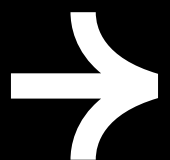


CHOKHI DHANI GROUP

Transition of positioning
Cultural Entertainment Brand
Luxury Heritage hospitality brand

435x ROI in Sales

- + Rebranding
- + Virality
- + Organized Marketing Strategy & System
- + Setup of in-house team



01 SUB-BRANDS OF CHOKHI DHANI GROUP

Chokhi Dhani Resort Jaipur

Kalagram

Rigid Industries

Pink Pearl Fun City, Jaipur

Chokhi Dhani Foods

Chokha Punjab, Jaipur

Chokhi Dhani London

Chokhi Dhani Dubai

Chokhi Dhani Foods Dubai

Village Fair & Restaurant, Jaipur

Village Fair & Restaurant, Panchkula

Village Fair & Restaurant, Sonipat

Village Fair, Amritsar

Ethnic Resort, Jaipur

Ethnic Resort, Indore

Pink Pearl Hotel, Jaipur

Palace Hotel, Jaisalmer

Desert Camp Jaisalmer



02

REBRANDING // BRAND REFRESH COLOUR THEORY

RED BARN
#7B1605

CAMEL
#B89167

GOLD
GRADIENT



03

REBRANDING // BRAND REFRESH FONTS

Luxora **Grotesk**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

PRIMARY BODY TYPEFACE
—
To be used for body text like paragraphs, second information,
description or in-depth detailed information.

Gestarla

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

SECONDARY DISPLAY TYPEFACE
—
To be used for small headings of supreme importance,
to be used where activities, food and fun part requires.

Emilea

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

PRIMARY DISPLAY TYPEFACE
—
To be used for display banners, signages, headings,
titles and important highlighter text.



04

REBRANDING // BRAND REFRESH BRAND PATTERN / INDIA

World's first digital mandana art created to represent a scene of chokhi dhani, and it's heritage



05

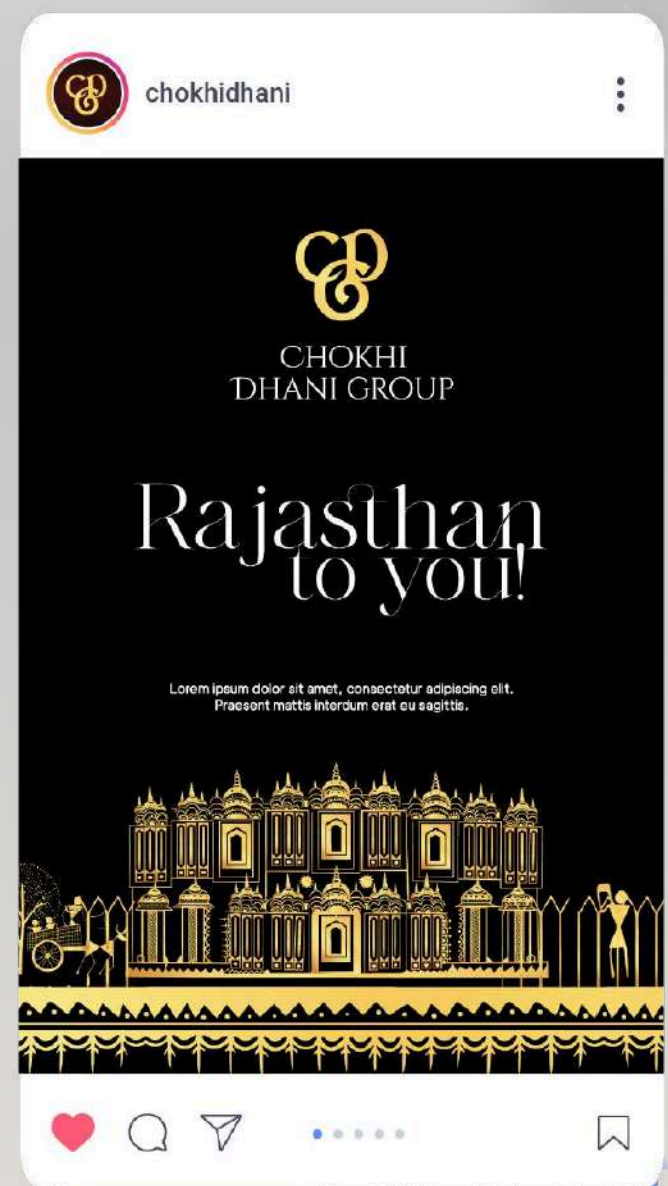
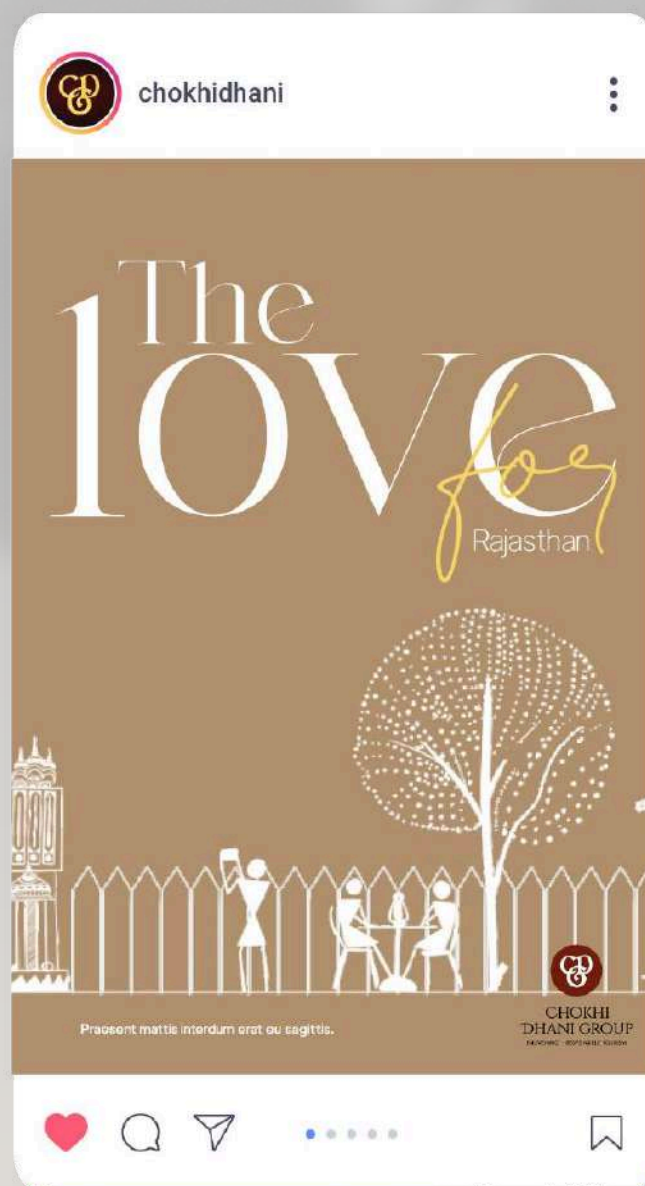
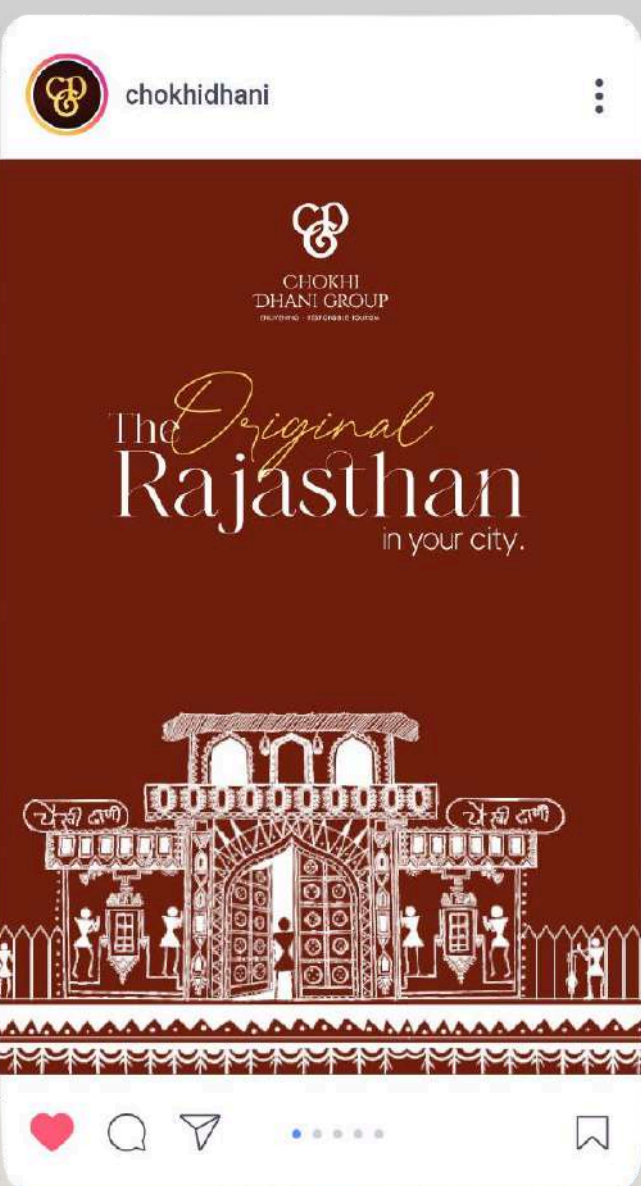
REBRANDING // BRAND REFRESH BRAND PATTERN / INTERNATIONAL



06

REBRANDING // BRAND REFRESH

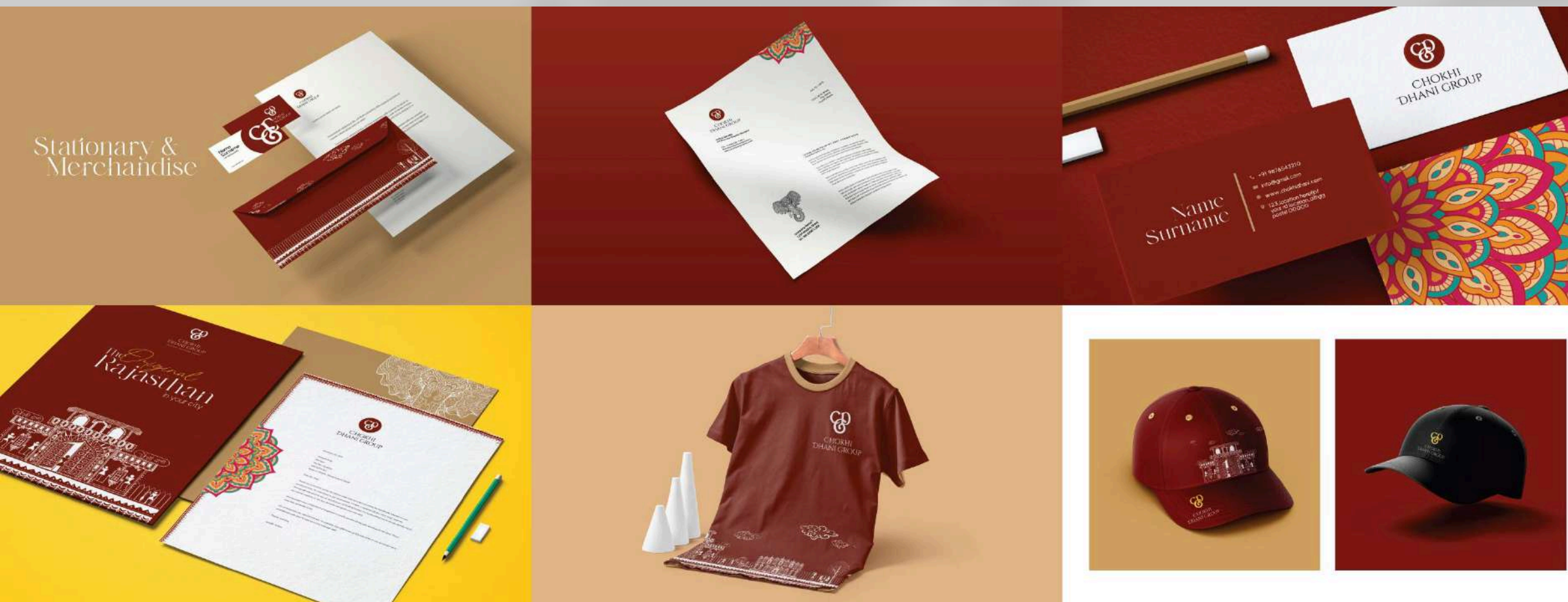
SOCIAL MEDIA LOOKBOOK



07

REBRANDING // BRAND REFRESH

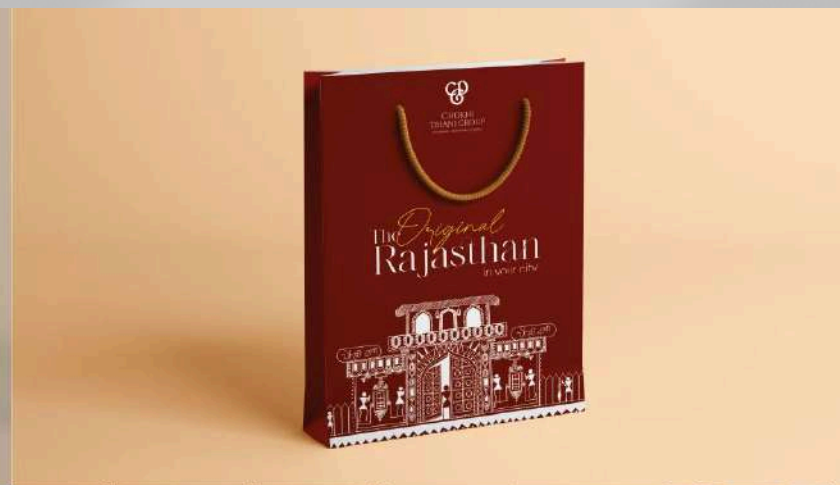
STATIONARY & MERCHANDISING



07

REBRANDING // BRAND REFRESH

STATIONARY & MERCHANDISING



08

WEBSITE REVAMP

Under the following Parameters



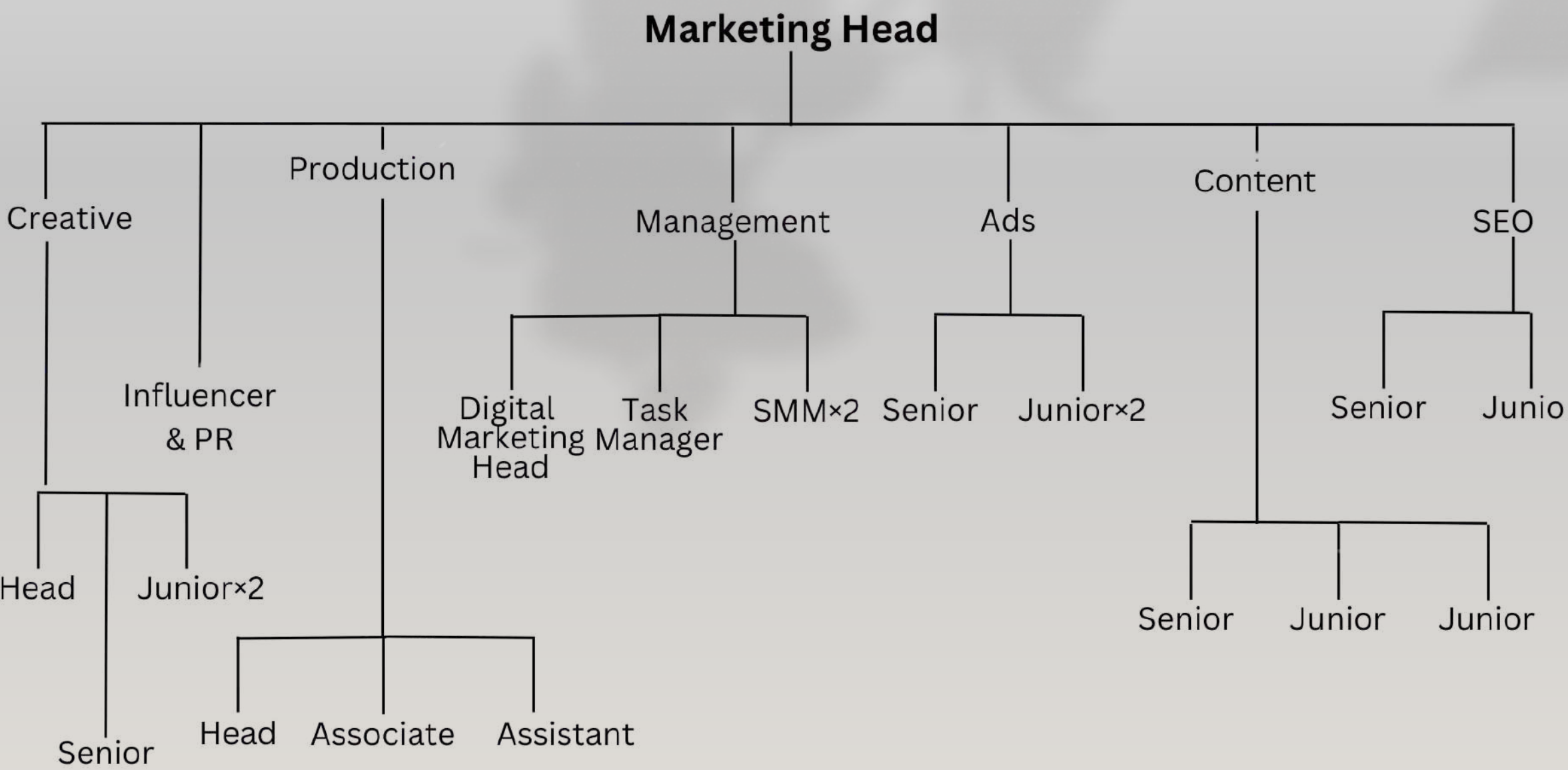
- ✓ Minimal
- ✓ Brand aesthetics oriented
- ✓ Anchor theory applied
- ✓ Focus on rich heritage as opposed to maximal cultural aspect
- ✓ Highlighted international presence to better the positioning



09

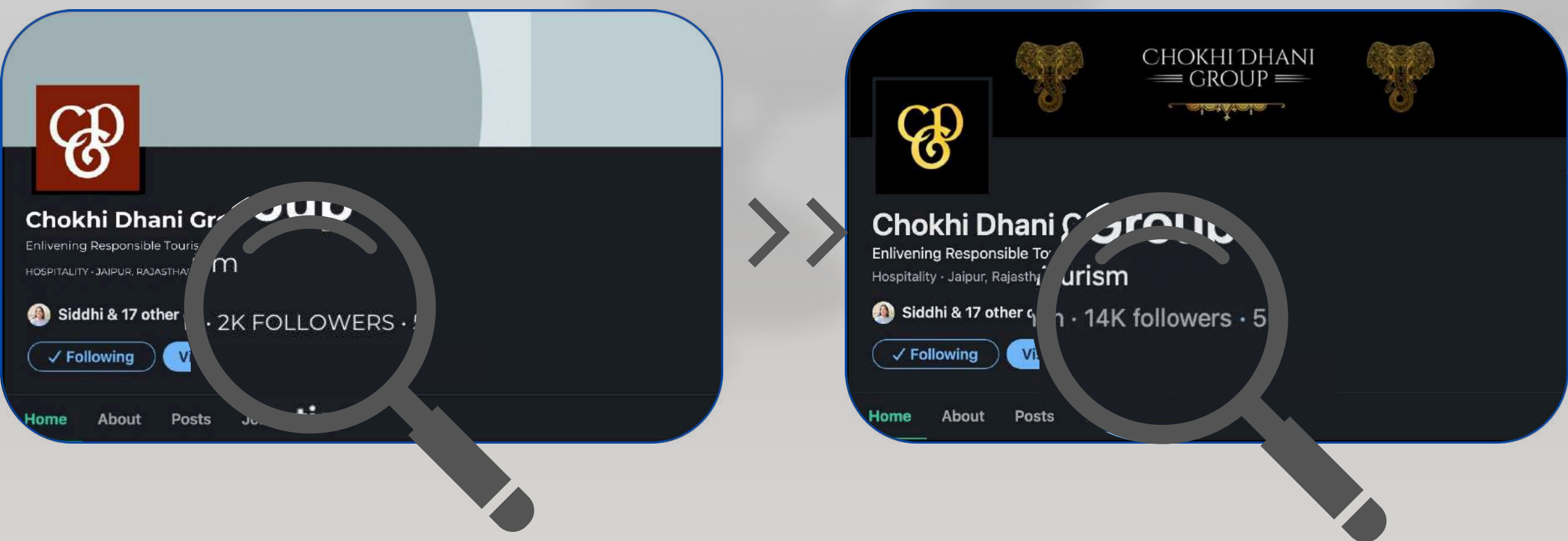
MARKETING TEAM HIERARCHY FLOWCHART DEVELOPMENT

To manage 17 sub brands



10

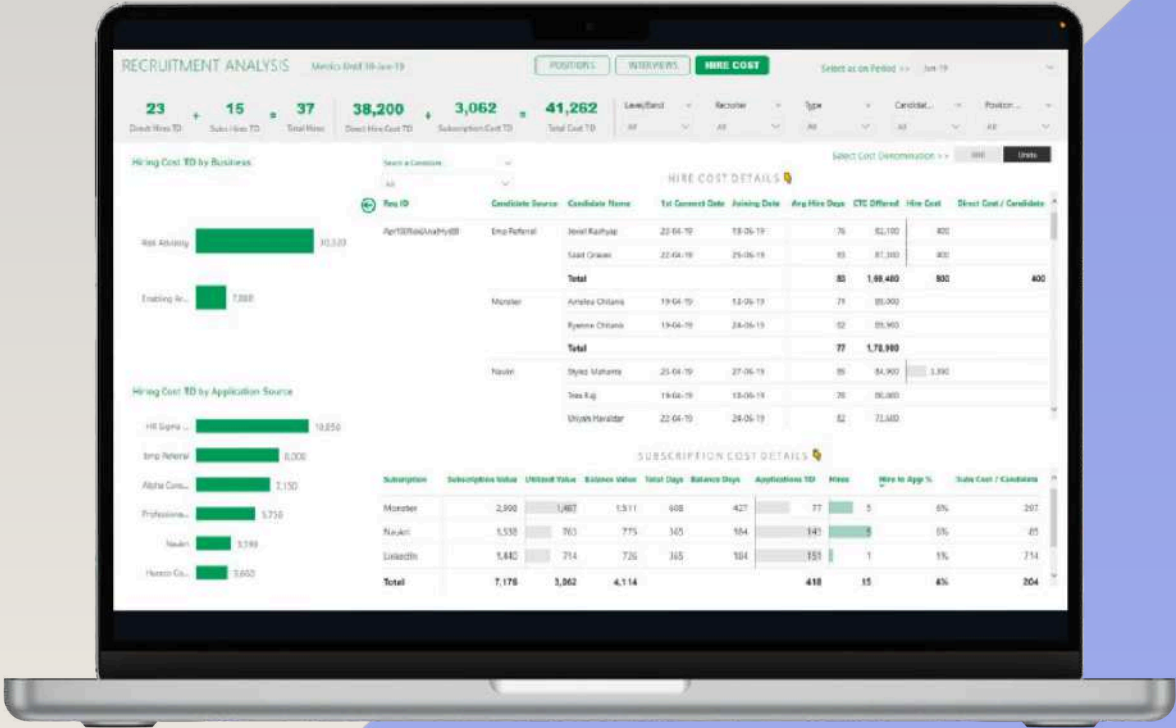
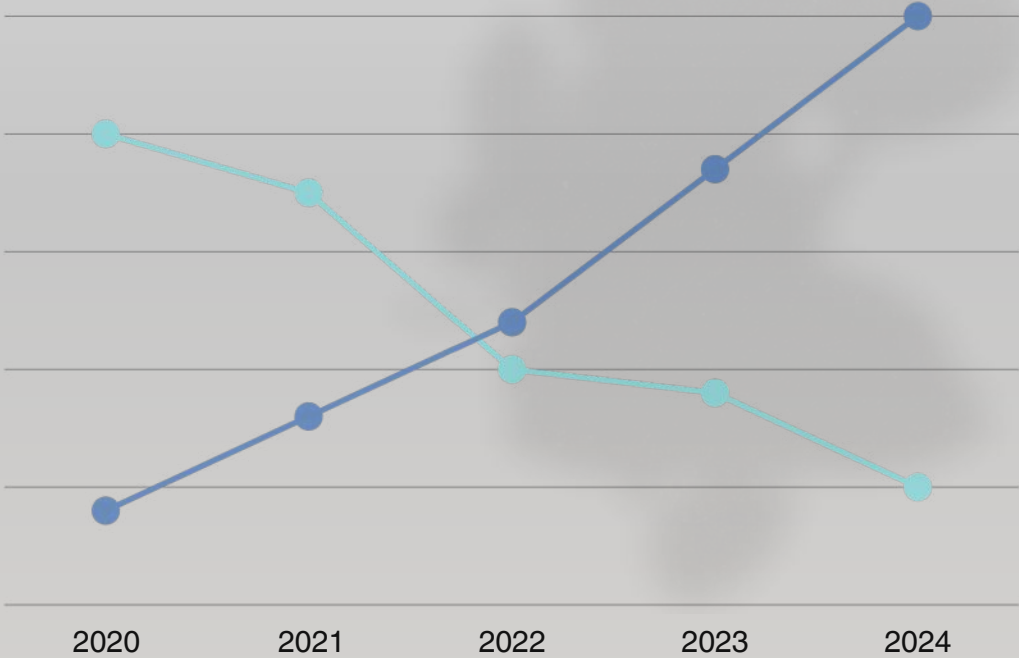
FOCUSING ON CORPORATE IDENTITY GROWTH



11

MARKETING TEAM RECRUITMENT OPTIMISATION

“Tie-ups Done with 4 companies
Reduced the recruitment cost by 50% & decreased the turnaround time by 3.5x, also increased the retention & recruitment quality.”



12

JOB DESCRIPTIONS SETTING FOR THE MARKETING TEAM

For better clarity of job roles, and the vacancy, to find the perfect match, as well decrease attrition.

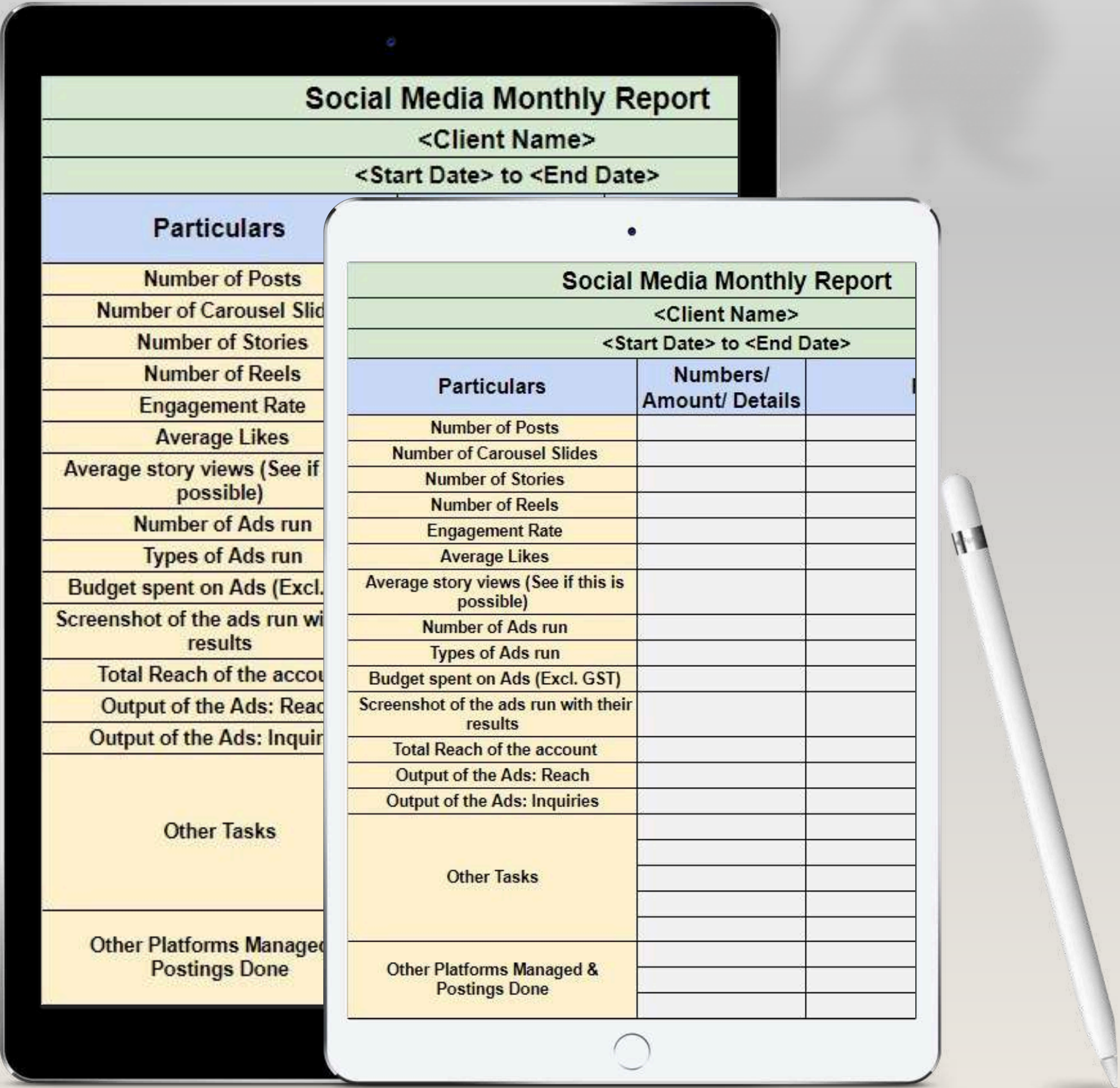
- ✓ Content
- ✓ Creative Ads
- ✓ Digital Marketing
- ✓ Production
- ✓ SEO

	PROFILE
	QUALIFICATION
	SKILLS EXPERIENCE
	SOFT SKILLS REQUIRED
	JOB ROLES
	REPORTING METHODOLOGY



13

SETTING UP KPI FORMAT OF MONTHLY REPORTING PHASE 1



14

SETTING UP KPI FORMAT OF MONTHLY REPORTING PHASE 2

CDG KPIs towards Sales											
File Edit View Insert Format Data Tools Extensions Help											
Q Menus 100% View only											
A1:K1 KPIs for Chokhi Dhani Group											
Name box (K + J)											
KPIs for Chokhi Dhani Group											
Purpose: To get the social media KPIs to convert as close as possible to Sales											
	S.No	Category	Particulars	KPI	Amount/ Percentage	Weighted Average (Sub-KPIs) Total 10	Weighted Average (KPIs) Total 10	Remarks	Brands to compare the same from	Score of the KPI (Out of 10) From Consultant	Score x Weighted Average (Sub-KPI) x Weighted Average (KPI)
4	1	Instagram	Followers	Growth (Month-on-month)		0.8	1.5		Suryagarh		0
5	2		Engagement Rate	Growth (Month-on-month)		0.3					0
6	3		Reels Engagement Rate	Growth (Month-on-month)		0.6					0
7	4		Reels Viral	Number		0.5					0
8	5		Organic Reach	Growth (Month-on-month)		0.3					0
9	6		Inorganic Ads Reach	Growth (Month-on-month)		0.3		Organic reach should be from a relevant TG			0
10	7	Instagram Inquiries	Number of Inquiries Received	Growth (Month-on-month)		0.7	2				0
11	8		Inquiries Converted	Growth (Month-on-month)		1					0
12	9	Instagram Collabs	Influencer Collabs/ Month	Number		0.6	2	Instagram Specific Influencers			0
13	10		Influencers Posts Engagement	Growth (Month-on-month)		0.7		Instagram Specific Influencers			0
14	11	Facebook	Followers	Growth (Month-on-month)		0.2	0.8				0
15	12		Engagement Rate	Growth (Month-on-month)		0.2					0
16	13		Reels Engagement Rate	Growth (Month-on-month)		0.3					0
17	14		Reels Viral	Number		0.3					0
18	15		Organic Reach	Growth (Month-on-month)		0.1					0
19	16		Inorganic Ads Reach	Growth (Month-on-month)		0.2		Organic reach should be from a relevant			0



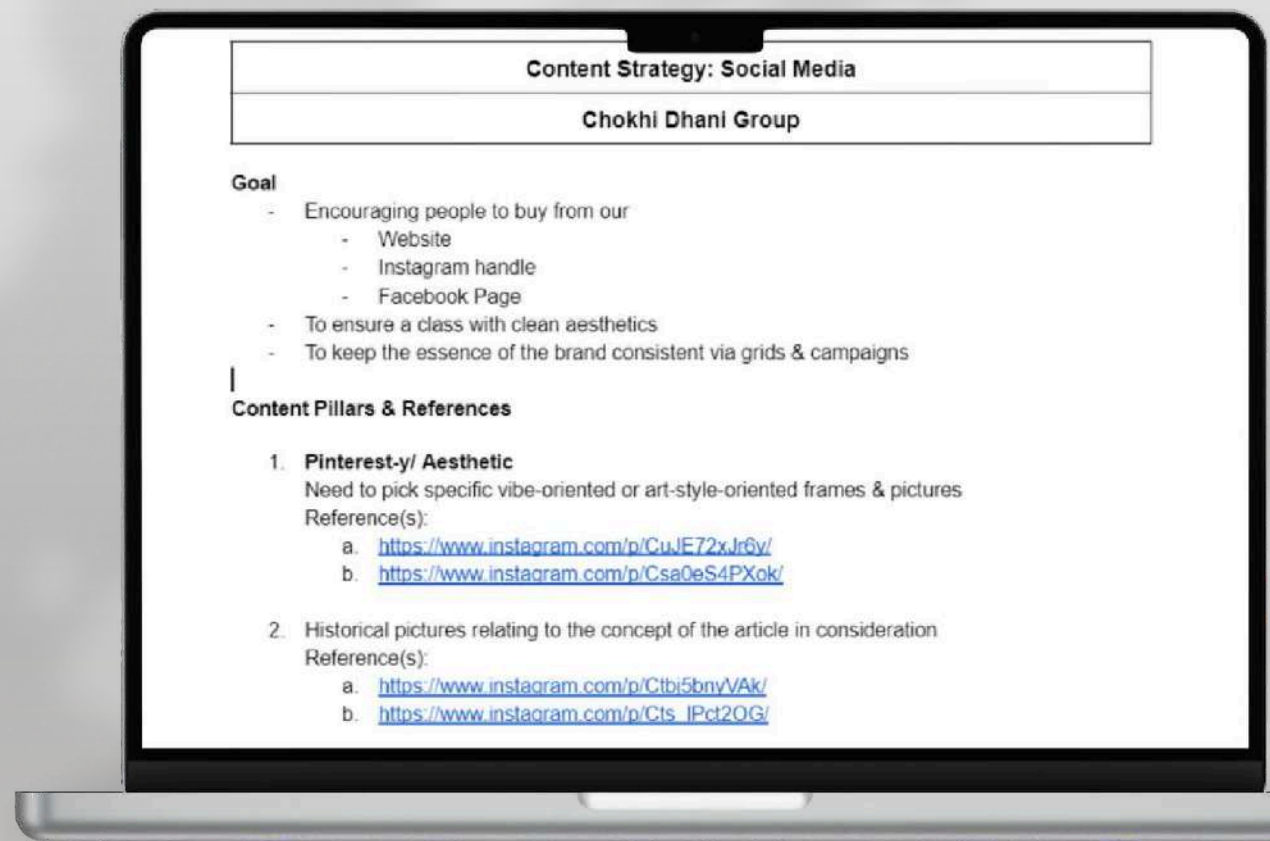
15

INTERVIEW REPORTING FOR LONG TERM RECRUITMENT PLANS

CDG Hiring									
File Edit View Insert Format Data Tools Extensions Help									
Search Menus 100% View only									
A1	Name								
1	Name	Vighanesh Ojha	Suchir V Jindal	Dhruv	Nand Lal	Gurdit	Pritesh	Dinkar (Gayatri)	Dee
2	Contact Number								
3	Responsiveness								
4	Tech Orientation								
5	English Communication								
6	Industries worked in								
7									
8	Core Competency								
9									
10									
11	Digital Platforms Worked on								
12	Digital Platforms Not Worked on								



16 Content Strategy Created for



9. How to use and place our articles
Reference(s):
 - a. <https://www.instagram.com/p/Crk4nVGp2KN/> (This could be more aesthetic, however)
10. Storytelling around a product/ article
Reference(s):
 - a. <https://www.instagram.com/p/CsSwNPyp2Lv/>
11. Storytelling motion graphics // Not focusing on any specific product
Reference(s):
 - a. https://www.instagram.com/p/CuHl33Xl4_v/ // However the vibe will be very subtle so will be the colours
12. Storytelling about our brand's USPs and highlight pointers
Reference:
 - a. <https://www.instagram.com/p/CtG9W74uWtY/>
13. Macro shots of product/ article detailings
 - a. Could be carousels
 - b. Could be static posts
 - c. Could be reels as well
14. Brand Music Playlist (Really trending)
Reference(s):
 - a. <https://www.instagram.com/p/CooZkQzqrI/>

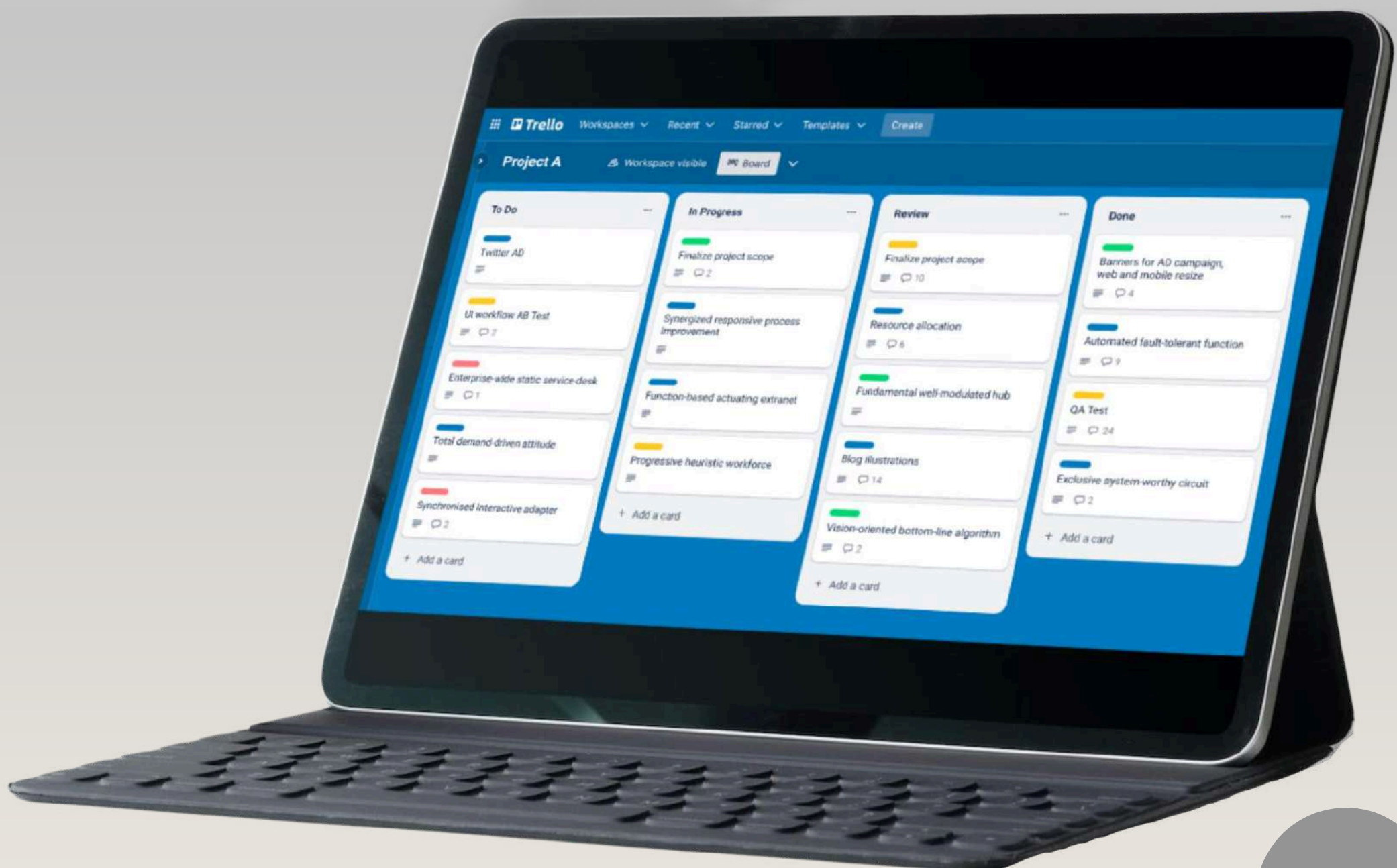
- ✓ Social Media Content Strategy
- ✓ Ads Strategy for follower growth
- ✓ Ads Strategy for Customer Acquisition
- ✓ Google Business Ads Strategy
- ✓ Performance Marketing Ads Strategy
- ✓ Content jacking for reel strategy



17

BASIC TRAINING & SOPS FOR TEAM MANAGEMENT

- Training session
- KRA definition
- Expectation setting
- Team management software executed



18

VIDEO PRODUCTION SOPS & SYSTEMS DEVELOPMENT

Freelance Tie-Ups

- Cheaper than in-house
- More creative
- Better storytelling & cinematography



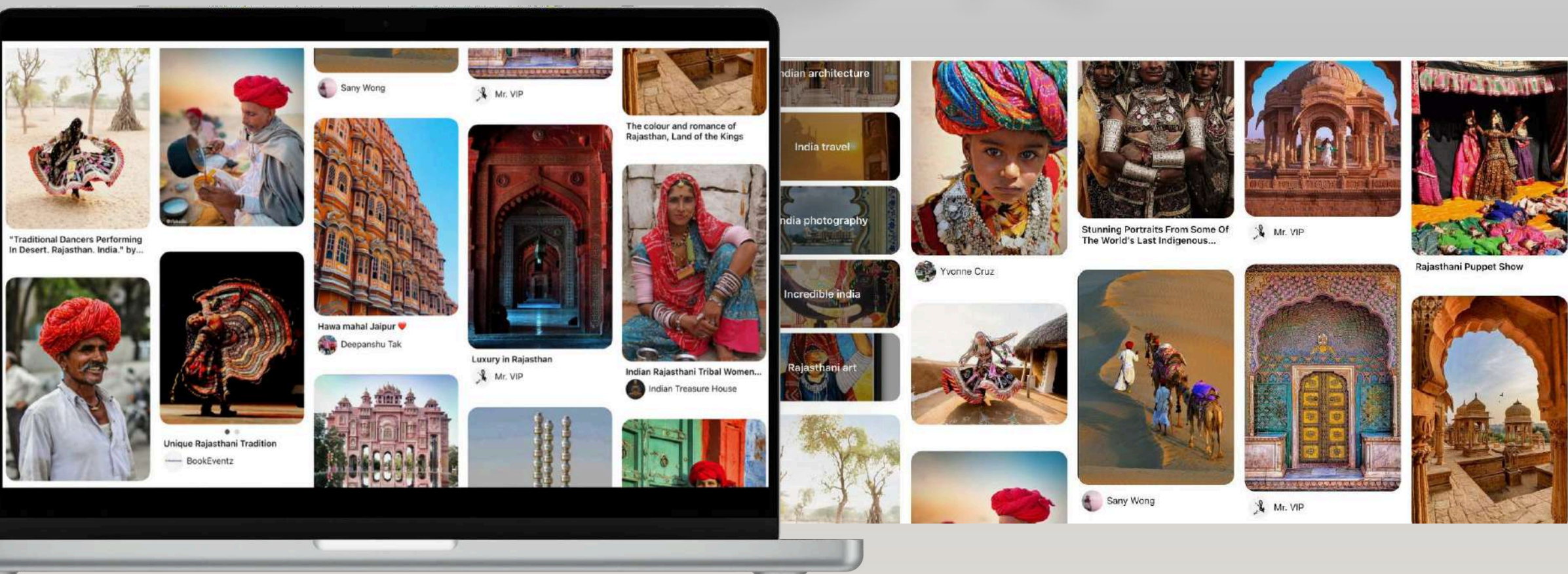
Output

- Higher reach
- Better recall
- Better Quality with result driven cost
- Higher ROI of ads spent



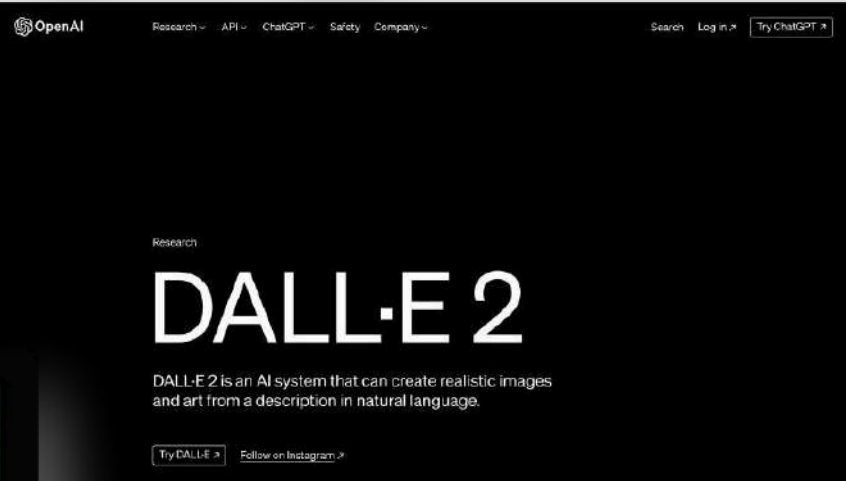
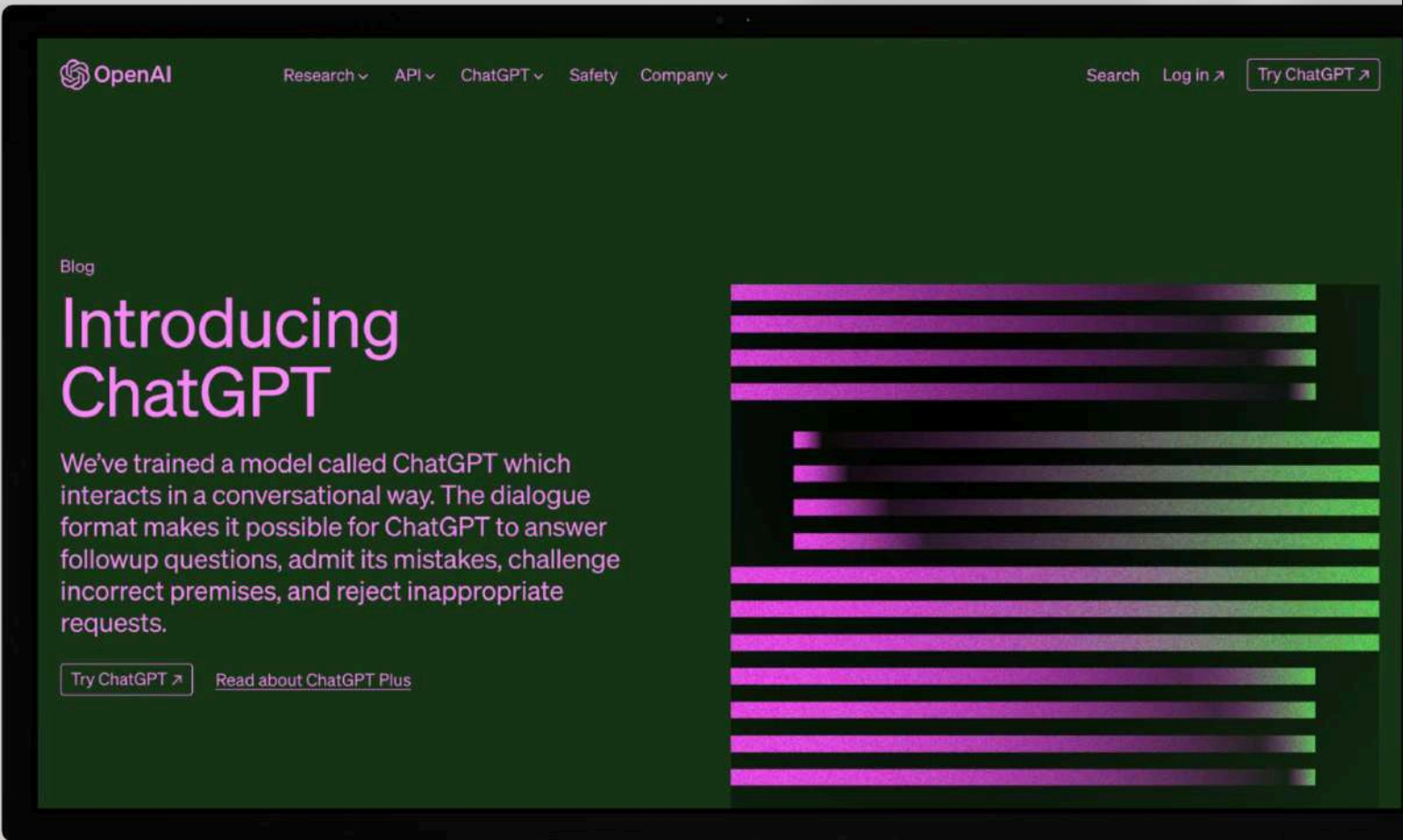
19

REFERENCE BOARD FOR PRODUCTION & PHOTOGRAPHY

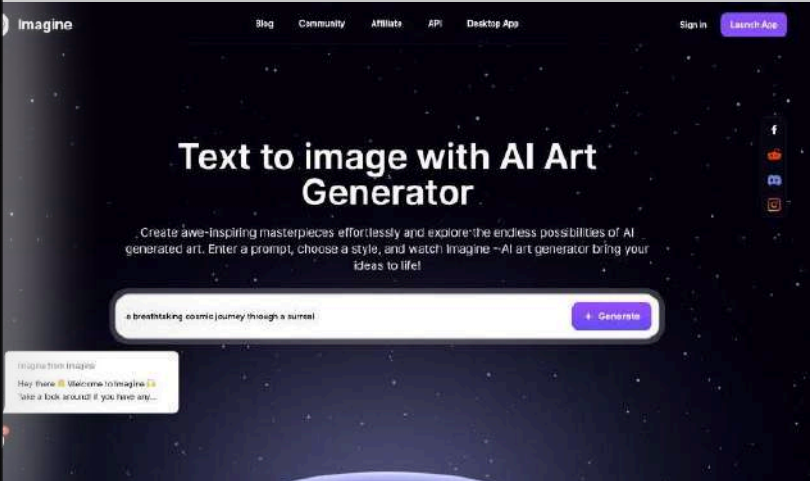


20

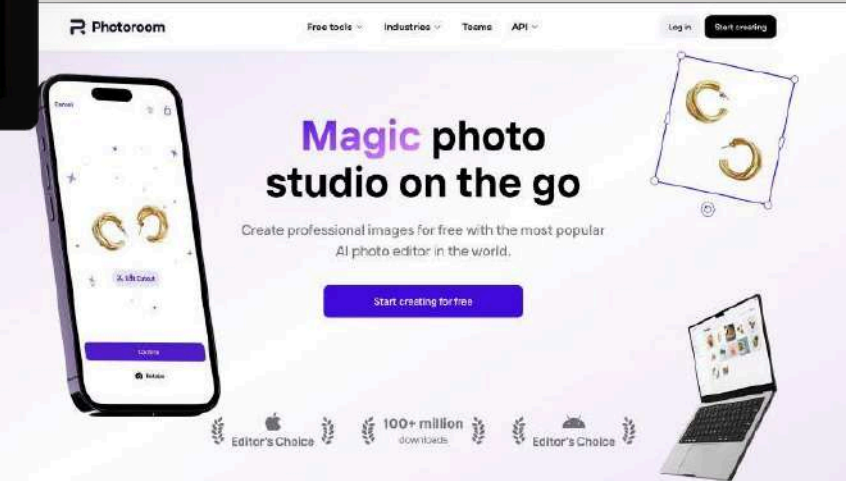
AI INTEGRATION



DALL E



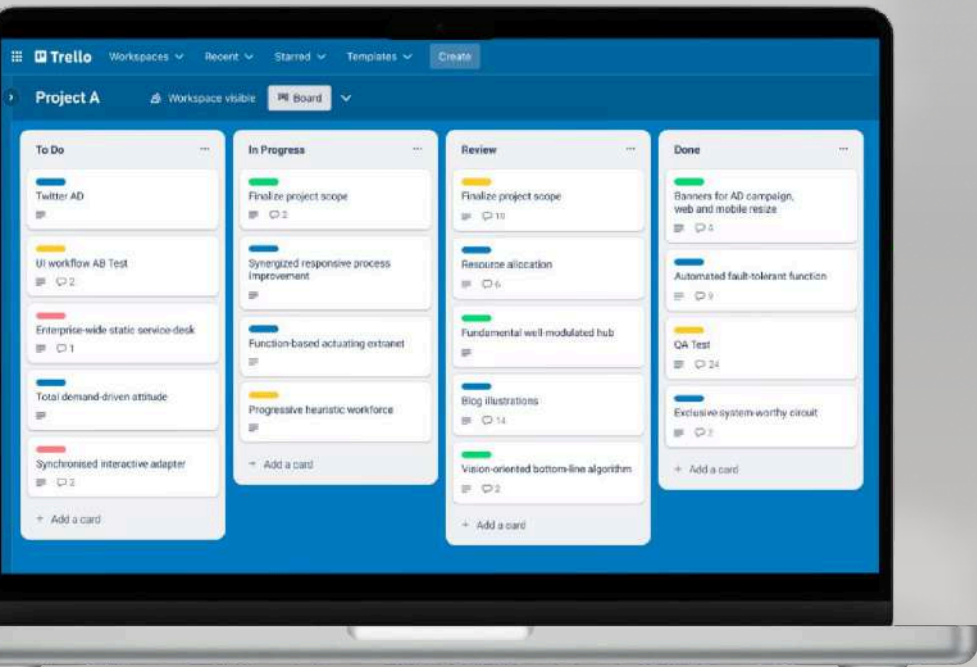
MIDJOURNEY



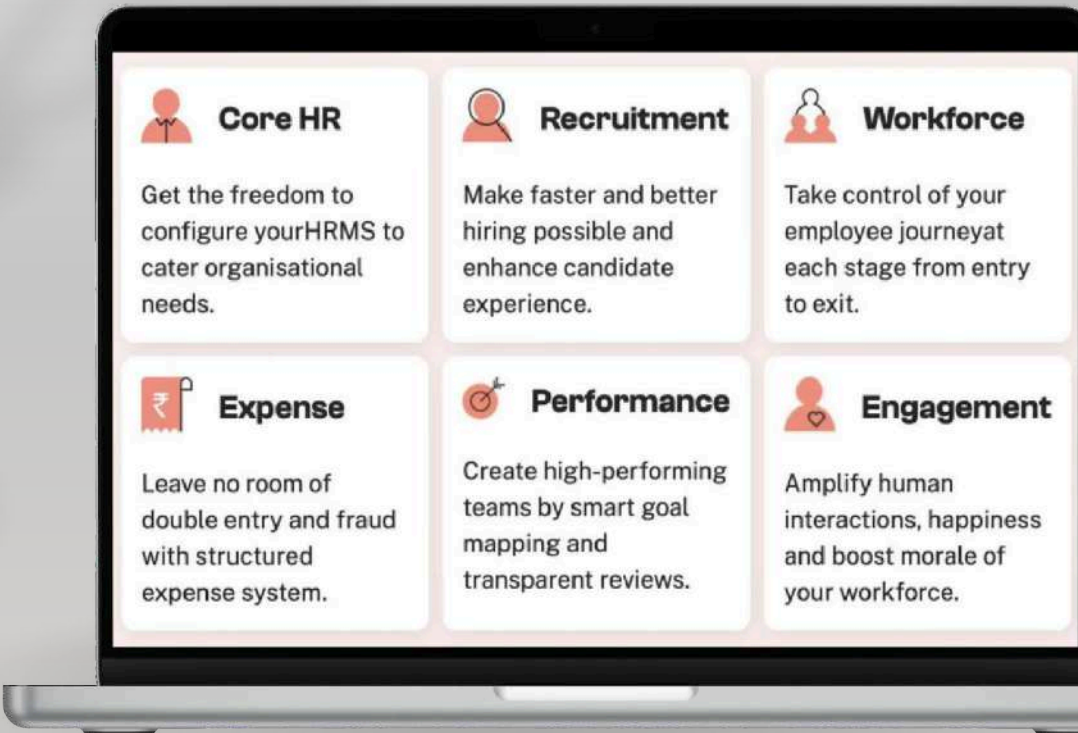
21

AUTOMATION SOFTWARES

TEAM & TASK MANAGEMENT -
TRELLO

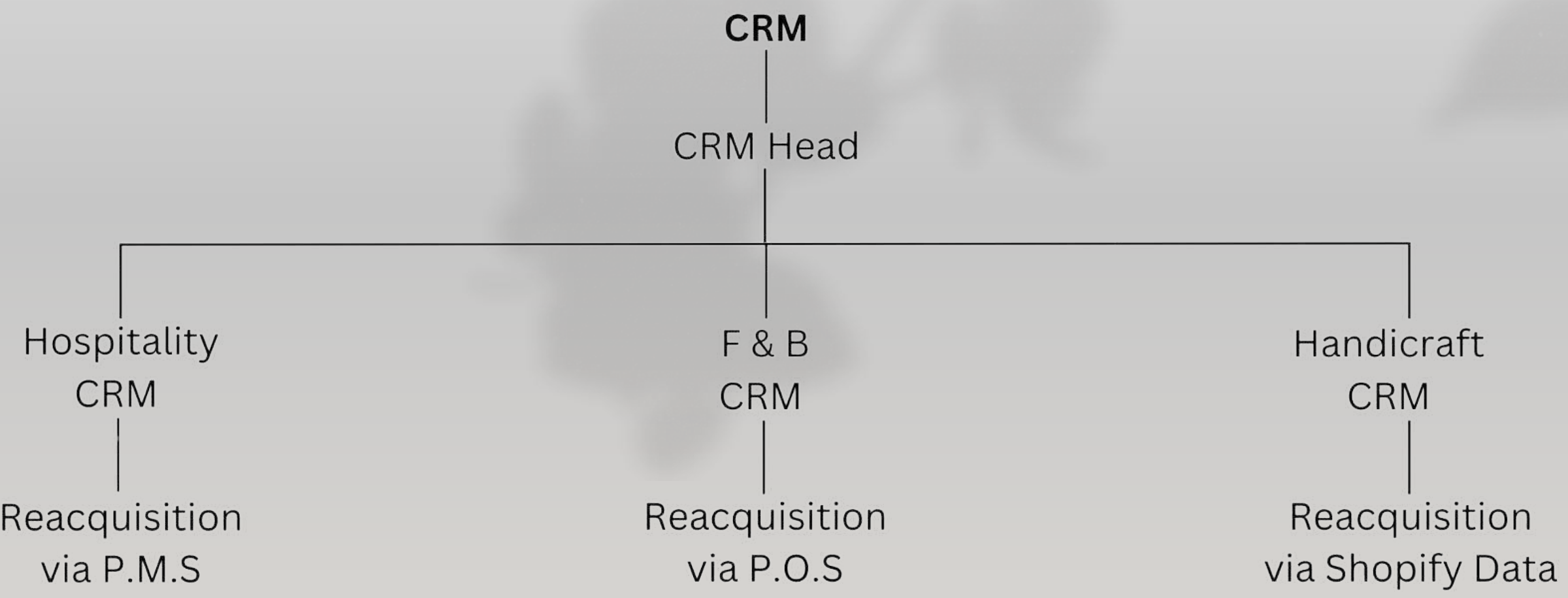


HR - GOT CUSTOM SOFTWARE
DEVELOPMENT DONE FOR



22

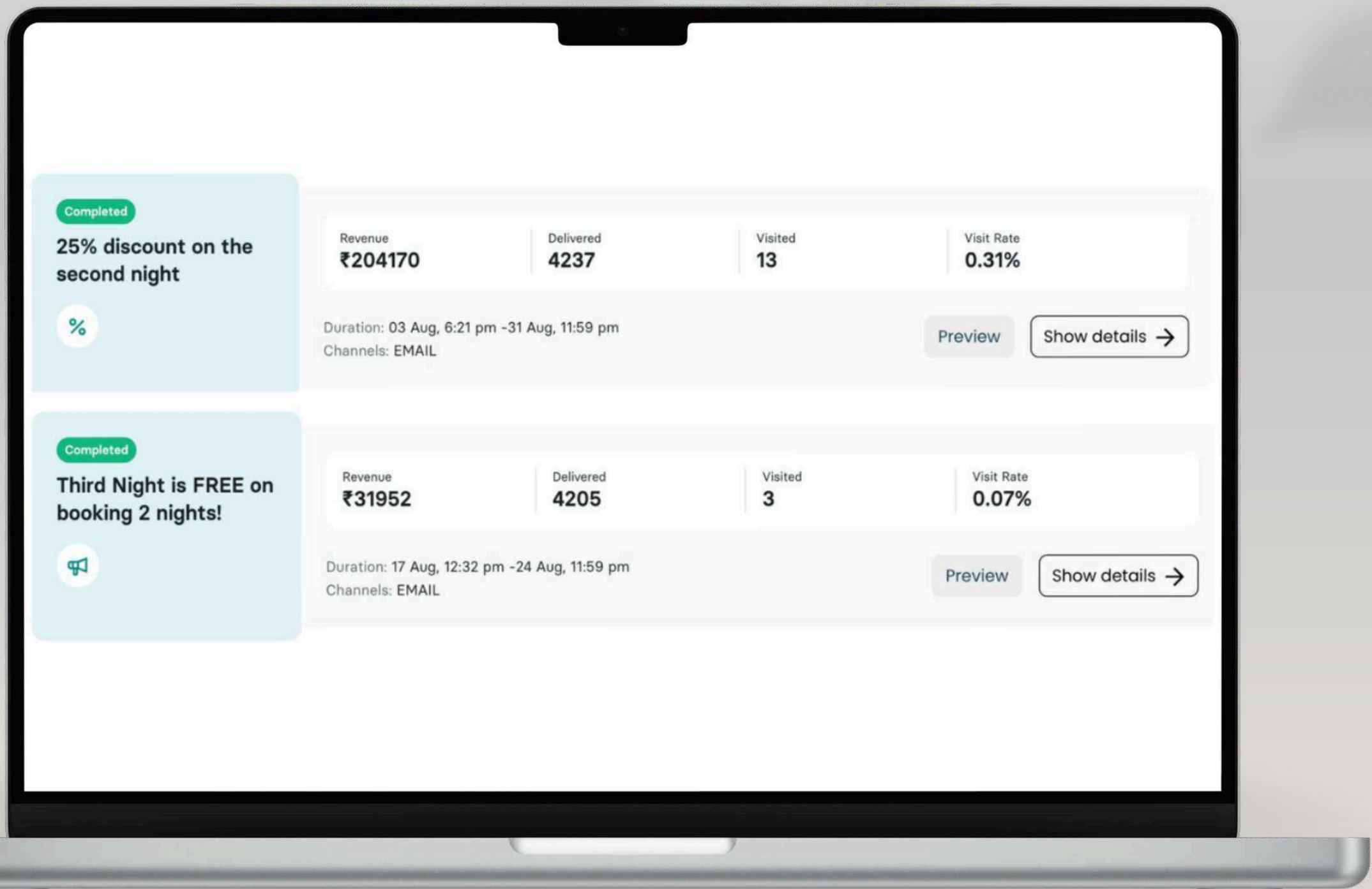
CRM MARKETING TEAM SETUP



23

PERFORMANCE MARKETING CRM CAMPAIGNS

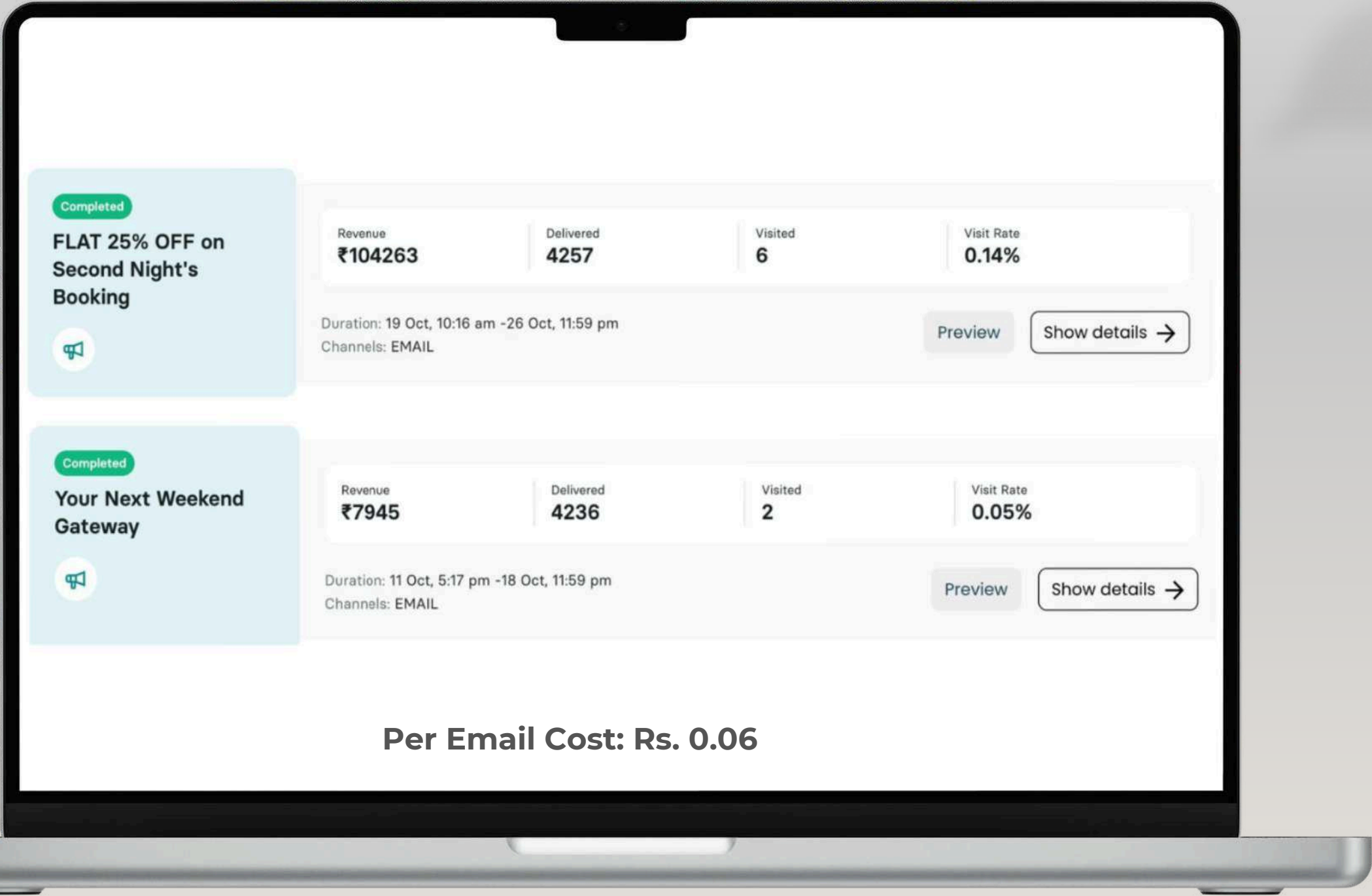
Email marketing
Targeted at Inactive Users



23

PERFORMANCE MARKETING CRM CAMPAIGNS

Email marketing
Targeted at Inactive Users



24

PERFORMANCE MARKETING // CRM

Summary of all CRM campaigns run for Chokhi Dhani

Summary Custom Range 01,Mar 23 - 31,Oct 23 ▼

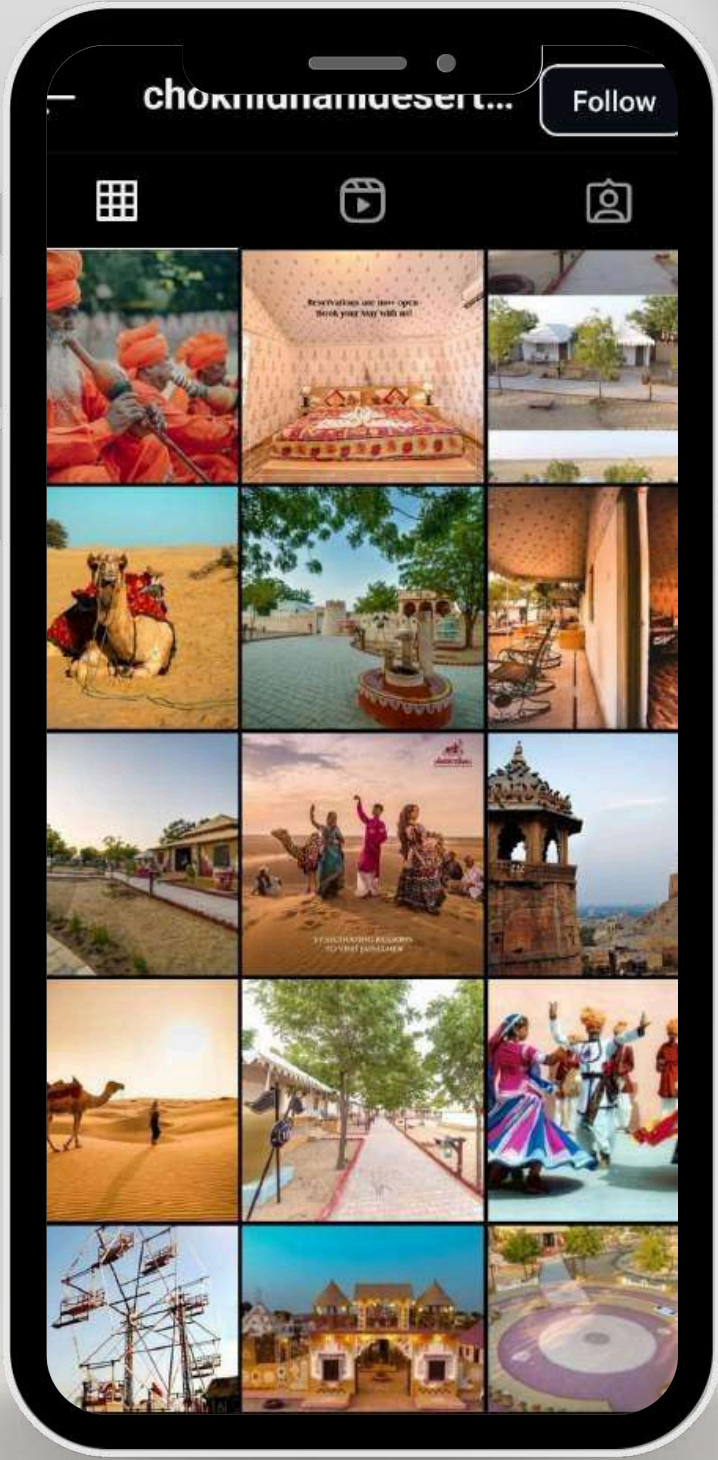
Campaigns sent	Revenue	Avg visit rate	Total visits
8	₹442889	0.1%	33

Cost per Email: Rs. 0.06
Number of Email Campaigns Run: 16935
Total Cost of Campaigns: Rs. 1017
Sales Generated: Rs. 442889
ROI: 435 times (435x)



25

IMPROVISATION OF SOCIAL MEDIA GRIDS



BEFORE



AFTER



26

IMPROVISATION OF SOCIAL MEDIA GRIDS



27 **ACHIEVING VIRALITY VIA
ORGANIZED METHODOLOGY**



28 REPLANNING PHOTOSHOOTS TARGET: BETTER LISTING EXPERIENCES

