



SOAR



with ASPIRATION

www.aspiration.in



SIMPLE is the way to go

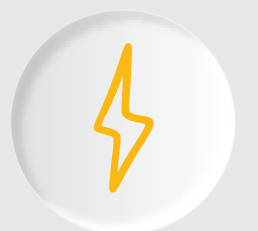


AGILE ideas for changing times

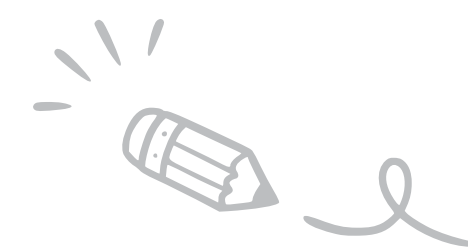
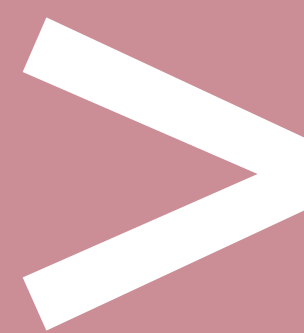


ORIGINAL as there is no box anymore

ROBUST concepts to change the times



WHY CHOOSE US. IN 5 SECONDS OR LESS.



5 We're young minds, with over 2 decades of experience

4 We've worked with the who's who of the world

3 Our three sixty degree offerings simplify your life

2 We offer a unique blend of creative firepower & technology

1 For the value we provide, we're f*&% reasonable

Listr

WING SPAN

PARTIAL CLIENT LIST

Infosys®

ITC HOTELS
RESPONSIBLE LUXURY

tna
rethink the conventional

Pernod Ricard

RCI

Hilton

DIAGEO

Marriott
INTERNATIONAL

gsk
GlaxoSmithKline

McKinsey
&Company

SAMSUNG

FABELLE
Exquisite
CHOCOLATES

BRITANNIA®
Eat Healthy, Think Better

GRT
HOTELS & RESORTS
—THE PROMISE OF MORE—

ABB

GOING THE EXTRA SMILE

SERVICE SPECTRUM

36



BRANDING

FLY HIGH WITH AN INSPIRED AND INSPIRING IDENTITY



Brand Positioning | Brand Identity Design | Brand Strategy | Lookbooks & Brand Guidelines



BRANDING

Branding is our superpower. We believe in taking brands to new heights, helping them spread their wings and soar like never before.

From restaurants to consumer products, services to events, our branding solutions have helped a wide spectrum of clients establish unique positions in crowded marketplaces.

We're masters of both the traditional and digital realms, armed with knowledge that spans across various channels. And we don't just stop at what's already been done. We're pioneers of innovation, constantly pushing the boundaries to suggest the most effective, head-turning ways of establishing your identity.

DAYS OF JOY for ITC Hotels

A special branding was developed to help ITC Hotels establish and promote a sale of their rooms in a periodic online promotion.

We came up with a simple, powerful name - 'Days of Joy' - which explained the entire proposition in a clear, memorable way.

The mnemonic and name lent itself to the experiential imagery used for the campaign and made an instant impact with customers.



DAYS of JOY
THE HOLIDAY COUNTDOWN

Limited time offer
Stay until September 30, 2023

Escape, explore & experience

10% additional savings
for Club ITC members

DAYS of JOY
THE HOLIDAY COUNTDOWN

Starting from ₹3999* with
complimentary breakfast

Discover a world of flavours

10% additional savings
for Club ITC members

DAYS of JOY
THE HOLIDAY COUNTDOWN

30+ c
Offer extended up to: June 7, 2023

Create timeless memories

10% additional savings
for Club ITC members

*Terms and conditions apply.

DAYS of JOY
THE HOLIDAY COUNTDOWN

Your journey starts here
Offer extended up to: June 7, 2023

Great savings await

10% additional savings
for Club ITC members

CLUB ITC
FOR THOSE WHO WANT THE BEST EXPERIENCES

ITC HOTELS
RESPONSIBLE LUXURY

MEMENTOS
BY ITC HOTELS

W
MILCOM HOTEL
BY ITC HOTELS

STORM
BY ITC HOTELS

FORTUNE
Member ITC's hotel group

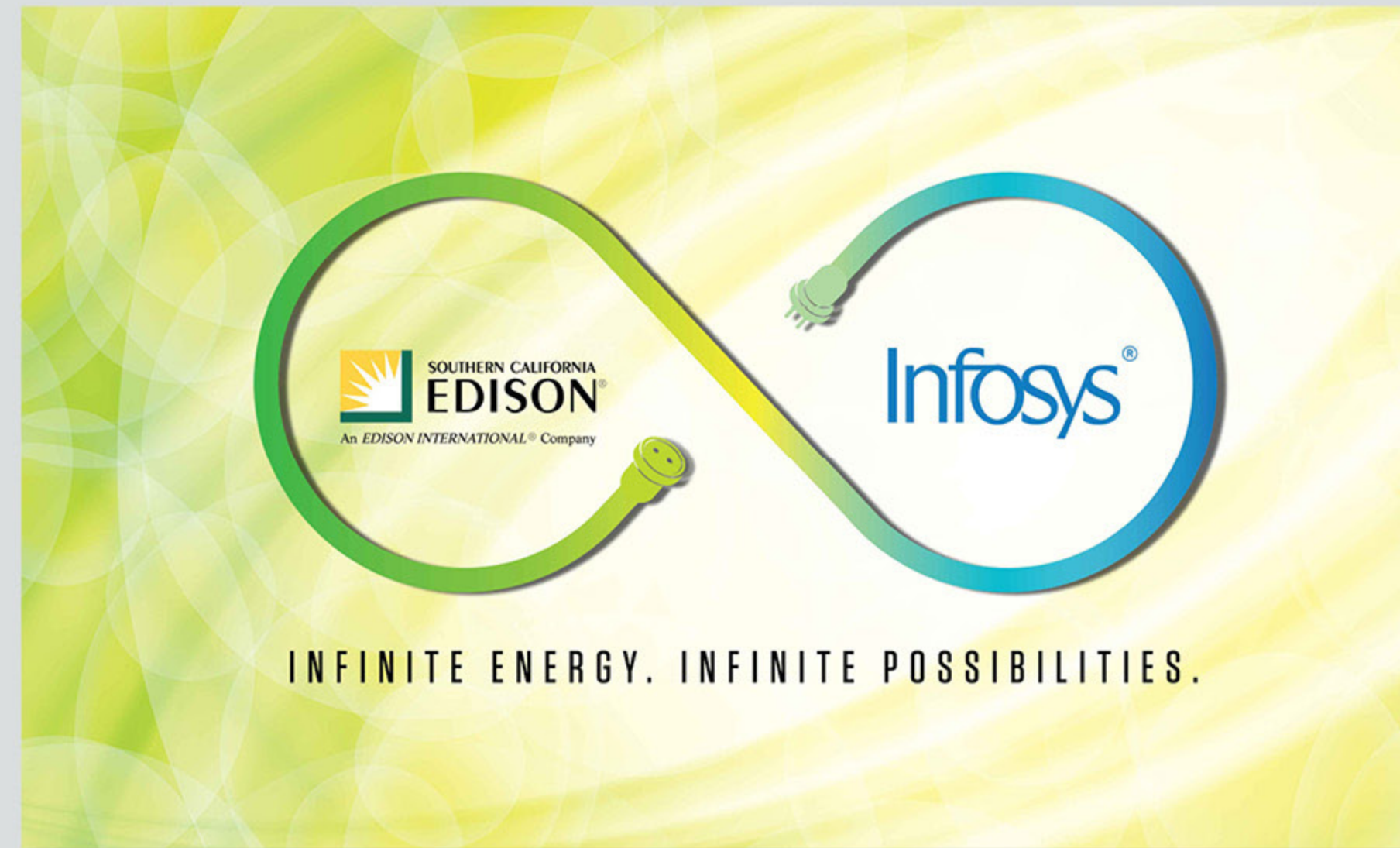
WelcomHeritage
Please share it with others

*Terms and conditions apply.

SCE JOINT BRANDING for Infosys

A branding was developed for Infosys for their partnership with Southern California Edison, one of their major clients.

This branding was used across client communication, presentations and the interior branding of the dedicated office space of the team working on the account.



IT'S OK CAMPAIGN for Hilton Hotels

We created an iconic branding and campaign for the Human Resources team of Hilton Hotels.

The campaign brought to the fore the human side of Hilton, telling employees that it's ok to put family and well-being first, during trying times.

A series of back-of-the-house posters detailed the specifics of the scheme.



it's OK!

To arrive late

- If a family member is unwell
- If the domestic help did not show up
- If you have child's school event to attend
- If you are stuck in traffic because of the weather
- If you were working late the previous day or attending a hotel event

A chef character in a white uniform and hat, giving two thumbs up.

it's OK!

To have a life outside work.

At Hilton, we appreciate the professional in you. But we also care for your **personal interests, hobbies and needs** as well.

That's why we say, **IT'S OK!**

A hotel employee in a white uniform and hat, holding a glass.

it's OK!

To put your loved ones first.

At Hilton, we not only care for the professional in you, we also care for your **family commitments and personal time**.

That's why we say, **IT'S OK!**

#HumanSideOfHilton

A hotel employee in a white uniform and hat, holding a baby.

it's OK!

To have other interests outside your job.

At Hilton, we not only care for the professional in you, we also care for your **personal ambitions and hobbies**.

That's why we say, **IT'S OK!**

#HumanSideOfHilton

A hotel employee in a white uniform and hat, holding a broom.

25 YEARS OF GREAT for GRT Hotels

The branding and entire promotion strategy for GRT Hotels turning 25 was envisioned by us to highlight the wonderful rapport they have built with their customers.

The name and mnemonic used their brand colours to build an instant connect.

The campaign combined the history of the group with what they are aspiring to do in the future.





CELEBRATING 25 YEARS IN HOSPITALITY WITH INFINITE MEMORIES

Enjoy an endless season of fabulous offers and fantastic experiences.





25 YEARS. INFINITE MEMORIES.

19 Hotels | 17 Destinations | 1 GReaT Journey

25 years of bringing the best of South-Indian hospitality to the world. 25 years of living by the philosophy of 'I Say Yes' to deliver the promise of more. 25 years of bringing you infinite special moments and memories!

Our heartfelt gratitude to you for all your love and support. We look forward to celebrating this momentous occasion with you.



Corporate Headquarters: #41, Giriappa Road, T.Nagar, Chennai - 600 017, Tamilnadu, India.
GRT Hotels & Resorts: gtrhotels.com | gtrhotels.in | gtrhotels.co | gtrhotels.org | www.gtrhotels.com
Bengaluru | Chennai | Coimbatore | Hyderabad | Kanchipuram | Kodaikanal | Kollam
Mangalore | Madurai | Pondicherry | Salem | Thiruvananthapuram | Tutukani
Tutukani | Wayanad | Yercaud | Valluam



A journey of a thousand miles begins with a single step

Lao Tzu



1998 Grand Beginnings
Mr. G. Rajendran, Chairman of GRT Group decided to build an iconic hotel, a stone's throw away from Mount Road, Grand Chennai by GRT Hotels (initially called GRT Grand Days) opened its doors with 133 rooms and soon became the talk of the town with its swanky atmosphere, plush rooms and fabulous food quality. The capsule elevators in the atrium were one of the first in the city and captured the imagination of one and all.

2001 Going International
The group's next step got them an association with the international hospitality chain - Radisson, when it acquired the colonial styled Radisson St. Thomas Mount Hotel (now called Radisson Blu Hotel GRT, Chennai).

2002 Foray into Leisure
Chairman Mr. Rajendran was considering selling off the recently purchased Radisson St. Thomas Mount Hotel as he felt the hospitality market was not conducive, post the 9/11 incident. Instead, the year saw us take two monumental strides forward.
On the advice of Mr. Natarajan and our Auditor, Mr. Ganesh, we purchased the ITDC owned beach property Temple Bay, making our foray into the leisure space.
It was also during this time that our Chairman offered Mr. Natarajan, who was previously with the Taj group to take over the helm of GRT Hotels & Resorts as its CEO.

2005 GRT Regency is Born
Our journey into tier 2 cities started when Mr. Vijayasarathy met Mr. Natarajan at an IRCTC meeting and offered his hotel, Madurai Park, Madurai (previously operated by Sarovar Group) to GRT to operate. This sparked off the GRT Regency brand (initially called GRT Classic but changed to GRT Regency within a week).
We then ventured into Kanchipuram in 2006 when Mr. T. Marudhan, the owner of the property approached us to operate it.
The brand quickly achieved recognition and grew across tier 2 cities spanning South India.

2008 On GReaT Trails
Mr. Ganesh, Mr. Ashok Ananthram and Mr. Natarajan saw a great opportunity when they went to Yercaud and visited the property Sky Rocca in early 2008. They immediately discussed the potential with Mr. Sekhar, the property owner to increase the number of rooms and tie up with GRT Hotels. This gave birth to our famous GReaT Trails brand.
The brand saw massive expansion into Kodaikanal, Thiruvananthapuram and mynnaad other strategic locations across South India.

2009 to 2014
Our others brands also flourished and we found exciting new locations for the Regency such as Tutukani (2010), Vellore (2011) and Tutukani (2013). The Grand also expanded with a majestic property in Kakinada, which was initially built as a hospital.

2015 Introduction of Zibe
Our constant drive to expand and excel soon saw us introduce a new, differentiated offering in hospitality. Zibe was envisaged and presented as a young, vibrant brand which offered exciting, yet relaxed stays to its guests.
The brand was launched in Hyderabad and Coimbatore simultaneously, followed by Salem in 2018.

2018 New Gems in the GRT Galaxy
The Silicon Valley of the East, Bengaluru, got its taste of true South Indian hospitality with the opening of Radisson Bengaluru City Centre in 2018.
Located in the very heart of the city, overlooking the iconic Ulsoor Lake, the hotel offers the finest levels of luxury with the signature GRT warmth of service.
December 2022 then saw another glittering addition to the GRT Hotel group - the exotic beach resort Radisson Resort Pondicherry Bay.
The hotel is a unique amalgamation of Franco-Tamil culture, with its architecture, cuisine and service design all taking inspiration from the inimitable aura of Pondicherry.

2022 GReaT Journeys Ahead
The iconic Radisson Blu Hotel GRT, Chennai underwent major renovations and reopened its doors to unparalleled luxury in December 2022. This swanky hotel offers a plethora of curated experiences, including Ministry of Chutneys - the first Anglo-Indian restaurant in the city.
There are now plans to expand our footprint in Bengaluru. The Grand chain is all set to grow with new, magnificent hotels in Hyderabad and Vijayawada by 2023. An exotic resort is in the pipelines amidst the tranquil Palani Hills.
The group continues its tremendous pace of success under the able guidance of CEO Vikram Kotah.
As we look at completing 25 years of bringing South Indian hospitality to the world in 2023, we reaffirm our commitment to providing the very best to our guests, community and planet!

**The journey of life is not about
the destination but about exploration.**

Nitin Namdeo



25 YEARS. INFINITE EXPERIENCES.



25 years of bringing the best of South-Indian hospitality to the world.
25 years of living by the philosophy of saying "Yes" to deliver the promise of more.
25 years of bringing you infinite special moments and memories!

Thank you for your support over the years. Let's celebrate this momentous occasion together!



RESTAURANT BRANDING

for Hilton EGL

We christened and branded all the restaurants of Hilton EGL, Bangalore when we partnered with them for their launch.

Each outlet was given its own identity, vision, look and feel. Its entire service design was thought through based on the brand philosophy we envisioned.





DESIGN

LET OUR CREATIVITY AND INNOVATION ELEVATE YOUR BRAND

Print Campaigns | Internal Communications | POS Design | Event Space Design |
3D Modelling & Mockups | Office Interiors Branding | Technology Integration |
Gifting Concepts | Packaging Solutions



DESIGN

Welcome to our design wonderland, where creativity takes flight and imagination knows no bounds. At Aspiration, we believe in the power of the idea to elevate brands and take them to new heights.

Our design mavens are fueled by a passion for the new, the novel, the next. We get excited about creating visual, digital and physical experiences that strike a chord with the audience, creating something they'll relish... and remember.

From a visiting card to a global campaign, every project we take on is just another opportunity to surprise, excite, delight.

JAMESON LAUNCH *for Pernod Ricard India*

When we were asked to launch the iconic brand Jameson in India, we tied in the two elements they are known for globally – their deep association with movies and an inimitable Irish mirth.

JAMESON
IRISH WHISKEY

KEEP YOUR JAWS OFF MY JAMESON.



ONE DRINK TO THRILL THEM ALL...



Enjoy Jameson responsibly



JAMESON
IRISH WHISKEY

WITH GREAT TASTE COMES GREAT POPULARITY



JA

JAMESON IS THE OFFER YOU CAN'T REFUSE.



JAMESON
IRISH WHISKEY

Enjoy Jameson responsibly

5-YEAR AWARDS for Diageo

Diageo Business Solutions India wanted to create a branding which honoured employees reaching a five-year milestone with them.

We devised a logo and a customised gift, based on the theme of the five elements of life.

Wellness products signifying Earth, Air, Water, Fire and Ether came together in a specially designed packaging which was eye-catching, compact and yet strong enough to ship to different cities.

DIAGEO



KONE FLOOR BRANDING for Infosys

We branded the interiors of the entire Kone floor at Infosys to tell a story of how they partner with clients to effect a sea change using digital transformation.

The branding concepts incorporated diverse dynamic ideas, so information on walls could be updated on a regular basis.



MILLETOLGY for IFCA

The Indian Federation of Culinary Associations, working under the auspices of the Government of India, set out to commemorate the International Year of Millets with an incredible collection of recipes featuring these supergrains, by the most celebrated Chefs across India.

We branded the book Milletology and designed it to have a premium, yet user-friendly look and feel.



milletology

a recipe collective by celebrated chefs



a production by Indian Federation of Culinary Associations

foreword

Millets - an idea whose time has come... again!

The United Nations has declared 2023 as 'The International Year of the Millet' at the behest of India, whose ancient attempts to bring these 'nutri-cereals' back into our homes is taking urgent precedence.

At one time, millets were intrinsic to our nation's foodscape, even consumed on a daily basis until the Green Revolution made rice and wheat more accessible. India's efforts to revive these ancient, forgotten grains could be the vital impetus required to achieve the United Nations' sustainable development goal of ending hunger by the year 2030.

Over the last decade, climate change, population growth and economic slowdown have impacted food security in exponential ways. There is a pressing need to transform the food system to achieve food and nutritional security and to provide an affordable, healthy and nourishing diet to the world at large. As global agri-food systems face these challenges, resilient cereals like millets and pseudo-cereals provide an affordable, nutritious and climate-resilient solution.

IFCA (Indian Federation of Culinary Associations), India's nodal body of culinary professionals, works through its network to promote heritage culinary knowledge and cooking traditions, indigenous ingredients and obscure culinary styles. It's core focus is to develop the gastronomic arts and showcase Indian cuisine on a global platform. For over a decade, IFCA has worked across platforms and fora to promote millets and their virtues and to inspire chefs to experiment with them and showcase their exceptional credentials in their menu offerings.

Milletology - a recipe collective by celebrated chefs, produced by IFCA, is a treasure trove of traditional millet recipes from around the country and a vast repertoire of millet-centric and millet-inspired culinary masterpieces. It is an outreach of our collective art and professional talent to answer one of the most important questions facing humanity - how will we feed future generations?

We hope this collective inspires you to discover and cook your own family heritage recipes; they are certain to include millets. We also hope that it encourages you to join the movement and create your own signatures to bring these grains of goodness back to our tables.

Bon appetit.

Chef Manjit Singh Gill
President, Indian Federation of Culinary Associations



10



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breakfasts & brunches

banana & foxtail millet pancakes

Ingredients
For Foxtail Millet Batter
Foxtail millet flour 250 gms
Bananas 8 nos
Baking soda 5 gms
Cinnamon powder 1 gm
Milk 120 ml
Vanilla extract 4 gms
Salted butter 40 gms

For Blueberry Compote
Fresh blueberries 200 gms
Lemon zest 1 gm
Star anise 50 ml
Water 80 gms
Honey

To Serve
Fresh figs, quartered

To Prepare
Foxtail Millet Batter
In a mixing bowl add foxtail millet flour, baking powder, baking soda and cinnamon powder, mix well.
Mash the bananas, milk and vanilla extract and mix well till smooth. Add the flour mixture to the mashed banana and add 20 gms of melted butter and make a smooth mixture. Allow the batter to rest for 10 minutes.

Blueberry Compote
In a separate saucepan, add blueberries, 1 tsp sugar, lemon zest, honey, star anise and water and allow to simmer for 5-10 minutes.
Reserve till required.

Pancakes
Heat a flat griddle and season. Grease the pan with some butter and pour the pancake batter to make 7" diameter pancakes using the entire batter.

To Serve
Plate the pancakes immediately and serve with blueberry compote and fresh figs.



Chef Jaijinder Uppal
Former Executive Chef,
Tag Group of Hotels
Senior Consultant,
Ecogreen Hospitality Pvt. Ltd.

“Foxtail millets are a powerhouse of nutrition. When teamed with bananas in this easy and quick to make recipe, they make a great breakfast or brunch serving.”

Prep Time: 20 minutes
Cook Time: 20 minutes
Serves: 6

27



breakfasts & brunches

amaranth porridge with blueberry compote

Ingredients
For Amaranth Porridge
Amaranth, whole grains 200 gms
Milk 200 ml
Sugar 80 gms
Star anise 2 nos

For Blueberry Compote
Fresh blueberries 200 gms
Thyme 2 sprigs
Lemon zest 1 gm
Water 125 ml

To Accompany
Fresh figs, sliced
Strawberries, quartered

To Prepare
Amaranth Porridge
In a heavy bottomed saucepan, add amaranth and milk and cook over low heat. Cover lid and let it cook for 8-20 minutes. Add sugar and stir often to ensure that it does not stick at the bottom. Cook until the amaranth is tender and porridge reaches the required consistency.

Blueberry Compote
In a saucepan, add blueberries, thyme sprigs, sugar, lemon zest, star anise and water. Cook over medium heat for about 5-10 minutes.

Stir occasionally until compote consistency is achieved. Discard the thyme sprigs and Reserve till required.

To Serve
Portion the amaranth porridge in serving bowls and top with the blueberry compote, figs and strawberries.



Chef Martin Kubold
Chef/Owner,
MK Food & Beverage
Consulting Vice President,
World Association of Chefs Societies

“The goodness of amaranth and its versatility inspired me to create this breakfast bowl. Packed with antioxidants that help fight free radicals, this nutritious super grain is teamed with its season fruits to make the perfect start to your day.”

Prep Time: 5 minutes
Cook Time: 30 minutes
Serves: 6

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COME BACK HOME for Intel Security

We planned and executed a campaign aimed at expat Indians living in the U.S. who had already made it big over there and were approaching a time of life where money was no longer a major factor when choosing a job.

The campaign gave them an emotional message, reminding them of a million reasons to come back home.



Get in **front**.
In your **own backyard**.

A million reasons to come back home.

Reason #23
Do more than great.
Innovate!

Reason #59
Meet the Best.
Of the West.

Reason #112
More bang.
For your buck.

Reason #246
Your world.
Your taste.

Reason #418
Dear.
And now Near.

For details contact:
grp_return.to.india@intel.com



Reason #23
Do more than great.
Innovate!

You've shown the world you are one in a million.
Now is the time to prove you are one in a couple of billion!

Let us put a team of innovators and cutting edge research facilities at your disposal.

Let us help you take that leap from great to legendary.

Get in **front**. In your **own backyard**.
A million reasons to come back home.

For details contact:
grp_return.to.india@intel.com



Reason #59
Meet the **best**. Of the **West**.

You're used to the best facilities, infrastructure, work and life environment.

What if we could help you find all of these nestled inside the old-world charm of home?

Let us give you the best of both worlds... at work and at home.

Get in **front**. In your **own backyard**.
A million reasons to come back home.

For details contact:
grp_return.to.india@intel.com



As
coming back
home

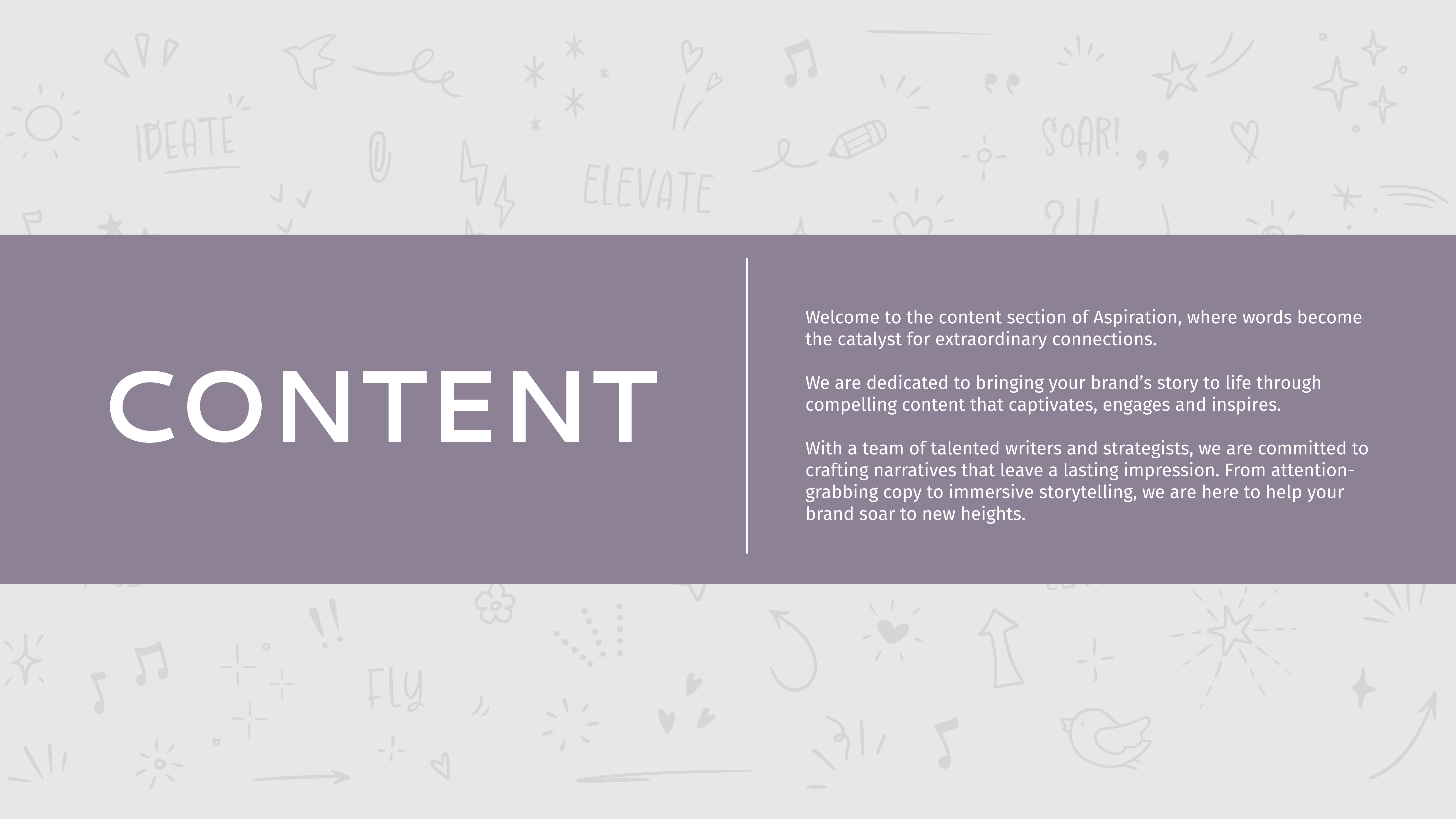
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CONTENT

POWER YOUR OUTREACH WITH DYNAMIC, POTENT, IMMERSIVE MATERIAL

Photoshoots | Video Scripts & Editing | Pre & Post Production of Films |
Social Media Content | White Papers & Technical Articles | Scripts & Jingles |
Presentations | Translations



CONTENT

Welcome to the content section of Aspiration, where words become the catalyst for extraordinary connections.

We are dedicated to bringing your brand's story to life through compelling content that captivates, engages and inspires.

With a team of talented writers and strategists, we are committed to crafting narratives that leave a lasting impression. From attention-grabbing copy to immersive storytelling, we are here to help your brand soar to new heights.

WINNING WITH TNA

for tna

We were asked to do something radically different for the new year greeting that tna sends out across the world to its customers and associates.

So, we wrote them an anthem 'Winning with tna' based on the popular song 'Hall of Fame' by The Script, thanking customers for their support.

The lyrics were sung and set to a fun video which got tremendous response from almost everyone it was sent to.



Click image to launch video in browser

THOUGHT LEADERSHIP
for Infosys

LinkedIn is a great platform to create an industry spokesperson status for a brand, without making it sound like a hard sell.

C-suite executives typically have an enviable professional network of global industry leadership, who may be existing or potential clients.

Infosys recognized the potential of the personal LinkedIn profile of their Global Head for Oracle Services; and we brought his thoughts to life with a series of articles on the future of technology, digital trends and more.



Digital Transformation will herald in 'The Age of Hur



Gopikrishnan Konnanath
President

November 19, 2019



2 a

Human Empathy transcends Digital Technology in 'The Age of Humanity'



Gopikrishnan Konnanath
President

December 10, 2019

2 articles

✓ Following



DARK FANTASY CREATIONS

for ITC Hotels & ITC Foods

ITC Foods wanted to popularise its recently launched premium cookies - Dark Fantasy. They decided to showcase a selection of dessert recipes created by chefs of ITC Hotels using the various flavours available.

We organised a photoshoot of the finished recipes in classic compositions. This was then compiled to form a Coffee Table, that's now a collector's item.



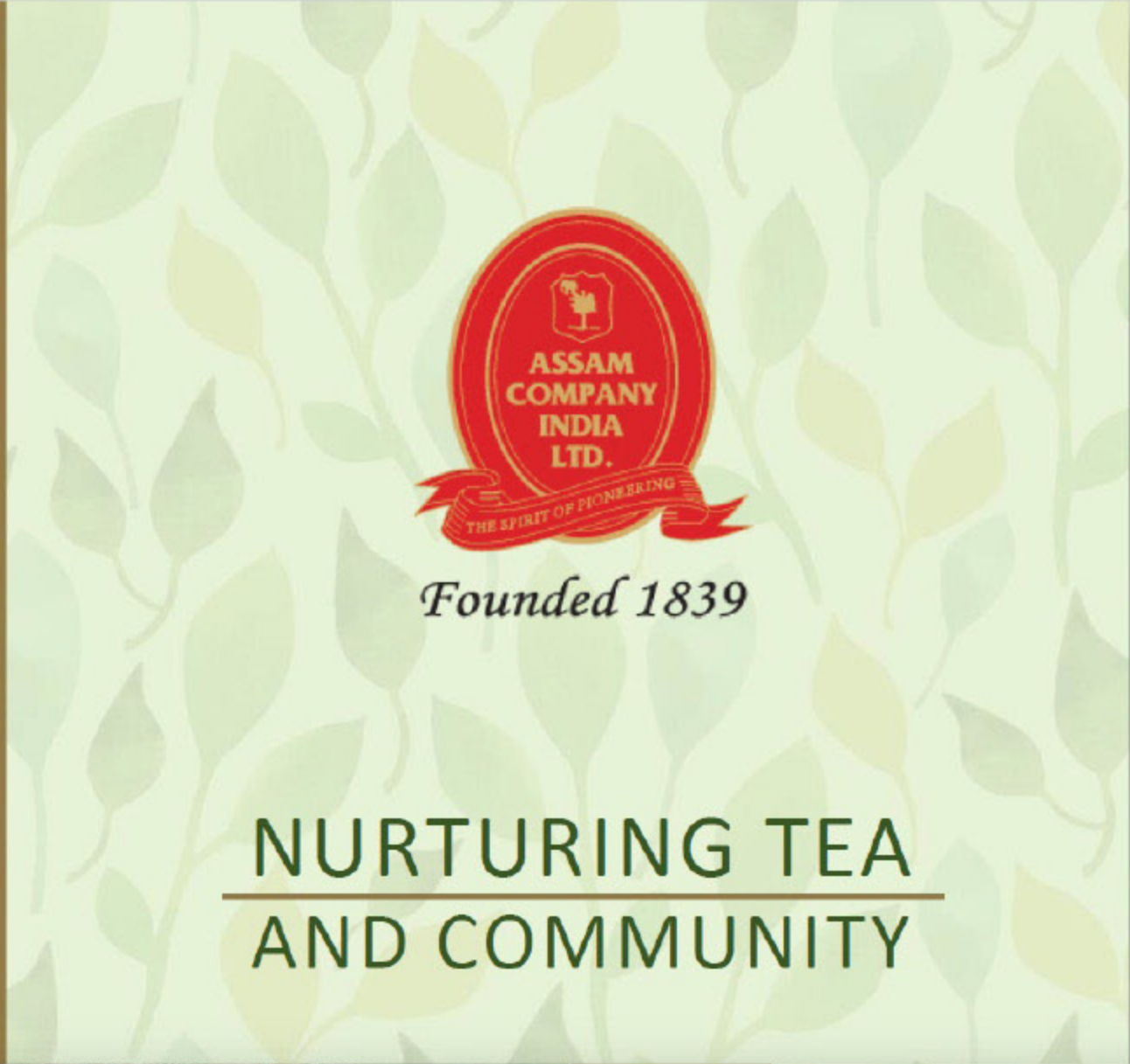
NURTURING COMMUNITY
for Assam Tea Company

We were asked to rebuild the credibility of the tea estates of Assam Tea Company after BBC aired a negative report on life conditions in these areas.

We put together a road show with a video, presentation and dossier showing actual onsite photographs and giving verified data on the true conditions of living and welfare at all estates of the company.



Click image to launch video in browser



FOREWORD & INDEX	
For close to two centuries the Assam Company has not just transformed the business of tea but the lives of a large section of the community, enriching and empowering them. Since the early days of our inception, our engagement with society has been guided by complete belief in just one tenet: great tea can be produced only by a happy community.	
The Assam Company has championed positive change in both the environment for tea cultivation and the lives of those who nurture and grow the plant. As the primary source of livelihood for thousands who live in the neighbourhood, we have taken upon ourselves to ensure that they and their families live in clean and safe houses, that their children are educated and that they receive state of the art health care. We also provide them with centres that develop artisanal and sports skills, to ensure the well-being of both body and spirit.	
Knowing well that we exist in an area beset by floods and inhabited by some of the most economically impoverished villages in the country, the Assam Company has relentlessly strived, sometimes with the help of local governments and many times independently, to bring ecologically stable practices to preserve the ecosystem and change existing social prejudices. We ensure adherence to all state government stipulations in human and ecological welfare measures and most often go above and beyond them. We have ensured reliable supply of electricity and water to the neighbourhood, subsidised food grains to workers and set up centres at several locations to take care of the children of our workers. Given that over 54% of our workers are women, our initiatives like Mothers Club and Adolescent Girls Club have created a positive change, eradicating prejudices and uplifting the oppressed.	
History of Assam Company India Ltd.	5
History of Tea in India	7
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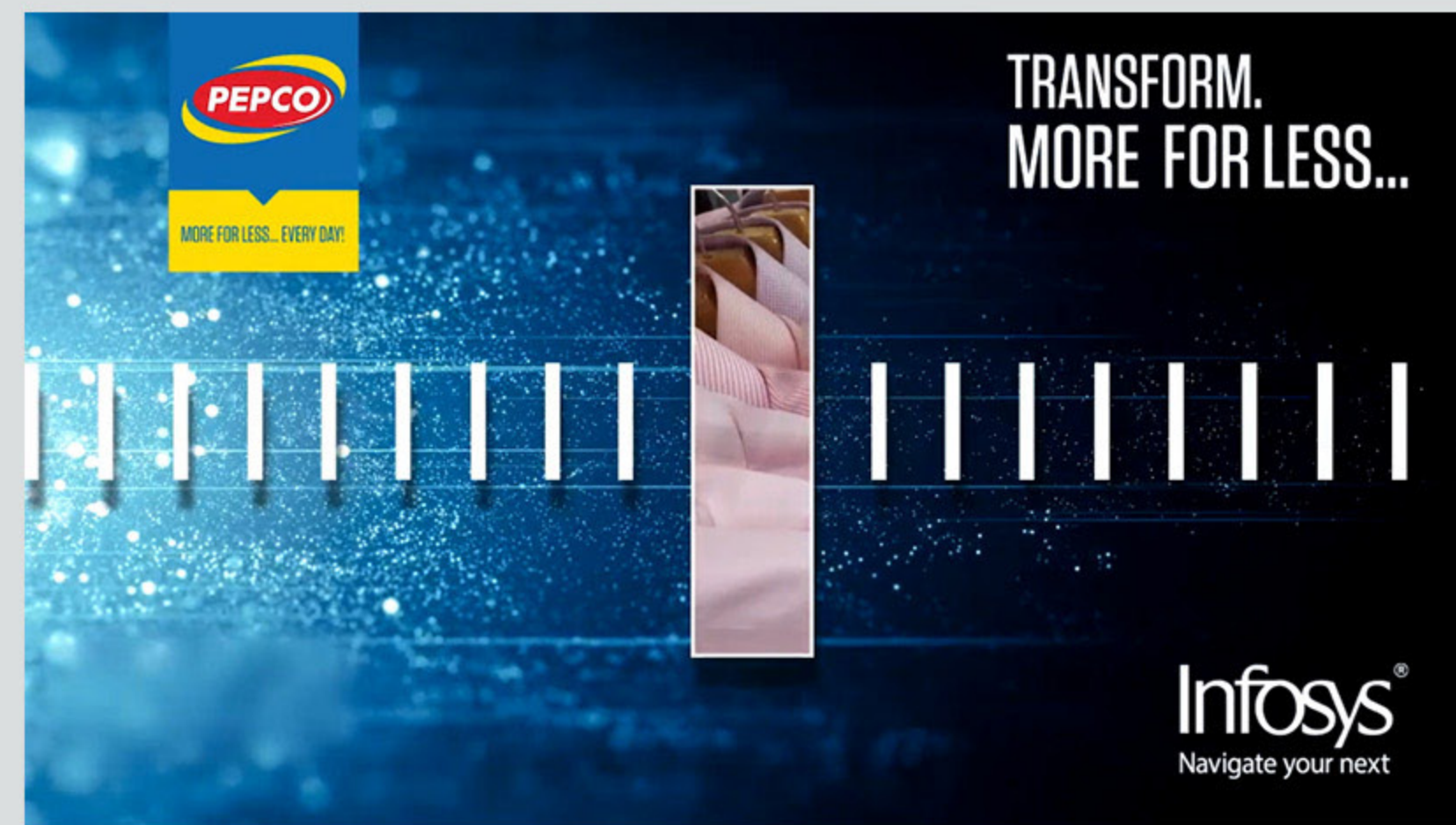
INCREDIBLE PARTNERSHIPS

for Infosys

Infosys regularly uses our expertise in video creation, to craft high quality videos for a range of different communications.

From pitch videos to videos commemorating milestones with their clients, we provide end-to-end solutions, including scripting, storyboarding, videoshoots and editing.

Infosys[®]
Navigate your next



Click images to launch videos in browser

DIGITAL

OUR PASSION FOR ALL THINGS TECH CRAFTS EXPERIENCES ABOVE AND BEYOND

Social Media Management | Media Planning | Digital Campaign Management | Influencer Marketing |
 Search Engine Optimisation | Search Engine Marketing | Online Channel Marketing & Management |
 Social Listening & Response Management | UI/UX Design | Website Development |
 Intranet Design | Web Apps & Portal





DIGITAL

It's in the digital dimension today where possibilities really take flight! And we're the cyber-pilots you can depend on in this journey to digital success.

Our innate love of technology helps us navigate this space like no one else can. From UI/UX to digital campaign strategies, from AR/VR to social media solutions, we craft a digital presence that makes your brand soar above the competition.

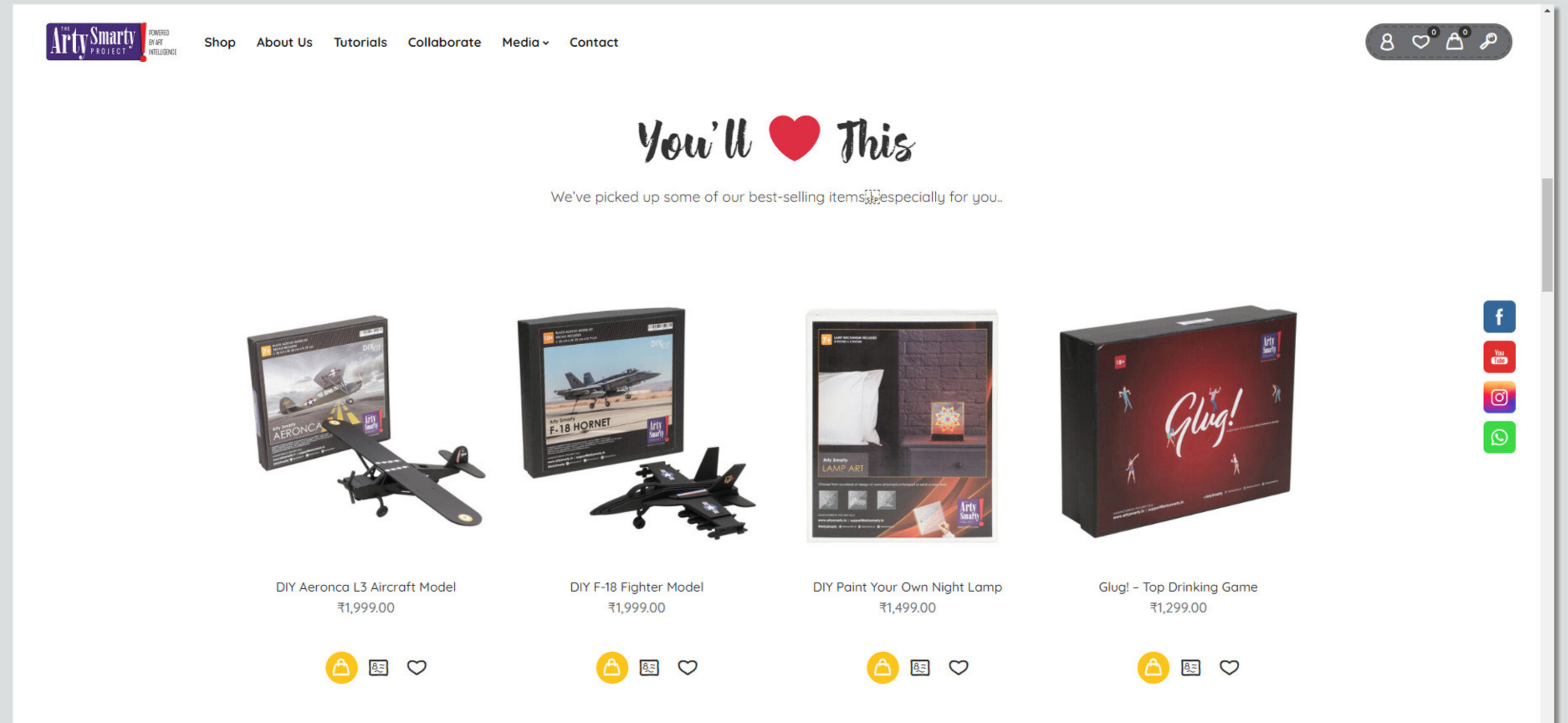
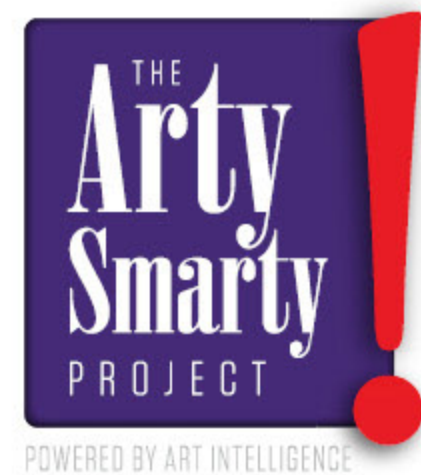
We love leveraging our knowledge of the latest trends and digital innovations to create captivating experiences and optimizing your digital footprint.

WEBSITE EXPERIENCE

for The Arty Smarty Project

We designed the UI/UX of the website for The Arty Smarty Project - a start-up aiming at infusing technology into toys and games - to reflect their intrinsic character.

Bright, fun colours complemented a easy-to-comprehend layout to give users a quick, intuitive and rewarding experience.



LEAD GENERATION

for Hilton Goa Resort

This picturesque resort in North Goa, while doing great business for its rooms, was facing intense competition in the F&B space from other global brands present in the same area.

They created distinct dining IPs, but the trick was to cut through the clutter, reach the right audience and convert them into business.

We created a series of robust lead generation ads and chose to go the extra mile, while monitoring every lead that came through. Our campaigns featured a 'send message' CTA which allowed us to ascertain the quality of leads, filter out the non-relevant; analyze customer queries and optimize our campaigns accordingly.

This also helped us keep track on how many leads that came in through social media were converted, allowing us to measure their actual ROI.



SOCIAL LAUNCH PAD

for Nuvo, Sheraton Grand Pune

Sheraton Grand, Pune, was launching a chic, fine dining restaurant and lounge. Our mandate included pre-launch buzz and sustenance, while continually evolving our communication strategy to match the dynamic and highly competitive F&B space in Pune.

A few key strategies that worked well for the brand:

- Tagging the Instagram page as a Creator Account instead of a Business Page, thereby allowing us to leverage trending music and reel formats.
- Artist focused content was pushed out only via stories or dark ads so that the fine dining offerings garnered more visibility than the lounge.
- The use of only professionally shot visuals and not stock images/footage to keep the engagement levels high.
- No use of creatives, text or logos on the feed.
- Leveraging user generated content at least once a week, along with real visuals of Nuvo's glamorous guest list.



SOCIAL REFRESH

for KA01, Ibis

The Ibis on Richmond Road, Bengaluru has a stunning rooftop bar.

While they created a separate social media identity for KA 01, it wasn't getting the kind of traction a popular city watering hole should.

A few strategic steps got the engagement rate over 5% in just 2-3 months:

- *Apart from social media management, we took over the photography mandate and tied-up with a local photographer specializing in F&B content for a quarterly shoot.*
- *Less is more – we limited the number of feed posts to just 8 to 10 a month.*
- *We changed the page to a Creator Account and capitalised on trending reels.*
- *Bimonthly contests with fun questions to keep the buzz alive.*
- *The same social media content was repurposed on Google My Business which complemented with daily response management to reviews, kept the page refreshed and always current.*



DIGITAL REVAMP

for Pilates for Wellbeing

Pilates for Wellbeing is the country's first Classical Pilates studio, with a very evolved offering and clientele. While they do have social media presence, the bulk of their business comes in through Google Search, given the niche positioning.

However, their website wasn't reflective of the premium positioning and most importantly, it was not optimized for mobile devices.

Our first step was to create a clean, visually appealing, mobile optimised website with professionally shot visuals and in-depth content on their offerings. The brand is a torchbearer of the original movement practice that is more than a century old, and the website content reflected this expertise.

The next step was to increase their discoverability in Bangalore by enhancing and optimizing their online presence via a robust SEO campaign.





PRINT

GIVE YOUR COMMUNICATION WINGS WITH THE LUXURY OF FINESSE

End-to-end Printing | Printing & Imaging | Menu Production | Table Top Display |
Branding & Display Production | Packaging | Event Space Production |
3D Models & Mockups | Office Interiors Branding | Special Material & Media Collateral |
POS Fabrication | Prototyping | 3D Printing | Gift Procurement & Customization | Paper Bags



PRINT

Our print production hub is where imagination takes flight on the wings of paper. We're passionate about bringing your ideas to life through the art of print, with meticulous care and attention to detail.

Translating incredible, never-done-before concepts into reality takes an avid will to experiment, an up-to-date knowledge of existing technologies and a deep rooted understanding of material.

From a brochure printed on paper imported halfway across the world to a POS display which melds two painstakingly researched materials in perfect harmony, we love crafting something new, something exciting.

From brochures to magazines, product manuals, and more, experience a stunning array of printing techniques, mesmerizing effects, and impeccable finishing. Let your imagination soar as we transform your ideas into tangible works of art. Immerse yourself in vibrant colors, exquisite textures, and flawless imagery that will leave a lasting impact on your audience.

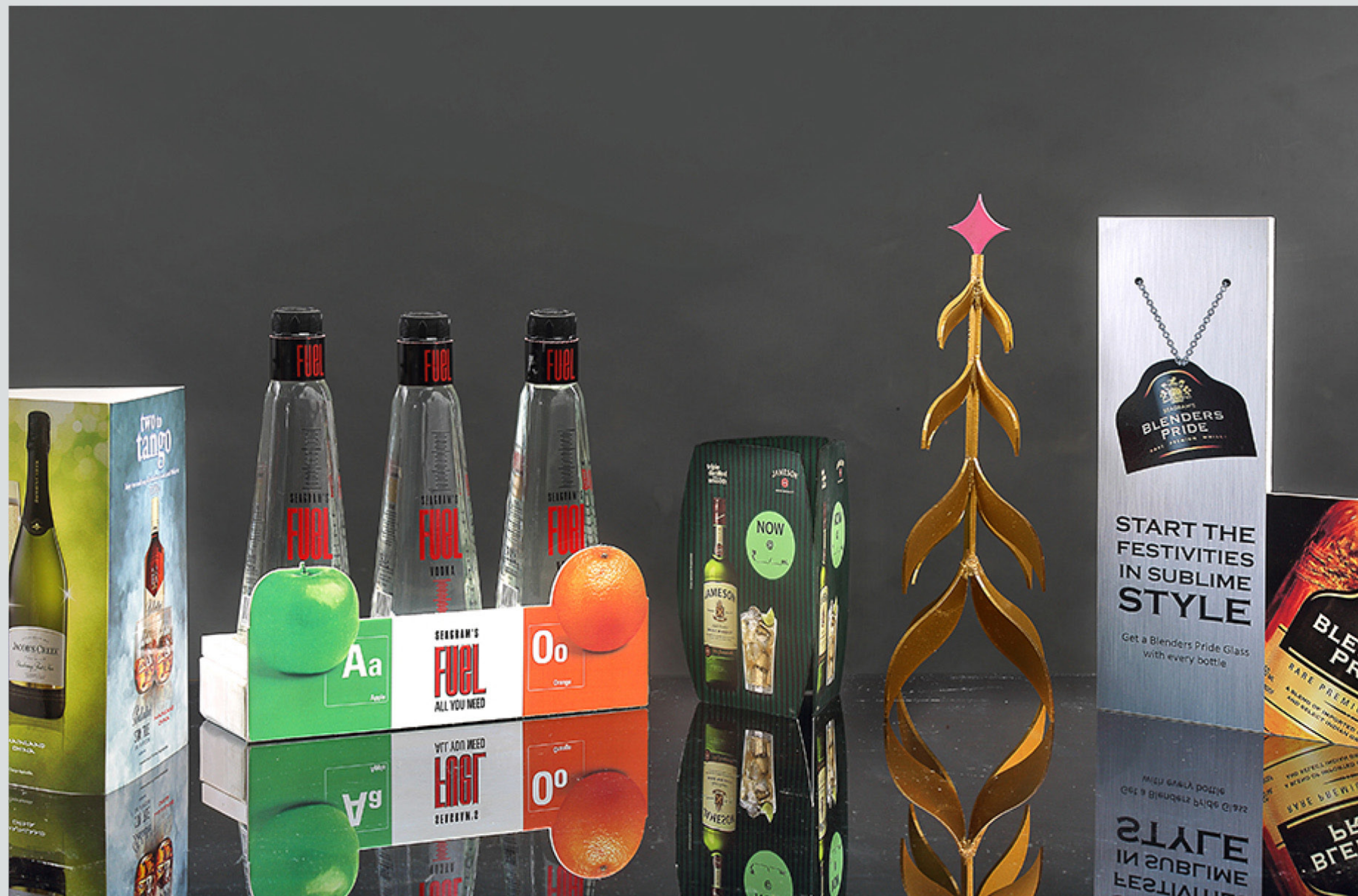


From wood to cloth, leather, and beyond, we bring you a captivating collection of menus adorned with extraordinary materials.

Experience the tactile beauty of embossing, the allure of foiling, and a multitude of other effects that elevate your menus to a whole new level of sophistication. Prepare to tantalize your guests' visual and tactile senses with menus that are true works of art.



Discover a world of possibilities as we showcase unique and eye-catching designs that will set your products apart. From sleek and modern to charmingly rustic, our display solutions are tailored to suit your brand's personality. Transform any surface into a captivating showcase that attracts attention and engages customers. Let your products shine with our creative and impactful table top and shelf displays.



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Witness the artistry of packaging as we showcase a diverse range of cartons and boxes crafted from various materials. From sturdy cardboard to luxurious finishes, our packaging designs blend functionality and aesthetics seamlessly. Experience the power of packaging that not only protects but also captivates. Let your brand make a lasting impression with our innovative and versatile packaging cartons and boxes.



CLIENT SPEAK THAT MAKES OUR SPIRITS SOAR

Aspiration has been our trusted partner for our creative and design requirements. They have worked on content creation for our LinkedIn page, created print and digital assets, including compelling narratives through videos, keeping the brand's essence in mind. Their tailored content resonates with our audience, resulting in an increase in reach and engagement. They excel in client relationship management, exceeding expectations with their professionalism and creativity. They have consistently delivered projects on time and have become an integral part of our team.

Bindu Panicker

Brand & Corporate Communications Manager
TNA Solutions Pvt. Ltd.

We have been working with Aspiration for over 2 years, and they have been instrumental in elevating our social media presence. Their creative strategies, attention to detail, and expertise in the ever-changing social media landscape have helped us engage our audience effectively. The team always has a solution-driven approach and the leadership team is always present to ensure the brand is well taken care off.

Abhishek Chandran

Cluster Director of Marketing and Communications
Hilton Goa Resort & DoubleTree by Hilton Goa - Arpora – Baga

We've had an awesome experience partnering with Aspiration for KA 01! The results they've achieved have been fantastic, and we're really happy with their seamless and prompt coordination. But what's truly stood out is their incredible content creation. Our Instagram page has undergone a complete transformation, thanks to their expertise. It looks and feels amazing now! We genuinely appreciate their creativity and skills. If you're looking to up your social media game, we highly recommend Aspiration. They've made a real impact on our brand, and we're thrilled to be working with them.

Tulshi Naik

Operations Manager
ibis Bengaluru City Centre

I wholeheartedly endorse Aspiration as a print supplier of choice. Their top-notch quality, unmatched customer service, commitment to sustainability, and unwavering reliability make them an invaluable partner. I am grateful for their contributions to my success, and I look forward to continuing our partnership for years to come.

Midhun S Raj

Procurement Manager
ITC Limited - Foods Division

I have had the pleasure of working with Aspiration Advertising for over a decade now, utilizing their expertise in design and print across various organizations. Their enthusiasm, innovation, and effectiveness make them the go-to choice for design and print. From concepts to execution, they consistently deliver outstanding results.

Mohammed Haq

Marketing & Digital Manager
RCI

You have your regular account managers, and then you have team Aspirations. Coming up with innovative solutions, managing culturally and otherwise diverse resources for the best output, pre-empting client needs and the best part, proactive and does not usually forget. Could not ask for more when juxtaposed with the present corporate world. Especially when the aesthetic output is right there.

Dibyajyoti Chaudhuri

Cluster Head - Marketing and Communications
Peerless Hotels Ltd.



COME, SOAR WITH US. CONTACT US ANY WAY YOU'D LIKE.



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