

XXXXXXXXXXXXXXXX

brand[®]
geeks

Royal Tulip

- Case Study

Objective

- To **drive revenue growth** for Royal Tulip's F&B operations.
- **Increase awareness** of Royal Tulip's F&B offerings among the locals of Navi Mumbai.
- **Establish** Royal Tulip as a go-to destination for casual dining and drinks in Navi Mumbai.



Challenges

- This restaurant's 5-star location created a barrier, with customers **assuming it was pricey and formal**, limiting its appeal to a wider customer base.
- Despite consistent high room occupancy rates, **low foot traffic, and revenue** from its F&B services was due to the perception of upscale for casual dining.
- Local Indian restaurants, **strategically located on main roads and bypasses**, posed a significant competitive threat.

So what did
BrandGeeks do?

- Established two F&B ventures called Daily Affair & CHI NA CHI NI.
- We also rebranded their existing F&B ventures, The Connoisseur & Khawa.
- We successfully introduced CHI NA CHI NI & Daily Affair to the market with a well-executed ad campaign.
- Strategically targetting social media and Google ads to well identify & define audience spending power, family-oriented offer & liking.

- Created friendly, catchy, and instantly recognizable logos for both CHI NA CHI NI and Daily Affair.
- For CHI NA CHI NI, we designed a unique yet relatable logo, playing on the pun in the name and featuring childlike faces to establish a connection with customers.

Launch Campaign- Chi Na Chi Ni

LOGO DESIGN



Teasers



Launch



Toll Naka Gantry



Follow Ups, E- invite & Vouchers



ROYAL TULIP
LUXURY HOTELS
NAVI MUMBAI



**44.58 million
km² of Asia.
Let your love
for Asian food
know
no bounds.**



CHI NA CHI NI
PAN ASIAN RESTAURANT

26-B, sector 7, Kharghar, Navi Mumbai | Tel: 022- 3365 3365 / 9167700927
E-mail: fbm@royaltulip-navimumbai.com | Website: www.royaltulip-navimumbai.com
For more information, follow us on 



ROYAL TULIP
LUXURY HOTELS
NAVI MUMBAI



**No Visa.
No Passport.
Let your love
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**YOU MUST HAVE HEARD OF LOVE POTION.
NOW, TASTE LOVE PORTION.**

Presenting Royal Tulip's new Pan Asian Restaurant, Chi Na Chi Ni.
A place to savour the widest range of authentic, lip-smacking
Asian delicacies. Come to lose your heart, and also, to enlighten
yourself with the truest & purest love there is.



CHI NA CHI NI
PAN ASIAN RESTAURANT

Date: 30th Aug, 2016 | Time: 6 p.m. onwards
Venue: 26/B, Sec-7, Adjacent to Landmark Building,
Kharghar, Navi Mumbai- 410210.
R.S.V.P: Ms. Ruchi- 8879039481



CHI NA CHI NI
PAN ASIAN RESTAURANT

20%* DISCOUNT ON BILL

TERMS AND CONDITIONS

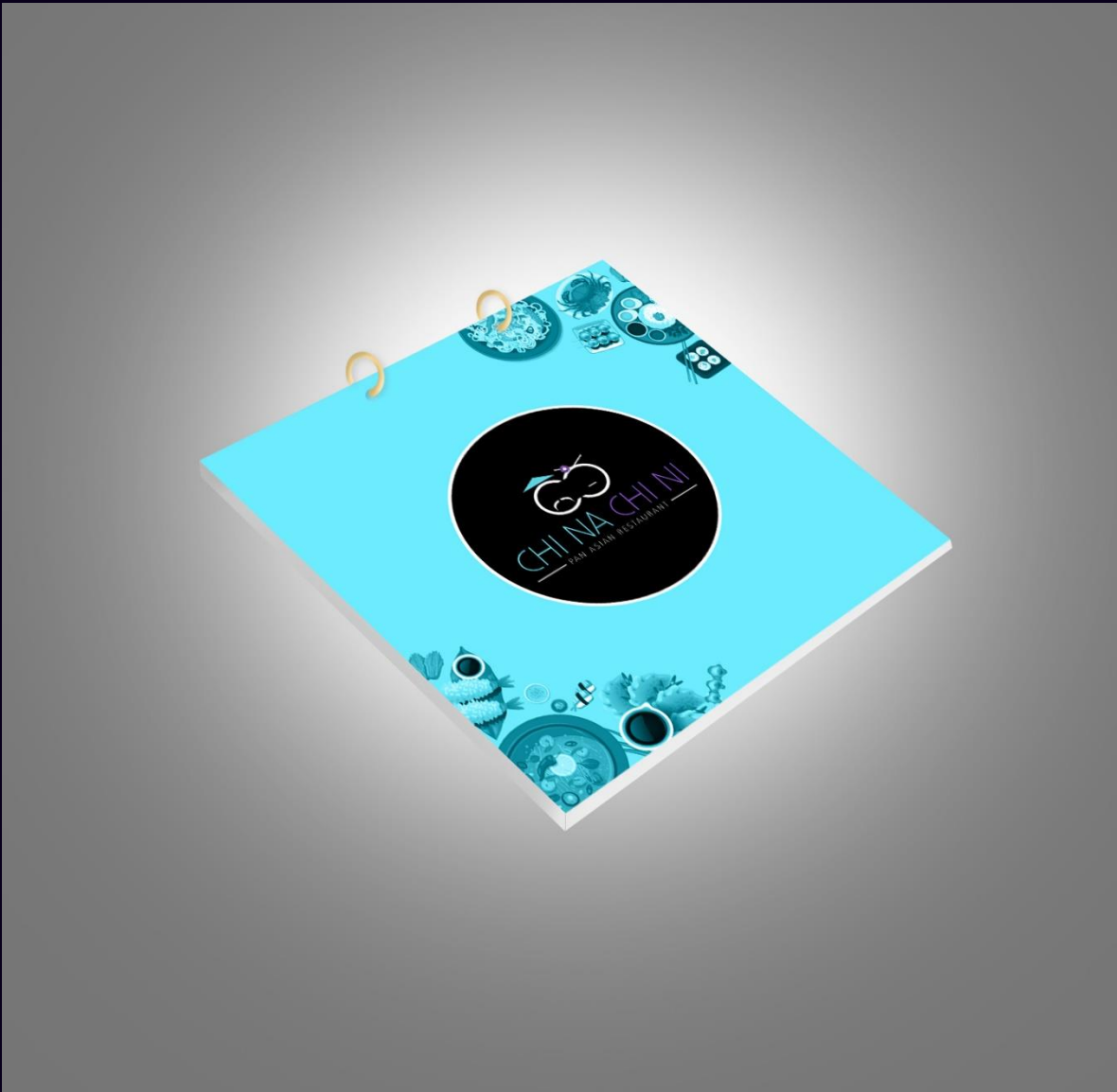
- This voucher entitles the bearer 20% discount on the total food and soft beverages bill when dining at Chi Na Chi Ni restaurant.
- Voucher must be presented in the restaurant when requesting the bill.
- Only one voucher to be used per table or dining.
- Discount voucher cannot be clubbed with any other promotion, discount or special menus.
- Management reserves the rights to amend these terms and conditions without prior notice.
- Voucher is valid till one month from date of issue.

Sr. no.

DATE OF ISSUE:

SIGNED BY

Menu Card & Offers



Menu Card



CHI NA CHI NI
PAN ASIAN RESTAURANT

Presents

BREAKFASTLUNCH



12 noon to 4 pm
Saturdays & Sundays*





Veg
Rs. 699*



Non-Veg
Rs. 799*



Consider this as a new-age way
to digest the bygone week.





ROYAL TULIP
LUXURY HOTELS
NAVI MUMBAI

Royal Tulip, 26/B, Sector - 7, Adjacent to Landmark Building,
Kharghar, Navi Mumbai - 410210 | Tel: 022-33653313 / 8879039481
For more information, follow us on   



CHI NA CHI NI
PAN ASIAN RESTAURANT

FOR EVERY CHI NI DESERVES A BREAK

Kitty party
12PM TO 3PM

VEG AT ₹600* | NON-VEG AT ₹650*



ROYAL TULIP
LUXURY HOTELS
NAVI MUMBAI

26/B, Sector - 7, Kharghar, Navi Mumbai - 410210
Tel: 022- 7121 6565 | Email: celebrations@royaltulip-navimumbai.com
For more information, follow us on royaltulipnm   

Offers



CHI NA CHI NI
PAN ASIAN RESTAURANT

Presents

EXPRESS BUSINESS LUNCH

MON - FRI (12 PM - 3 PM)

VEG
₹500
AJ

NON-VEG
₹550
AJ

STARTER, MAIN COURSE & DESSERT.

Launch Campaign- Kahwa

Teaser

Launch

Follow up



Menu card & Offer creatives





Presents

NEW Year's EVE

BUFFET DINNER

★ 31st December, 7.00 pm Onwards ★

 ₹1100*	 ₹2000*	 ₹2599*
 ₹1500*	 ₹2200*	 ₹2799*
Food Only	With 3 domestic beer or 4 peg of small domestic IMFL	Along with unlimited domestic beer or domestic IMFL

**ROYAL TULIP**
LUXURY HOTELS
NAVI MUMBAI

Royal Tulip, 26/B, Sector - 7, Kharghar, Navi Mumbai - 410210
Tel: 022-71216565 | For more information, follow us on  

T & C Apply *Taxes Extra*
brandgeeks.in



A TIME WHEN THE HEART AND MIND
SHALL BE IN AGREEMENT.

Presenting

Biryani

FEAST

15TH JUNE TO 15TH JULY, 2018



brandgeeks.in

Launch Campaign- Daily Affair

LOGO DESIGN



Teaser and Launch



HENCEFORTH,
THIS SHALL BE NAVI MUMBAI'S EVERYDAY STORY!

ENTIRE
MENU BELOW
₹200*

OPENING DOORS: 6TH MAY, 2016

Plot.: 26/B, Sector - 7, Adjacent to Landmark Building, Kharghar, Navi Mumbai - 410210. Tel.: 022-33653366

Offer Campaign- Coffee @ Rs.1

INDULGE IN AN AFFAIR,
AGAIN!

THIS 6TH JUNE, 2018



RELAUNCHING

THE DAILY AFFAIR
— Deli & Café —

OFFER FOR THE DAY
COFFEE AT ₹1*

*Offer valid on authentic school and college ids.

brandgeeks.in *T&C Apply *Taxes as applicable

After a long break, Kharghar's favourite hangout destination - The Daily Affair at Royal Tulip reopens its doors. Walk in to savour the flavoursome coffees, munch on the lip-smacking signature dishes and catch up with friends. Go ahead; make it your everyday story, again!

ROYAL TULIP
LUXURY HOTELS
NAVI MUMBAI

Plot.: 26/B, Sector - 7, Adjacent to Landmark Building, Kharghar, Navi Mumbai - 410210. | Tel: 022 - 3365 3366
For more information, follow us on [f](#) [i](#) [t](#)

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AGAIN!

RELAUNCHING
THIS 6TH JUNE, 2018



THE DAILY AFFAIR
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brandgeeks.in *T&C Apply *Taxes as applicable

The Connoisseur

Offer Creatives



THE BAR
IS NOW OPEN

KHARGHAR'S ONLY BAR IS NOW OPEN

CELEBRATING OUR REOPENING WITH YOU
AVAIL 25% OFF ON TOTAL BILL TILL 16TH JULY, 2017
FOR RESERVATIONS, CALL: 022 33653366

ROYAL TULIP
LUXURY HOTELS
NAVI MUMBAI

Level 1, Royal Tulip, 26/B, Sector - 7, Kharghar, Navi Mumbai - 410210 | Tel.: +91 9167453449 / 8879039481
For more information, follow us on royaltulipnm   



THE CONNOISSEUR BAR

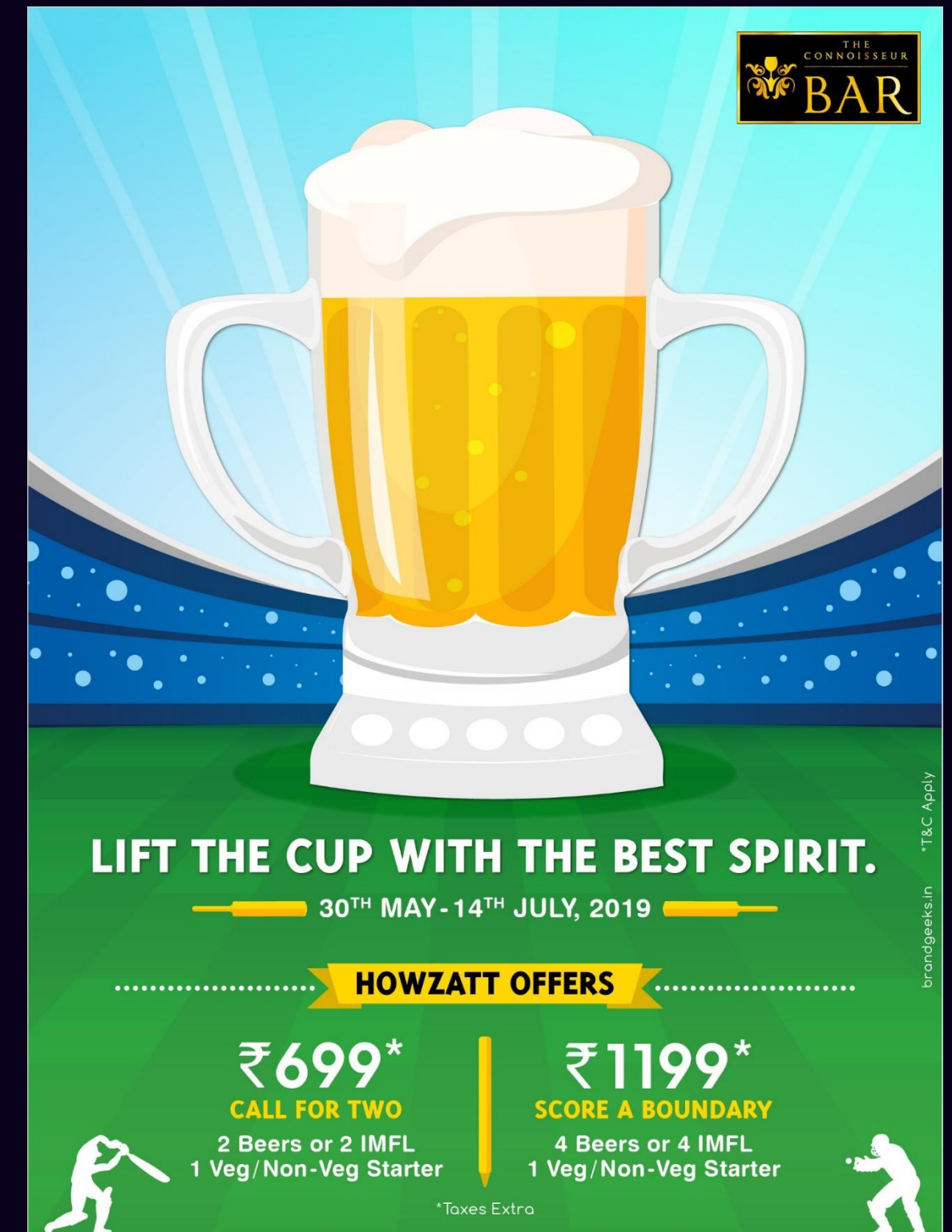
BEER BUCKET OFFER

THE
perfect fit for
ICEBREAKER
situations

From 11th October, 2018

ROYAL TULIP
LUXURY HOTELS
NAVI MUMBAI

Royal Tulip, 26/B, Sector - 7, Kharghar, Navi Mumbai - 410210
Tel: 022-71216565 | For more information, follow us on    



THE CONNOISSEUR BAR

LIFT THE CUP WITH THE BEST SPIRIT.
30TH MAY - 14TH JULY, 2019

HOWZATT OFFERS

₹699*
CALL FOR TWO
2 Beers or 2 IMFL
1 Veg/Non-Veg Starter

₹1199*
SCORE A BOUNDARY
4 Beers or 4 IMFL
1 Veg/Non-Veg Starter

*Taxes Extra

ROYAL TULIP
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Offer Creatives

THE CONNOISSEUR
BAR

OFFER TO GET HIGH ON LIFE

IMFL @ ₹99* & 1+1 BEER

ON SELECTED BRANDS



For more information, follow us on royaltulipnm     

THE CONNOISSEUR
BAR

ROYAL TULIP
LUXURY HOTELS
PRESENTS

RT20

HOW'S THAT OFFER!

FREE
FOR THE EARLY BIRDS

FREE
LAND A SPINNER IN THE BASKET

15% OFF
PREDICT THE WINNING TEAM

VENUE: ROYAL TULIP, KHARGHAR

FOR RESERVATIONS, CALL: 9167700927



- We **launched** all four F&B venture of Royal Tulip on **social media and as well as print** through a series of interesting posts and ads.
- Professional **food photography and videography** showcased on social media and Zomato, with a monthly refresh, which even spiked the Zomato ratings.



- Invited **Food bloggers** for review and special mention on Social media handles and promoting their positive reviews to create initial hype and trust.
- We ran fun **quiz** contests on Facebook and Instagram related to their idea/liking.
- Strategically targeted **social media and google ads**. Identified and defined audience spending power, family oriented offer & liking.

Outcomes

- We **successfully dispelled** the preconceived notion that restaurants in 5-star properties are always expensive.
- Within a year, **footfall increased** across all F&B ventures of Royal Tulip in Mumbai.
- Through strategic branding, Royal Tulip was able to **reverse declining sales trends** and convert previously underperforming F&B assets into profitable ventures.

THANK YOU!

