celebrate authentic guest experiences through UGC, testimonials, and influencer collaborations. By spotlighting real voices, we create a deeper connection and reinforce Shangri-La as a brand rooted in genuine warmth and hospitality.

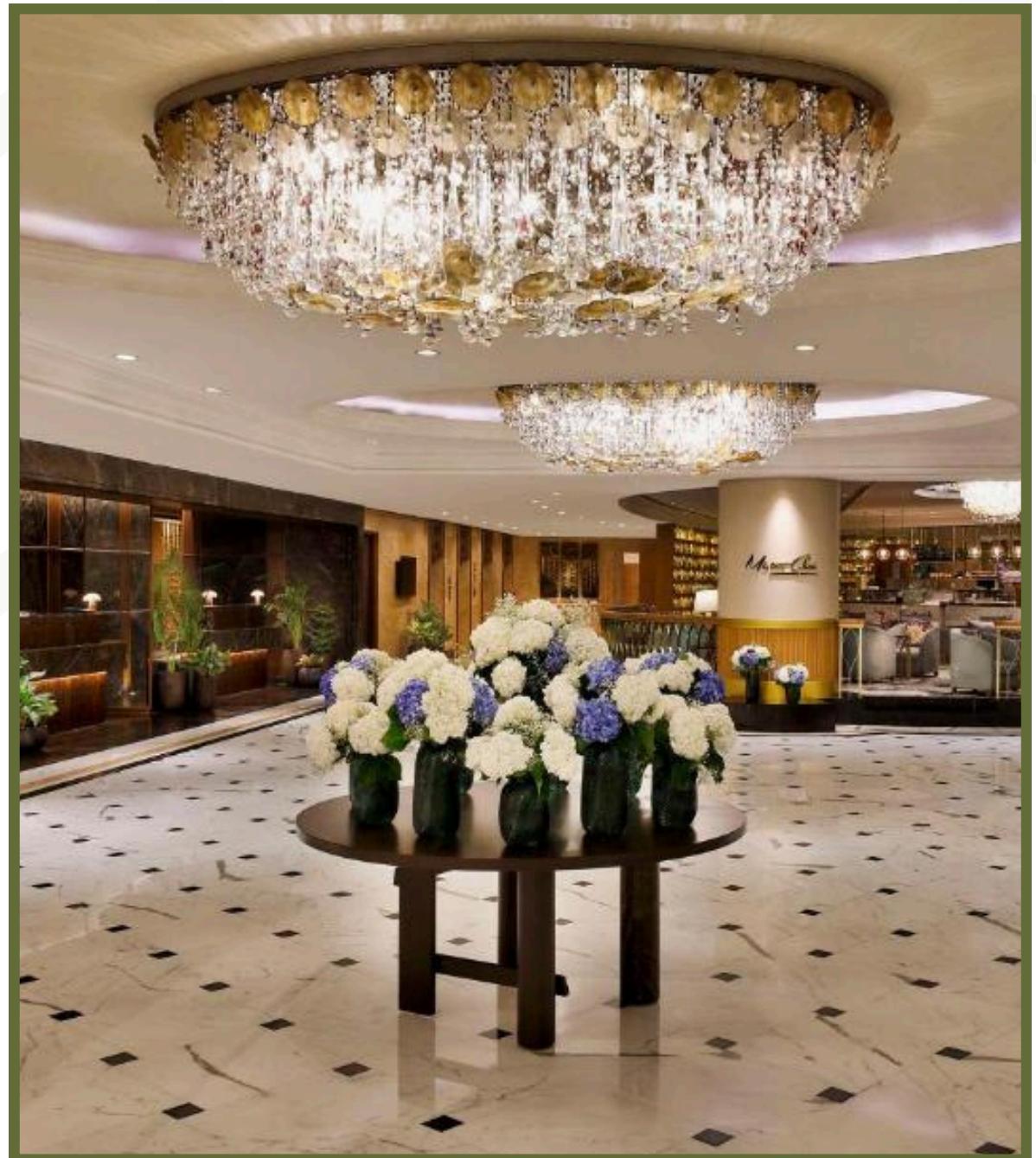
SOCIAL MEDIA STRATEGY

A Destination for Every Moment

From inspired meetings at The Woods to elegant events at Zahara, sunlit vows in the ballroom and immersive dining at Le Petit Chef — showcase how Shangri-La brings every moment to life, all under one roof. The content will reinforce Shangri-La as the perfect all-day destination in the heart of Delhi.

Signature Moments & Curated Events

Promote upcoming workshops, wellness activations, culinary events, and hotel exclusives to keep the brand top-of-mind. These immersive experiences will build anticipation and establish Shangri-La as a vibrant hub of culture, creativity, and indulgence.



CONTENT STRATEGY

01

Experiential

The goal is to position the Wellness Centre and Le Petit Chef as more than just offerings—they're immersive escapes within the city. From tranquil spa moments to theatrical dining, the content will showcase Shangri-La as a luxury destination for both wellness and unique culinary storytelling.

02

Community Engagement

Foster a strong sense of connection by encouraging guests to share their experiences—from yoga mornings and spa rituals to dining with Le Petit Chef. This user-generated content will help establish Shangri-La as a vibrant, community-driven space that celebrates its guests.

03

Engaging

Design interactive and trend-led campaigns using popular audios, visual storytelling, and influencer-led formats to capture attention across platforms. The focus is on scroll-stopping content that drives interaction and positions both offerings as must-try experiences.

04

Educational

Highlight the unique value propositions of each — from the holistic benefits of spa therapies to the globally acclaimed concept of Le Petit Chef. This approach will help build brand understanding and position Shangri-La as a premier destination for wellness and experiential dining in Delhi.



Wellness Centre Campaign Ideas

TARGET AUDIENCE



Urban Professionals Seeking Balance

01

Affluent professionals, HNIs, KOLs, and the diplomatic crowd aged 28–45 who seek wellness as a balance to high-stress lifestyles. They value exclusivity, serenity, and premium self-care experiences delivered with personalised service.

02

Wellness-Driven Millennials & Gen Z

Digitally active individuals who engage with wellness trends, mindfulness content, and influencer-led recommendations. They seek shareable, aesthetically pleasing experiences that reflect their values and lifestyle.

03

High-Income Women with a Self-Care Focus

Professionals and homemakers who view wellness as both a necessity and indulgence. They're drawn to spa rituals, holistic treatments, and relaxing environments tailored to their needs.

04

Luxury Travelers & Staycationers

Affluent guests looking to complement their hotel stay with enriching wellness offerings. They seek convenience, comfort, and curated experiences that elevate their overall stay.

CAMPAIGN IDEA

#SensorySanctuary #WellnessClubAtShangrila #ArtOfTranquility

O1 "A Day of Stillness" – Immersive ASMR & Sensory Series

Concept:

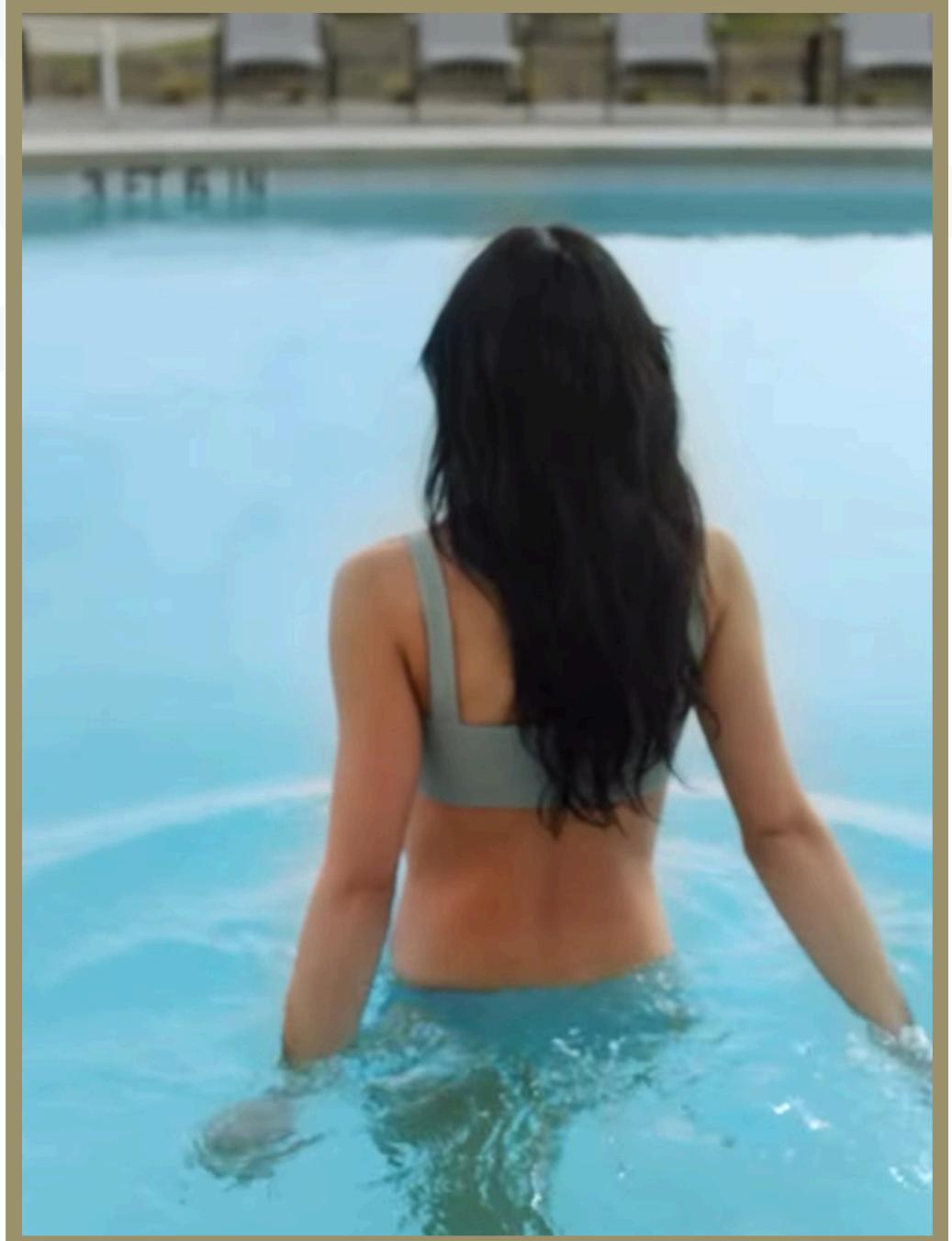
Create a calm-first campaign that taps into the growing obsession with ASMR, sensory relaxation, and "slow content." The idea is to visually and audibly transport viewers into the serene world of the Wellness Centre — even before they visit.

Components:

- ASMR-style Reels: Think gentle pool ripples, soft yoga mat unrolling, candle flickers, spa oil dripping, towel folding — all set to a tranquil soundtrack.
- "Touch & Feel" Grid Series: Show textures — robes, rose petals, herbal teas, stone paths — to engage the visual-sensory experience.
- "Stillness Hour" Live Stream: Partner with a wellness influencer for a one-hour live spa or meditation walkthrough with natural ambient sounds.

Why it works:

This taps into digital escapism, where users feel a part of the experience even when scrolling. It's luxury, intimacy, and wellness, all in one sensory scroll.



CAMPAIGN IDEA

#MyResetRitual #WellnessClubAtShangrila #ArtOfTranquility

O2 "My Reset Ritual" – UGC–Driven Community Campaign

Concept:

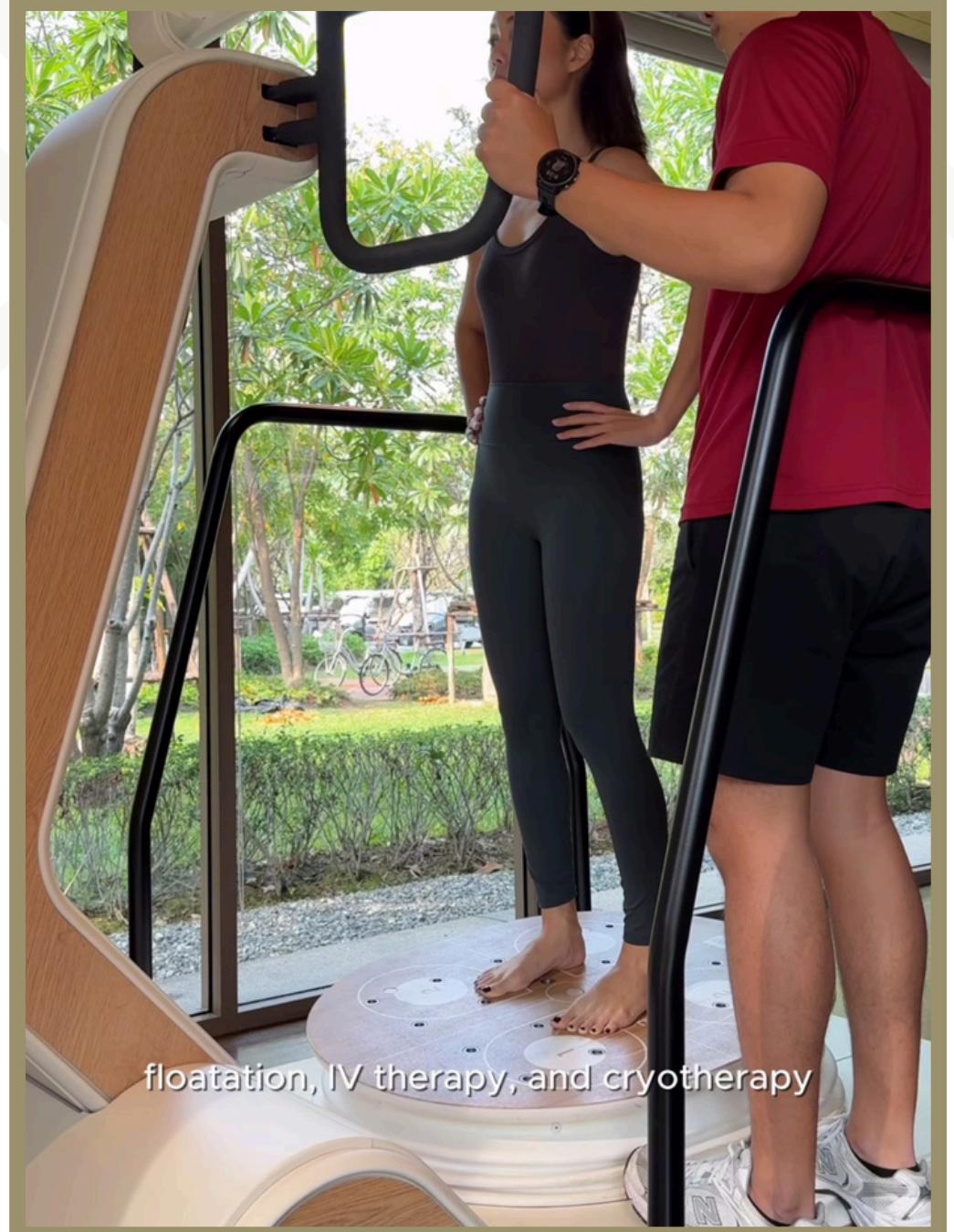
Launch a digital movement inviting guests and followers to share their version of a "reset ritual," tying it back to the Wellness Centre's core offerings: gym, pool, spa, yoga.

Components:

- Branded Hashtag Challenge: #MyResetRitual – invite UGC in any format: a post-spa selfie, morning swim video, or a yoga pose by the pool.
- In-Centre Activation Booth: A sleek "Ritual Room" with a ring light and wellness props for guests to create content.
- Top 10 UGC Winners: Feature them on Shangri-La's page + offer complimentary day passes or spa treatments.

Why it works:

UGC builds credibility. Plus, rituals feel personal — so everyone from fitness buffs to spa lovers has an entry point.



CAMPAIGN IDEA

#WellnessWithShangrila #WellnessClubAtShangrila #ArtOfTranquility

O3 "Wellness With..." – Influencer-Led Guided Experiences

Concept:

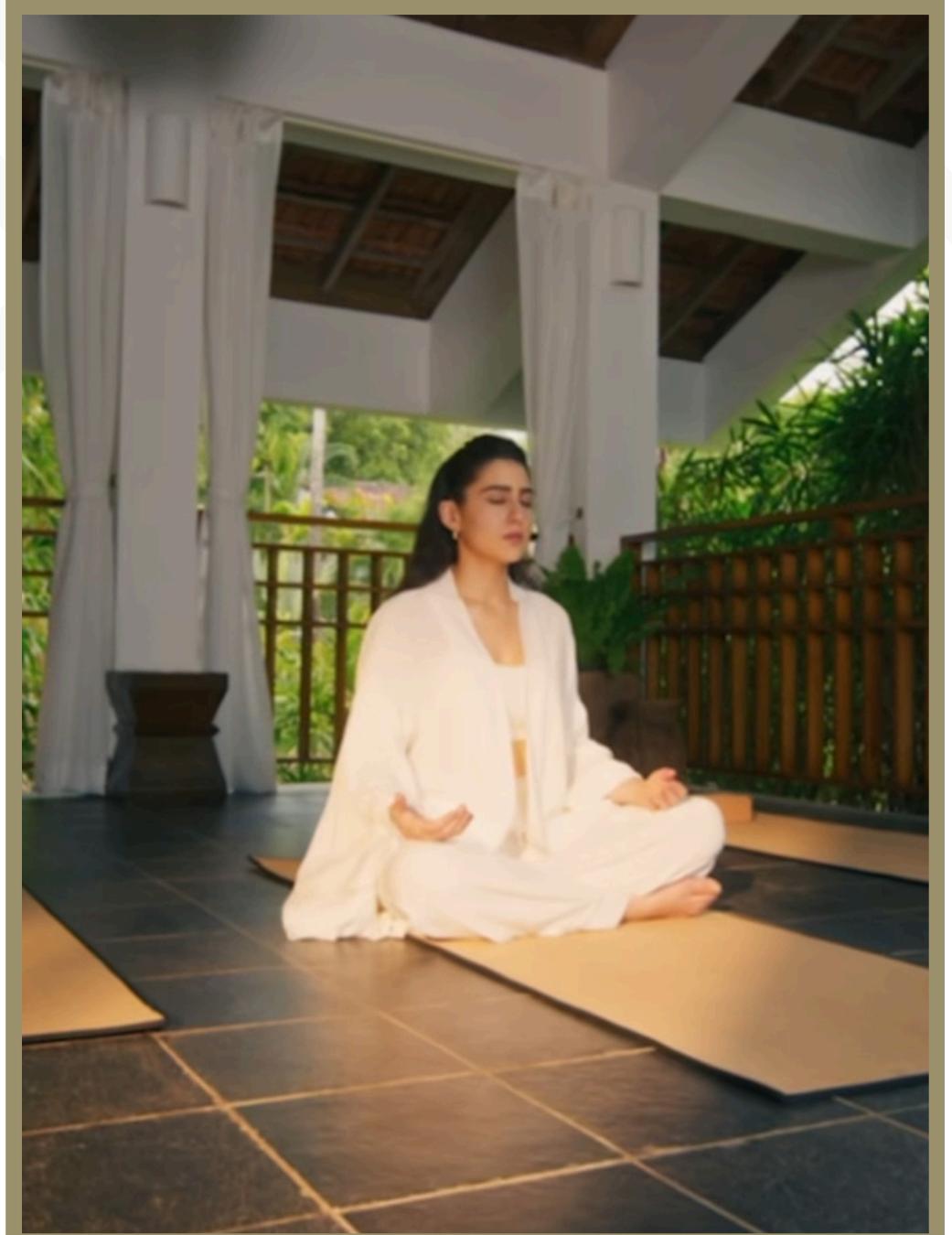
A collaborative mini-series where each week, a different influencer or wellness expert "takes over" the Wellness Centre for a day and curates their own wellness routine.

Components:

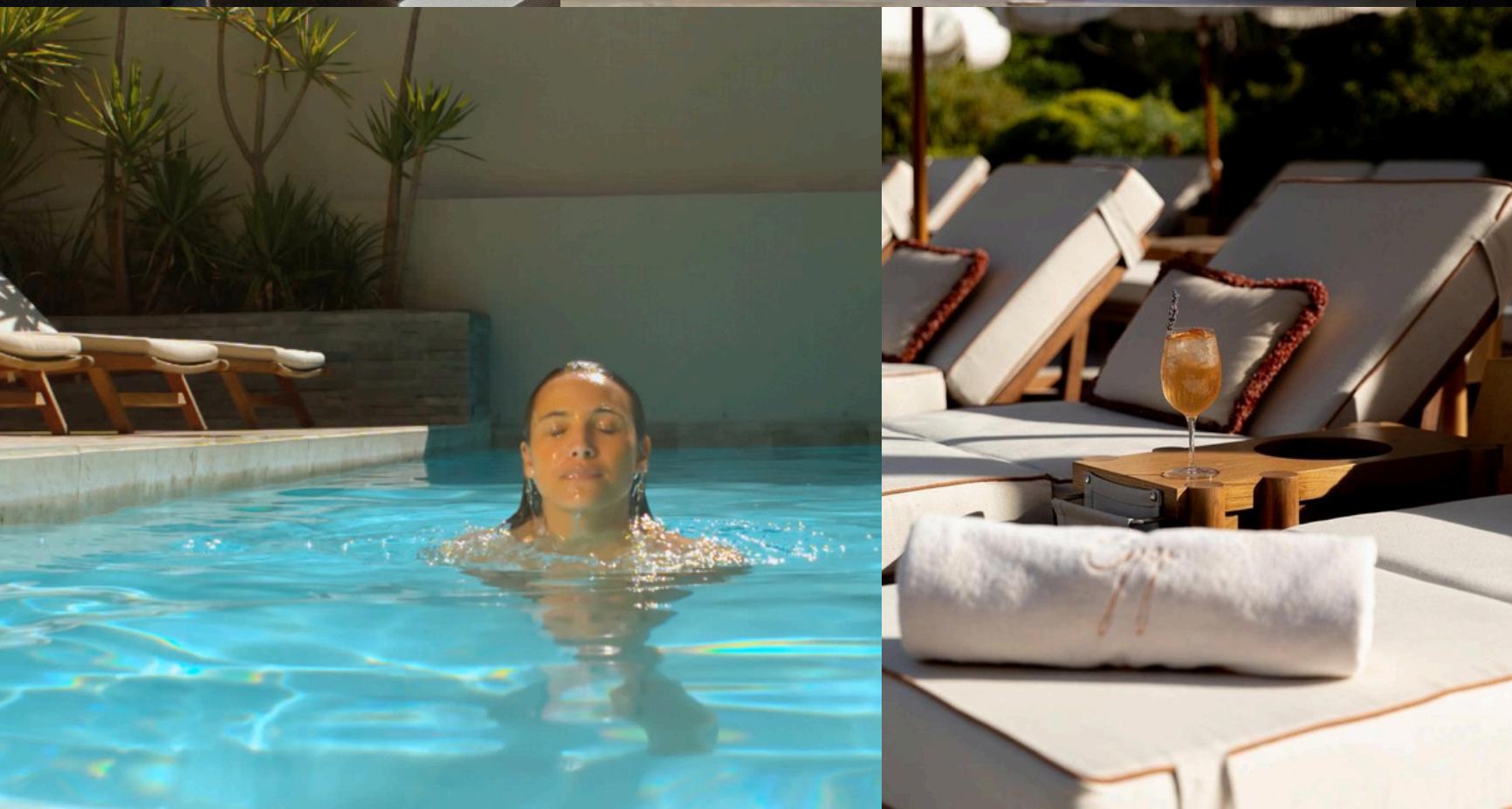
- Mini-Series Format (4–6 Episodes): Each video is titled "Wellness With [Name]", covering their day at the pool, gym, spa, or yoga.
- Influencer Curation: Think fitness trainers, mindful eating coaches, yogis, even lifestyle creators who reflect aspirational living.
- Wellness Boxes: Themed gift kits inspired by each influencer's day (e.g. spa oils, playlists, protein bites) for media & contest giveaways.
- Offline Extension: One "Wellness With" episode turns into an exclusive IRL workshop or retreat at the hotel.

Why it works:

It gives the audience a sneak peek into real wellness lifestyles through trusted voices, and subtly sells the Centre as the perfect canvas for self-care.



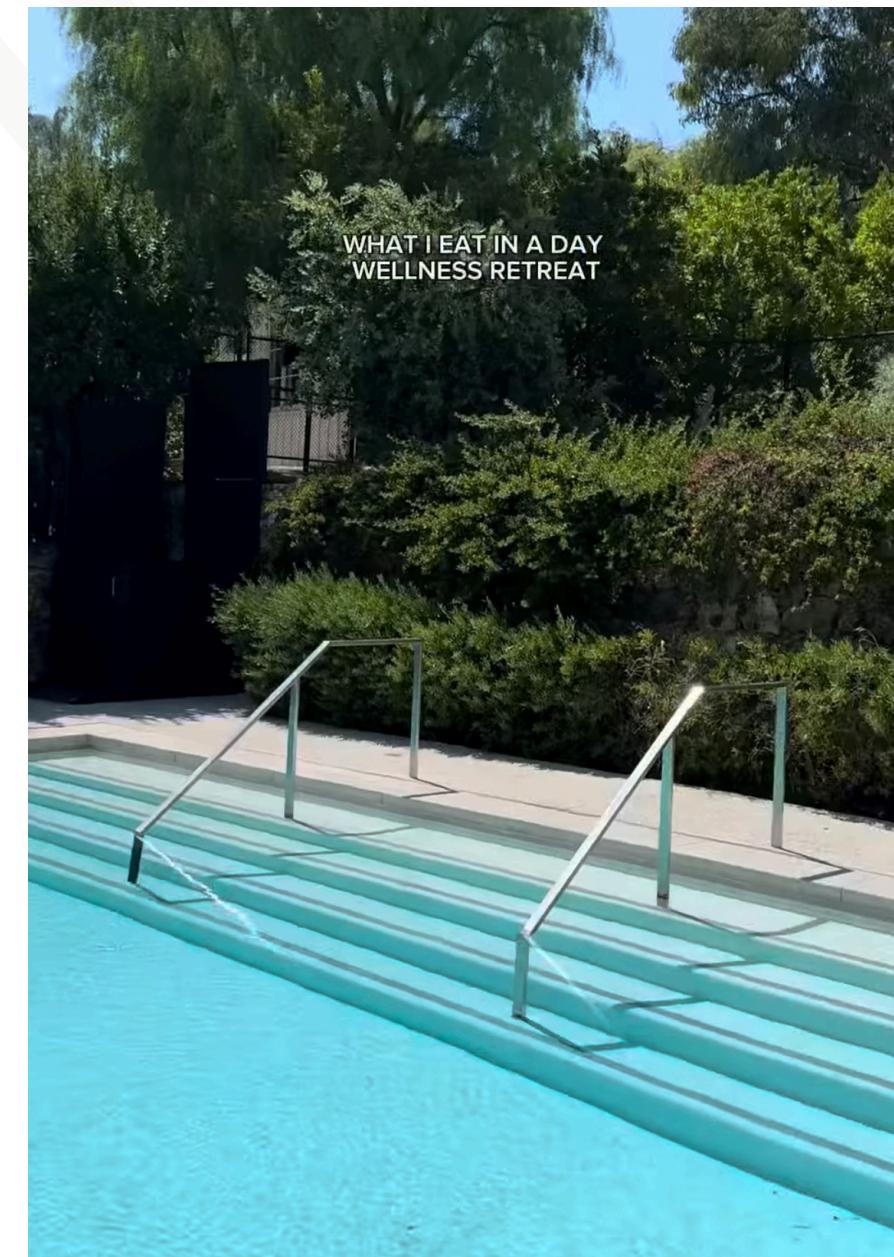
CREATIVE DIRECTION - STATIC



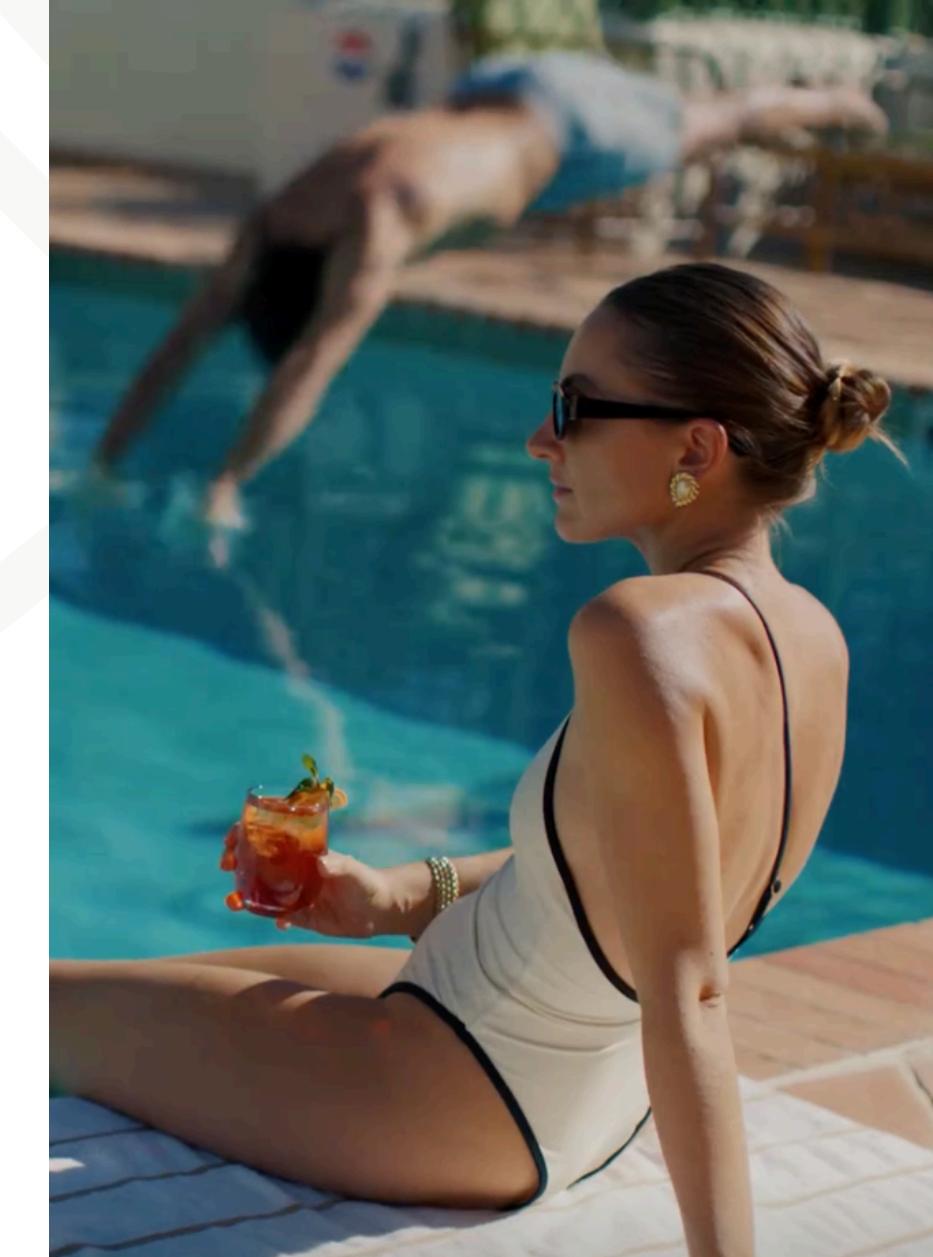
CREATIVE DIRECTION - REELS



Sensory Campaign



User-Generated Campaign



Influencer-Led Campaign



Le Petit Chef

Campaign Ideas

TARGET AUDIENCE



Fine Dining Enthusiasts

01

Locals and visitors who explore culinary trends, fusion concepts, and elevated gastronomy. Customers who regularly dine at chef-led restaurants and are familiar with experiential formats

Celebratory Diners

02

Couples, families, and friend groups seeking a *unique setting* for birthdays, anniversaries, proposals, or milestone moments. Those who are open to premium pricing for memorable evenings

Experience-Seekers

03

Urban millennials and young professionals who value novelty, design and storytelling in their dining experiences. Those who appreciate multi-sensory, engaging dining that's also refined.

Affluent Families

04

Families seeking unique, *upscale experiences* for family outings or any special occasions. Those who enjoy luxury lifestyle, travel and food.

CAMPAIGN IDEA

#ImmersedWithShangriLa

O1 The Art of Experiential Dining

Concept:

Position Le Petit Chef as a high concept culinary performance — a blend of theatre, gastronomy, and technology. This campaign leans into rarity, refinement and the artistry behind each course, appealing to diners who want meaningful, multi-sensory experiences. It appeals to modern luxury diners who value not just flavour, but the whole experience.

Execution:

- Cinematic Reels showing mood lighting, soundscapes, slow reveals of projection turning into plated art
- Encourage guests to post their favorite course with a before/after video

Why It Works:

It blends emotional storytelling, cinematic visuals and interactive moments to create a highly shareable, luxury-aligned dining experience that resonates deeply with guests and lives on through their content.



CAMPAIGN IDEA

#WorldsGreatestChefAtLPC

O2 Le Petit Chef's Culinary Tale

Concept:

This campaign celebrates Le Petit Chef as the World's Greatest Chef through innovation and storytelling. A series of educational, entertaining and visually rich content pieces, take users behind the scenes of signature menu items — learning not just what's on the plate, but the vision behind it. Audiences get to explore the process, ingredient inspirations and the culinary stories that shaped each course.

Execution:

- Reel series: "A dish, a story" — Cinematic reels that spotlight one course each, blending close-ups, BTS moments and voiceovers to showcase the inspiration and artistry behind the dish.
- Create a Highlights section for "Meet the World's Greatest Chef"

Why it works:

It's educational and interactive, offering guests a deeper connection to the experience while driving engagement through informative, story-led content.



CAMPAIGN IDEA

#SensoryDiningAtLPC #SensesOfShangriLa

O3 Five Senses, One Story

Concept:

At Le Petit Chef, dining goes beyond taste — it's a carefully choreographed, multi-sensory performance where every element plays a role in the story being told. This campaign brings that philosophy to life by celebrating how sight, sound, smell, touch and taste are seamlessly woven into the guest's journey. Each sense is not only activated, but becomes part of the narrative — transforming dinner into a story guests can see, hear, feel and remember.

Execution:

Instagram Reels/Carousel Series:

1. Each reel focuses on a sense: sight, sound, smell, touch, taste — showing how it's activated during the dining journey.

UGC Prompt:

1. Guests tag their favorite sensory highlight in Stories or Reels.

Why It Works:

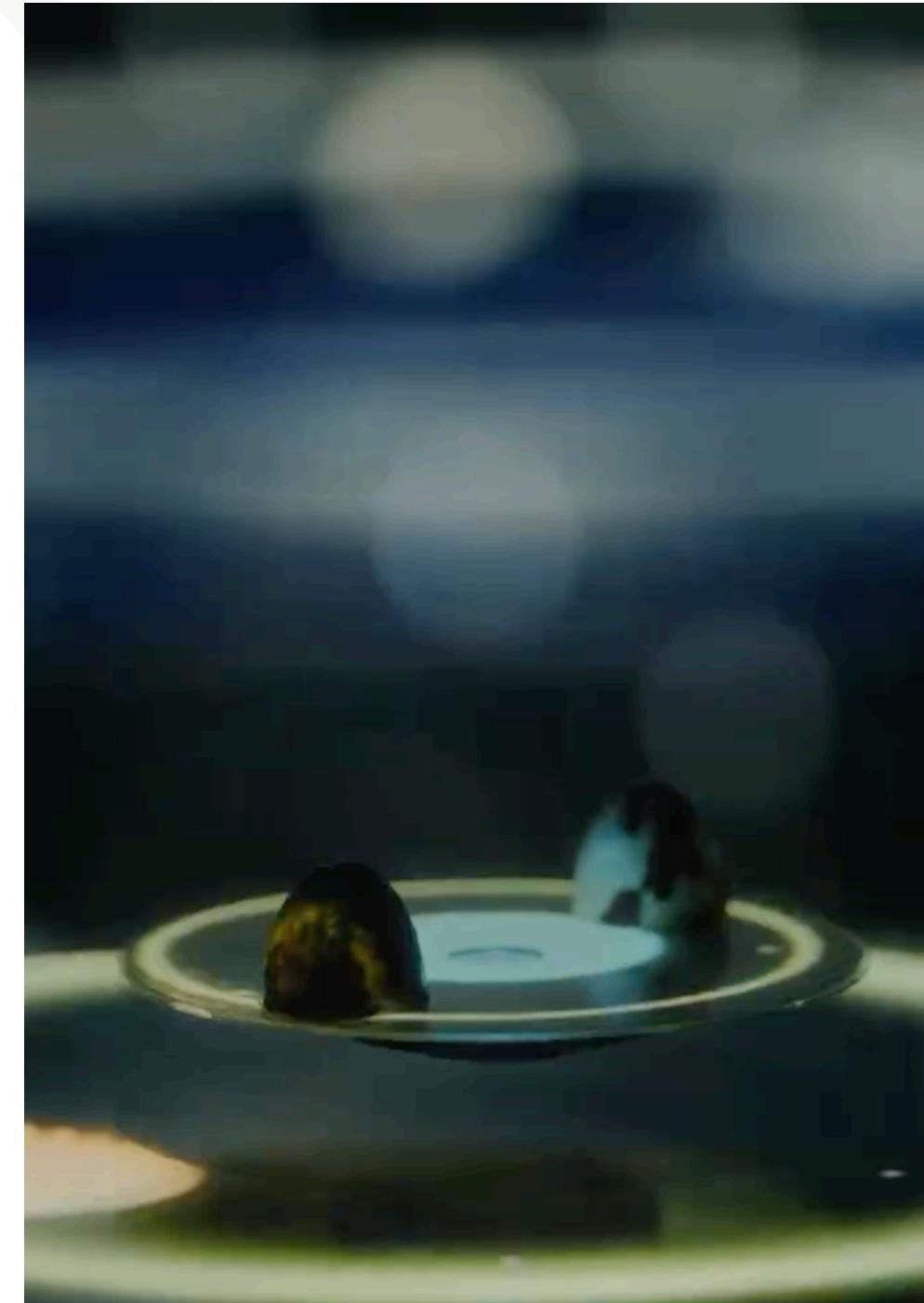
It enhances visibility through user-generated content while reinforcing Le Petit Chef as a multi-dimensional, immersive dining destination.



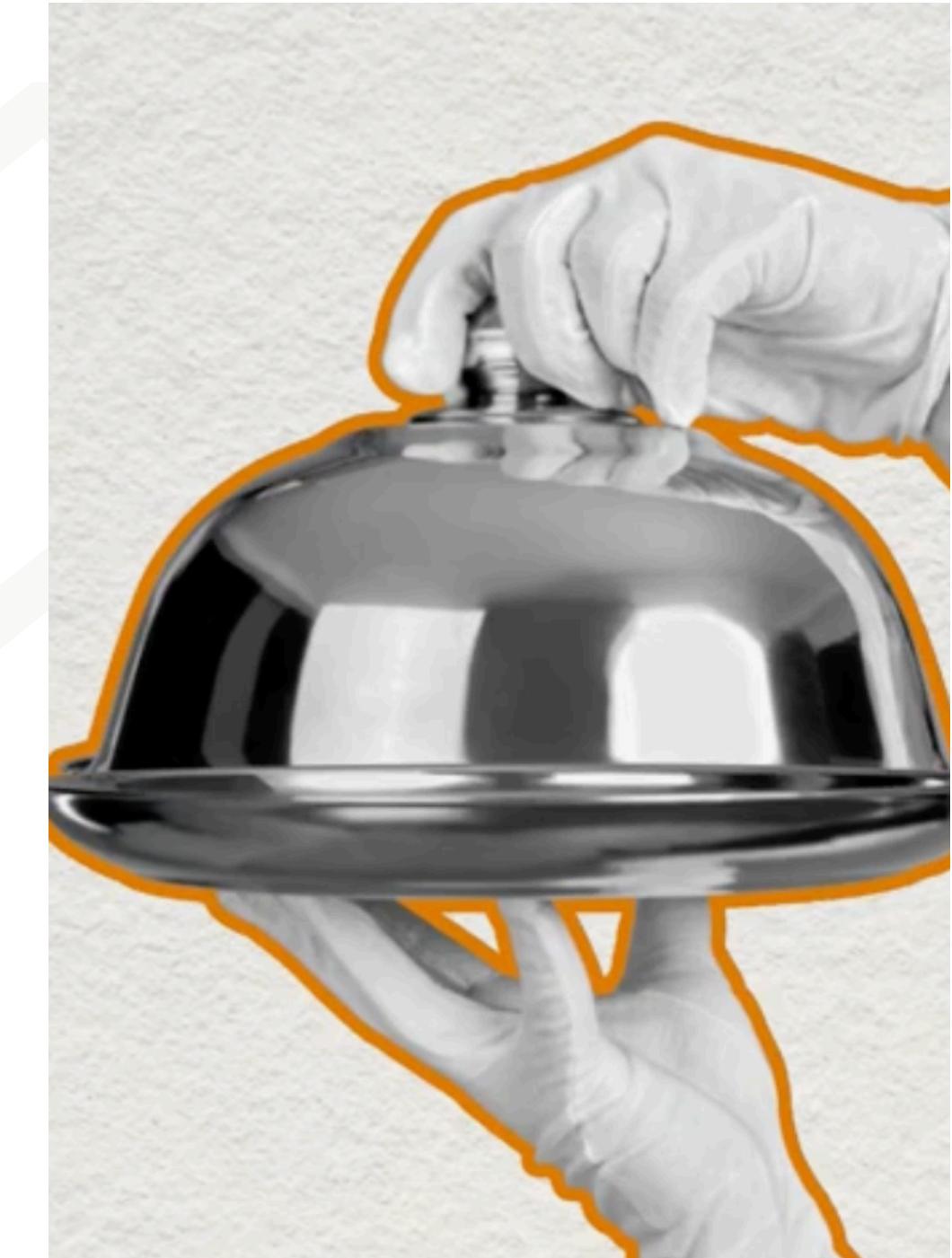
CREATIVE DIRECTION - REELS



On-Trend Reels



Sensory Campaign

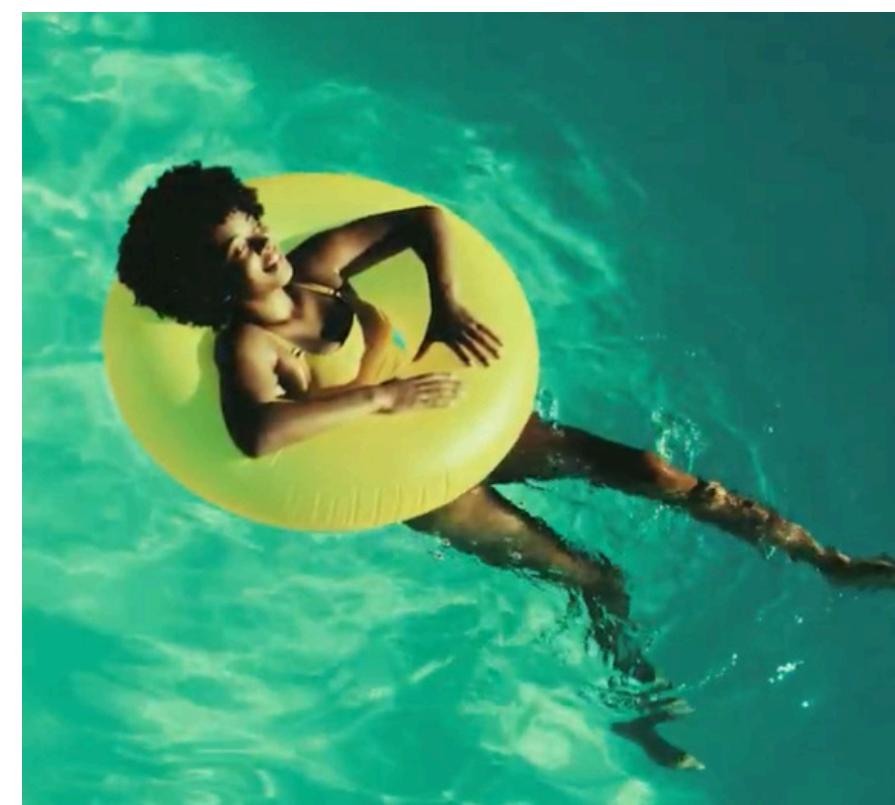
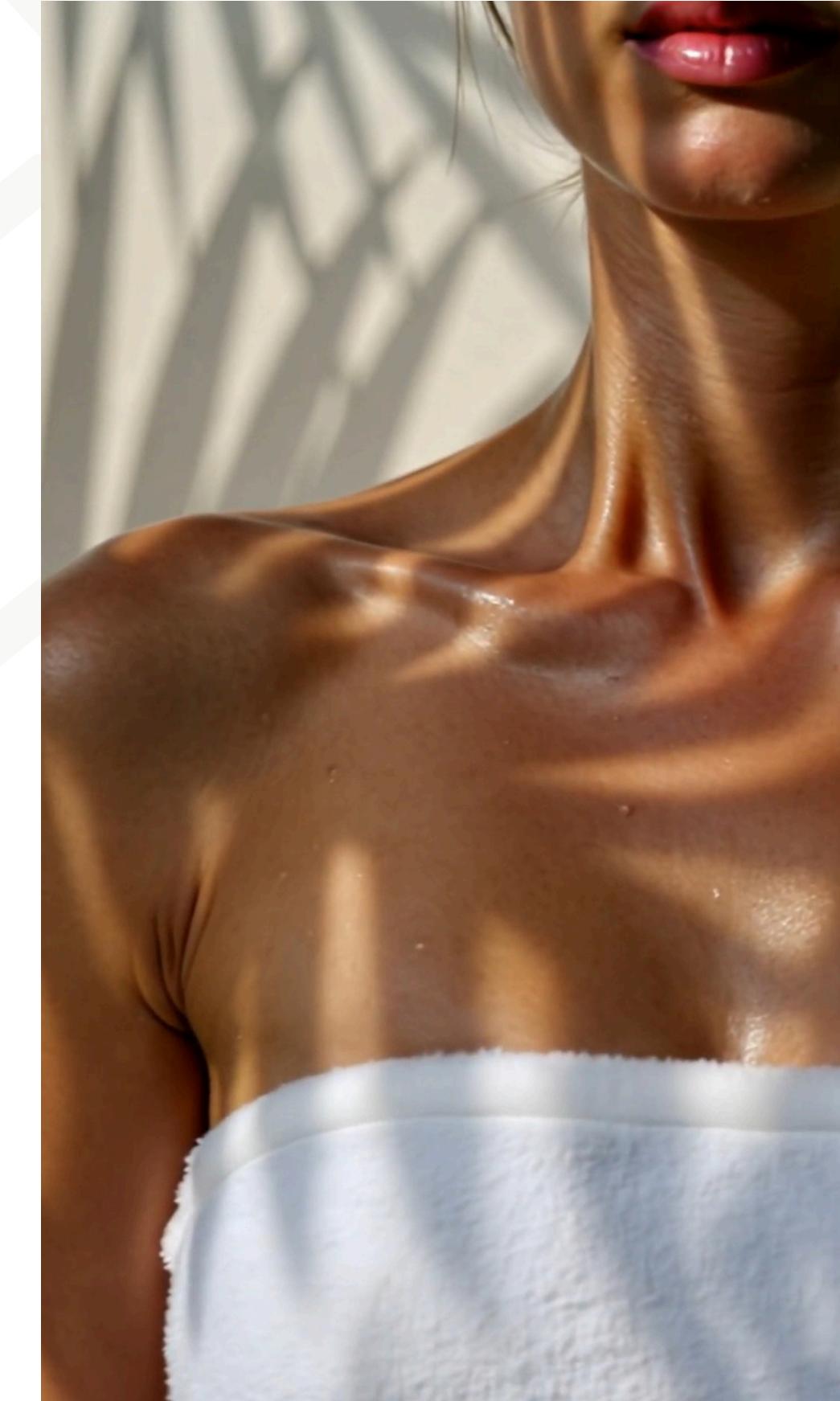
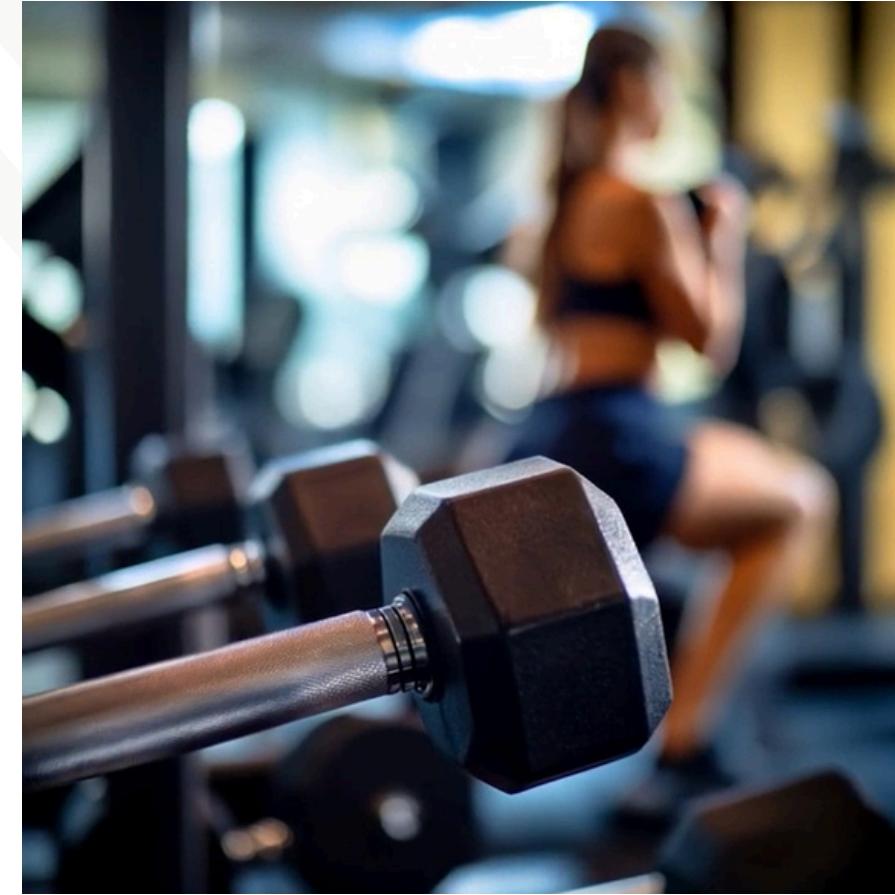


Animations

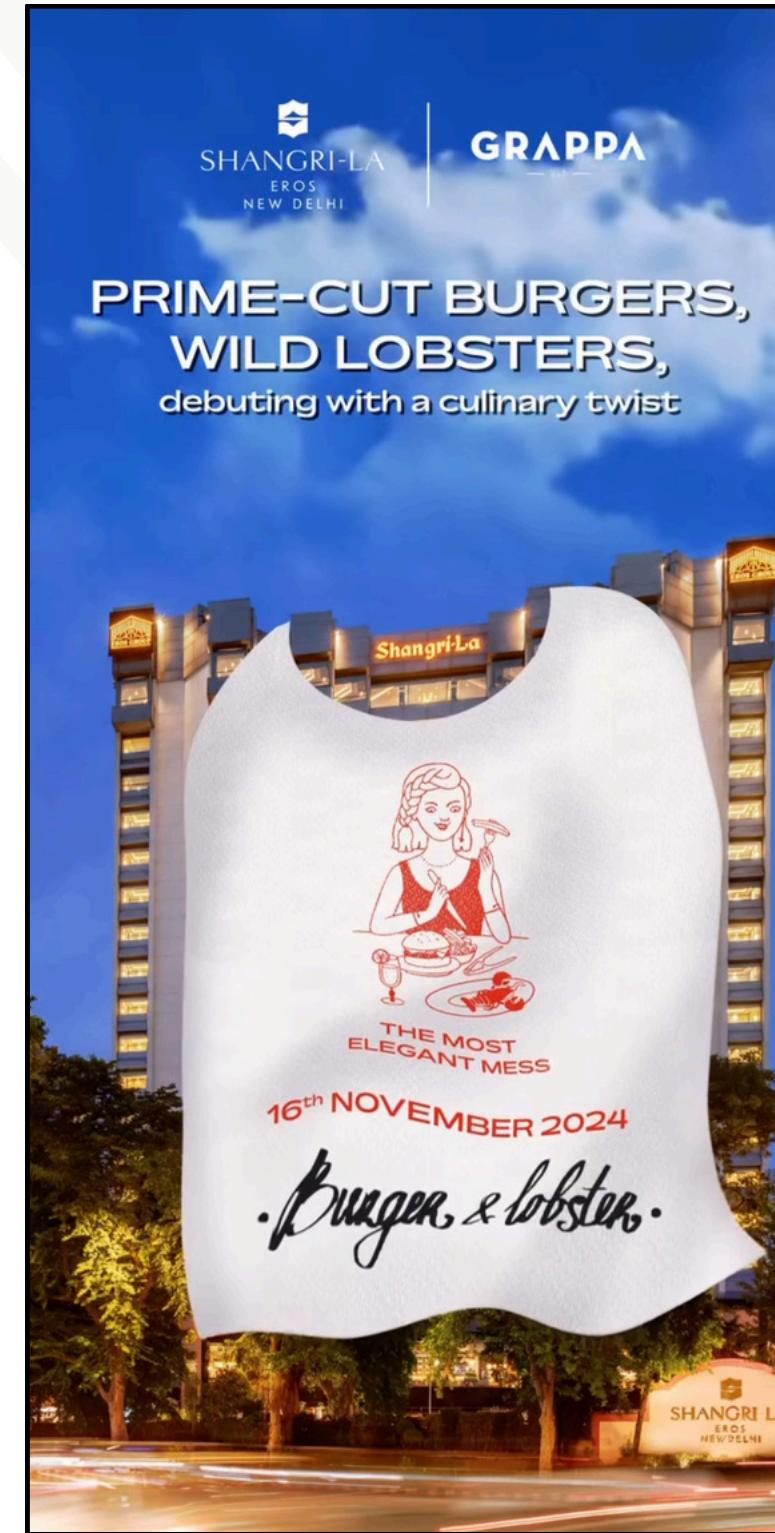
CREATIVE DIRECTION - STATIC



PREVIOUS WORK | WELLNESS CLUB



PREVIOUS WORK | BURGER & LOBSTER LONDON



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

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 Petite Chef, Sorrento, Grappa etc.

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 - 28-60

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.



Thoughts & Discussions



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