

Sustaining brand image in a competitive market



The Situation

- To Profile Hilton New Delhi/ Janakpuri, part of the Hilton Worldwide portfolio
- Build strong recall for the brand across media segments

The Idea

- Amplify the diversity of cuisines & comfort that Hotel Hilton, New Delhi / Janakpuri offers
- Exemplify the unique quotient of the hotel through amplifying its key features like Quality, Convenience, and Diversity

The Tactic

- Identified and engaged key media in the F&B / Hospitality segment
- Profiled the various high-end restaurants located in the Hotel
- Profiled key spokespeople in relevant columns and big-format business stories

The Result

- Covered extensively across CAT A publications

Fare from the Oriental basket
The new menu items like this chicken, a warm bread, and...

Number Game
55% of business attendees and 20% of the general public expect a strong start to the year ahead.

POSITIVE EXPECTATIONS
The hotel's new menu items, including the chicken, are a testament to the hotel's commitment to quality and diversity.

THE TARGETS
The hotel's new menu items, including the chicken, are a testament to the hotel's commitment to quality and diversity.

Lights off for EARTH HOUR
Hilton New Delhi Janakpuri...

Every foodies delight
If you are looking for a midnight feast then head towards this opulent star chain for a buffet that is sure to sweep you off the feet. There is something for everyone at Hilton's Twenty-9 restaurant, says DEBANSU BHOWMIK.

Twenty-9 reasons why you should travel all the way to Janakpuri in this heat
Dining at the hotel includes eight restaurants and bars. By The Way offers a selection of tea and coffee available by light snacks.

WEST SIDE STORY
Twenty-9 reasons why you should travel all the way to Janakpuri in this heat

OUR CORRESPONDENT
THE SOUTH of our cities have had a certain kind of south value attached to them. Think south Bombay (Mumbai), south Kolkata (the relatively newer part of the city) and south Delhi. Not too long ago, staying in or even traveling to Mumbai your socialite friends and colleagues from members of the local upper class. The west of the city was typically Punjabi, possibly not, not owned by the wits of change. Star hotels were mostly in the south and central parts of the city.

So when Hilton came to Janakpuri a few years back, the reasons were long debated. Since it was a good business decision after all. Though the hotel management team Hilton has become somewhat Punjabi in the process.

The new menu at its 24/7 coffee shop tells you why Hilton has struck a chord with west Delhi. Tansley, a serves Mediterranean, Asian and Indian specialties, but the new menu serves north Indian gourmet delights such as Achari Paneer Tikka and the scrumptious Punjabi Khanda Masala for lunch.

There's also that Tim Yam Sang, Special Lamb Burger, Grilled Salmon, Shredded and Tenderloin Steak. But it's north Indian that's top draw.

Hilton has other draws though.

Dining at the hotel includes eight restaurants and bars. By The Way offers a selection of tea and coffee available by light snacks.

The highlight of Zoro, the Indian specialty restaurant, is Kashmiri and Mughlai cuisine. Citrus Gold presents authentic, ornate cuisine and Promenade Italian favourites complemented by an extensive wine list. Reason enough to make the long trip to west side of the city.

AT Twenty-9 Hilton Janakpuri, Citrus Gold Cuisine. TIMING: At day PRICES: 6,12,15,22 MEAL FOR TWO: Rs. 3,000 plus taxes

Hip hop to Punjabi beats

DAY IN DAY OUT
What's on Around Town