

scoop

Vol. Aug23

it!

Threads ERA



August
Ablaze

LATEST
DIGITAL TRENDS

NEWS
& UPDATES

ANWESHA
SINGH
SOCIAL MEDIA
MANAGER




PAYAL
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CLIENT SERVICE
MANAGER

BHAGYESH
PORWAL
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MANAGER

#5
Top Reel Topics



 Editor-In-Chief: Harshal Saraf
(National Creative Head, Fullscoop)

  
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Aug'23

Important Days & Events

Important Days:

06 Aug : **Friendship Day in India** (First Sunday of August)

12 Aug: International Youth Day & World Elephant Day

15 Aug: **Independence Day**

16 Aug: **Parsi New Year**

19 Aug: Teej

19 Aug: **World Photography Day**

29 Aug: **Onam**

30 Aug: **Raksha Bandhan**

FNB Days:

04 Aug: **Int. Beer Day** & World Chocolate Chip Cookie Day

14-20 Aug: Afternoon Tea Week (UK)

17 Aug: **Cupcake Day (UK)**

16 Aug: **National Rum Day**

24 Aug: **Burger Day, National Waffle Day**

25 Aug: National Whiskey Sour Day

LATEST DIGITAL TRENDS



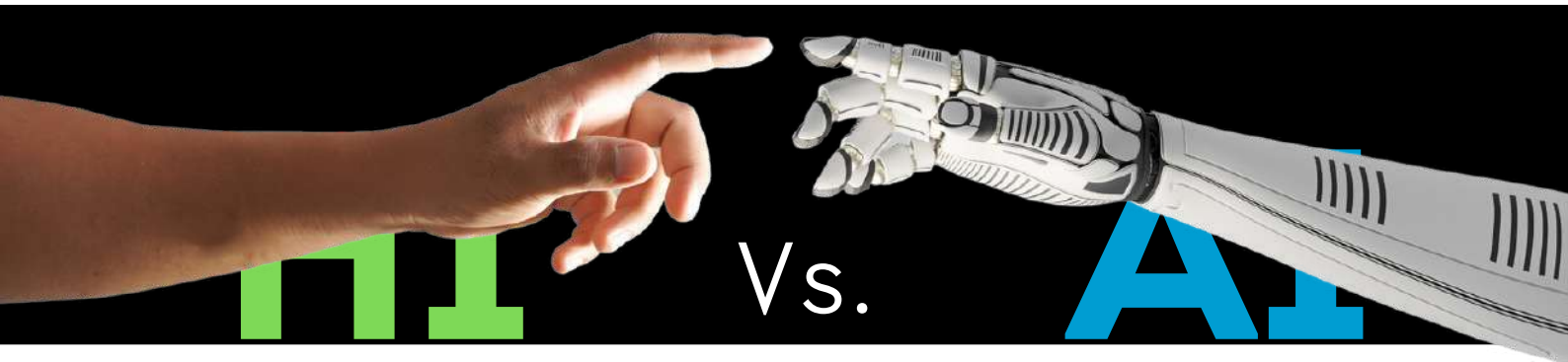
Hey, guess what? Instagram **Threads** is here! It's a super cool standalone app from the fantastic folks at Meta. This app is all about chatting and bonding with your close friends, making it super personal and intimate. Forget visuals, it's all about heartfelt conversations. Get ready to experience the joy of connecting on a whole new level!

Threads posts are **ephemeral**, meaning they **disappear after 24 hours**. This is designed to encourage users to be more spontaneous and less self-conscious about what they share.



Why Threads Over Twitter?

Feature	Threads	Twitter
Character limit	500	280 (unverified users), 25,000 (Twitter Blue users)
Video length	5 minutes	2 minutes and 20 seconds
Messaging	No	Yes
Post draft	No	Yes
Post start	Press enter three times	Click plus button
Likes tab	No	Yes
Content rules	Follows Instagram's rules	Follows Twitter's rules
Community protocol	ActivityPub	Custom
Ads	No	Yes



HI (Human Intelligence/Capital) and **AI** (Artificial Intelligence) play distinct roles in information processing and decision-making. Understanding the difference between the two is crucial for striking the right balance and leveraging their strengths.

The future lies in integrating HI and AI seamlessly, where human intelligence guides and directs AI, while AI augments and enhances human capabilities. Through this collaboration and balance, organizations can harness the full potential of both HI and AI.

AI Can Be Categorized Into Two Distinct Categories:

Personalized AI

This type of AI focuses on learning about individuals and their unique preferences. By understanding who they are and what they like, we can tailor our content to their specific needs and interests.



Tech AI

Think of this as the Tesla example, where AI utilizes visual data from multiple cameras in the car to enhance its capabilities. While this type of AI is technology-driven, it still requires the human element to interpret and make sense of the data.

At Fullscoop, we believe in striking the right balance between HI (Human Intelligence/Capital) and AI. By incorporating the insights and expertise of our human team members, we ensure that our content is not only technologically advanced but also infused with a personal touch that resonates with our audience.



By: Batul Topiwala

Discover the Secret Sauce



Influencer Marketing for Hospitality Success!

In India the Hospitality industry is booming, thanks to new-age marketing techniques like influencer marketing which helps marketers to achieve their targeted goals effectively.

In this blog post, we'll examine the **two** most groundbreaking elements of influencer marketing that have completely changed how companies in the hotel sector interact with their target markets.



TOUCH OF GENUINENESS

Influencer marketing offers businesses a true and honest approach to engage with their audience, which is one of its key benefits. Influencer marketing uses the strength of real individuals with **real-life experiences**, as opposed to traditional advertising, which frequently feels forced or artificial.

Hotels, restaurants, and other companies can **connect** with an extremely interested and **relevant audience** by working with influencers. Thanks to this focused reach, businesses may **boost** their brand recognition, enter new areas, and create awareness.

DIGITAL AUTHENTICATION

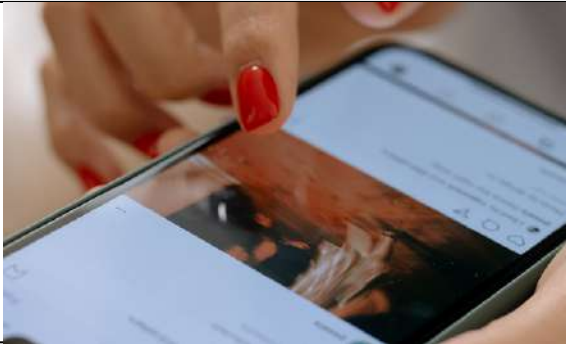
In today's digital age, **social proof** plays a crucial role in consumers' decision-making process. **Positive reviews, testimonials, and recommendations** from influencers can significantly influence potential customers' perception of a hospitality business.

An influencer's positive review of a hotel or dining establishment is a potent endorsement. Potential customers may be persuaded by this type of social evidence to patronize a particular hotel instead of one of its peers.

Influencers have the ability to produce content that engages their audience more closely by telling a story and sharing personal experiences. By establishing a personal connection with consumers, this kind of marketing paves the way for greater customer loyalty and engagement as well as better levels of trust.



By: Aarna Bhagwat



TOP *trending* #5 Topics

1. Food Fusion Delights

Showcase the unique and delicious fusion dishes offered at your hotel and restaurant. Create reels that feature the preparation process, the vibrant presentation, and satisfied customers enjoying the innovative flavors.

2. Chef's Specials

Highlight your talented chefs and their signature dishes through visually appealing reels. Capture the behind-the-scenes action of the chefs crafting their specialties, the sizzling dishes on the stove, and the final plating.

3. Exquisite Dining Experience

Showcase the elegant ambiance, stunning decor, and luxurious dining experience at your hotel and restaurant. Use reels to capture the classy table settings, candlelit atmosphere, and attentive service.

4. Farm-to-Table Freshness

Emphasize your commitment to using fresh, locally sourced ingredients in your dishes. Create reels that showcase the farm-to-table journey, such as visiting local farms, selecting ingredients, and the creative ways they are incorporated into your menu.

5. Culinary Events and Festivals

Promote any special culinary events or festivals happening at your hotel and restaurant. Create reels that capture the excitement, live performances, interactive cooking sessions, and the diverse range of food offerings.

AUGUST MAJOR EVENTS

PROMOTIONAL IDEAS

04 Aug, Friday: International Beer Day

Beer Tastings 🏠 📶

Host beer tasting events or workshops where customers can learn about different beer styles, brewing techniques, and flavor profiles.

📶 🏠 Beer and Food Pairings

Develop a menu of beer and food pairings to enhance the overall experience for customers. Offer suggestions for pairing specific beers with different types of snacks or meals. For example, suggest pairing with spicy chicken wings/ pizza or burger. A reel can be planned showing the pairing options.

Beer Flights 🏠 📶

Create tasting flights that allow customers to sample a variety of beers. Offer a selection of different beer styles/ flavours, such as lagers, ales, stouts, orange and wheat beers. This can also done as facts Story on the platform.





06 Aug, Sun: Friendship Day

Staff-o-Bond 📶

A reel showing the staff friendship and their bonds, the scene can include;

- Staff members working together on a project.
- Staff members laughing and joking around.
- Staff members supporting each other through difficult times.
- Staff members celebrating successes together.
- Staff members simply enjoying each other's company.

🏠 Friendship Bliss Brunch & Spa Retreat

Celebrate Friendship Day with our exclusive 'Friendship Bliss Brunch & Spa Retreat.' Enjoy rejuvenating spa treatments, indulge in a delicious brunch feast, and cherish quality time with friends. Complete the experience with special gifts.

'Tag-a-Friend' Social Media Contest: 📶

Run a social media contest where participants have to tag their friends in the oldest photo they have lucky winner will have a chance to win a free stay or other big rewards.

Bring-a-friend Offer 🏠

Guests to bring a friend along and avail of special discounts. For example, offer a 50% discount on the second room booking when two or more rooms are booked together. This offer can also include meal coupons.

Friends' "Getaway" Package 🏠

Create a special package designed for groups of friends. This could include discounted room rates, complimentary welcome drinks, access to exclusive facilities like spa or pool, and group activities such as a cocktail-making class or group excursion.





15 Aug, Tue: Independence Day

"Flavors of Freedom" Menu: 🏠

Create a special menu featuring **77** dishes that represent the diverse flavors of India. Include popular regional cuisines, traditional dishes, and innovative fusion options to provide a unique dining experience for your guests.

Patriotic Platters 🏠

Serve your dishes on specially designed plates with patriotic themes. Consider using plates adorned with the Indian flag, national symbols, or quotes from famous freedom fighters. This will enhance the patriotic ambiance and create an engaging dining experience.

Tri-color Cocktails 🏠

Experiment with different combinations of juices, syrups, and garnishes to create visually striking beverages that celebrate the occasion.

Why are you proud of India? 📶

Questions like;

Question: What is your favorite thing about Indian culture?

Answer: The diversity.

Question: What is one thing that makes you proud to be Indian?

Answer: The resilience.

A reel can be planned on the above lines.

BTS Shots of Kitchen Staff & Ex. Chef 📶

- Opening shot: A wide shot of the kitchen, with the executive chef and kitchen staff hard at work.
- Cut to: A close-up of the executive chef, giving instructions to the kitchen staff.
- Cut to: A shot of the kitchen staff preparing the food, with the executive chef overseeing their work.
- Cut to: A shot of the food being cooked, with the smell of delicious Indian dishes wafting through the air.
- Cut to: A shot of the kitchen staff plating the food, with the executive chef giving final touches.
- Cut to: A close-up of the food, looking delicious and mouth-watering.

The reel could be set to a patriotic song or music that evokes a sense of pride and celebration.

16 Aug, Wed: Parsi New Year & National Rum Day

Parsi New Year

- **Parsi Thali Experience:** 🏠
 - Create an exclusive Parsi Thali that showcases a diverse range of Parsi delicacies. Include dishes like Chicken Farcha (crispy fried chicken), Lagan Sara Istew (a traditional Parsi wedding stew), Jardaloo Salli Murgh (chicken with apricots and crispy potato straws), and Ravo (a sweet semolina pudding).
- **Parsi Street Food Festival:** 🏠
 - Organize a Parsi street food festival where guests can indulge in popular Parsi street snacks and treats.

National Rum Day

- **Rum Tasting Flight:** 🏠
 - Offer a special rum tasting flight featuring a selection of premium rums from different regions.
- **Rum Cocktail Specials:** 🏠
 - Create unique rum-based cocktails exclusively for National Rum Day. Experiment with tropical flavors, spices, and fresh fruits to craft enticing concoctions
- **Rum Pairing Menu:** 🏠
 - Develop a special menu that pairs various rum cocktails with complementary appetizers or desserts.
- **BTS Reel Sequences:** 🏠 📶
 - Create engaging BTS (Behind-The-Scenes) reel sequences for National Rum Day promotions.





17 Aug, Thu: Cupcake Day

- **Decorate Your Own Cupcake:** 🏠
 - Set up a decorating station where customers can customize their own cupcakes with various frosting colors, sprinkles, and toppings.
- **Social Media Contest:** 📶
 - Run a contest on social media where customers can post a picture of their favorite cupcake from your bakery, using a designated hashtag.
- **BTS Reel Sequences:** 📶
 - Create a short BTS reel showcasing the process of baking and decorating cupcakes in your bakery. Highlight the skill and dedication that goes into creating these delectable treats.



19 Aug, Sat: World Photography Day

- **Photography Workshops:** 🏠
 - Organize a photography exhibition within the hotel or restaurant premises, showcasing the work of local photographers.
- **Social Media Contest:** 📶
 - Conduct photography workshops led by professional photographers. Teach participants various techniques and tips for capturing stunning photographs. This can be a great opportunity to engage with photography enthusiasts and promote your hotel or restaurant as a creative hub.
- **Organise a In-house Photography:** 🏠
 - Organize an internal photography competition for the employees, offering exciting rewards such as a day-out, a family dinner, or other enticing prizes.



24 Aug, Thu: Burger Day & National Waffle Day

Burger Day

- **Buy One, Get One Free:** 🏠
 - Enjoy a complimentary burger of your choice when you purchase any burger from our menu.
- **Social Media Contest:** 📶
 - Organise a Burger Day photo contest by snapping a picture of your burger creation, tagging our restaurant, and using a designated hashtag for a chance to win a free burger meal or other exciting prizes.

24 Aug, Thu: Burger Day & National Waffle Day

- **Burger Combo Special:** 🏠

- Indulge in a mouthwatering burger, accompanied by a side of crispy fries and a refreshing beverage, all at a discounted price.

National Waffle Day



- **Waffle Combo Special:** 🏠

- Indulge in a delightful waffle feast with our combo offer, including a waffle of your choice, a side of crispy bacon or sausage, and a hot beverage, all at a discounted price.

- **Waffle Toppings Extravaganza:** 🏠

- Customize your waffle to perfection by selecting from a wide array of toppings such as fresh fruits, whipped cream, chocolate chips, nuts, and more—all at a discounted price.

29 Aug, Tue: Onam



- **Wishing Story/ Post** 📶

- Why is this celebrated?
- Carousel post showing the mythological facts.

- **Flower Rangoli** 🏠

- **Special Lunch/ Dinner setup (Set Menu)** 🏠

30 Aug, Wed: Raksha Bandhan



- **Sibling Special** 🏠

- Offer a discounted rate for siblings dining together or staying at the hotel during Raksha Bandhan. For example, provide a 15% discount on food and accommodation for siblings celebrating the occasion.

- **Rakhi Gift Hampers/ Brochures:** 🏠

- Rakhi-themed hampers containing a variety of goodies like sweets, chocolates, personalized gifts, and small mementos. Offer these hampers as complimentary gifts to guests staying at the hotel during Raksha Bandhan.

- **Hotel team can share the promotional offers/ hampers/ brochures at-least 30 days prior for better reach and engagement**

- **Social Media Contests:** 📶

- Run social media contests or giveaways where participants can win special Raksha Bandhan packages, meals, or gift vouchers. This can help generate buzz and attract a wider audience to your establishment.



NEWS & UPDATES

Stay Up-to-Date with the Latest News and Updates in the Hospitality Sector.



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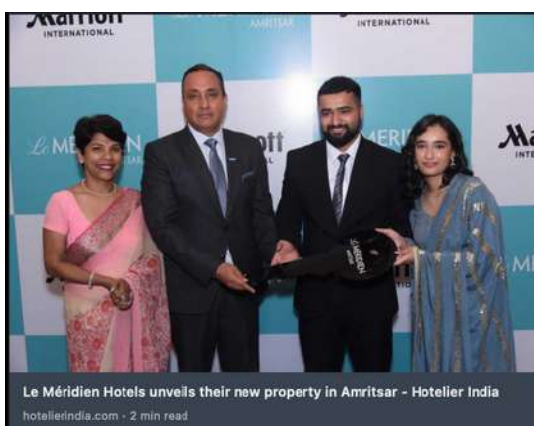
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Sources: Today's Traveller, BW Hotelier, LinkedIn

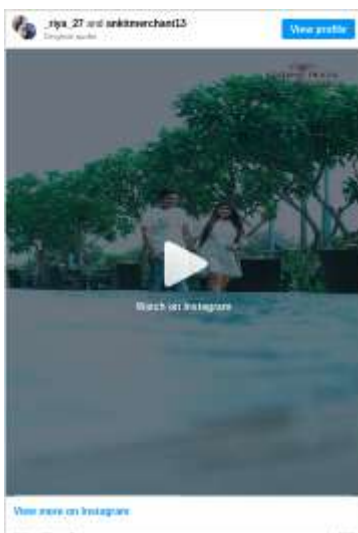
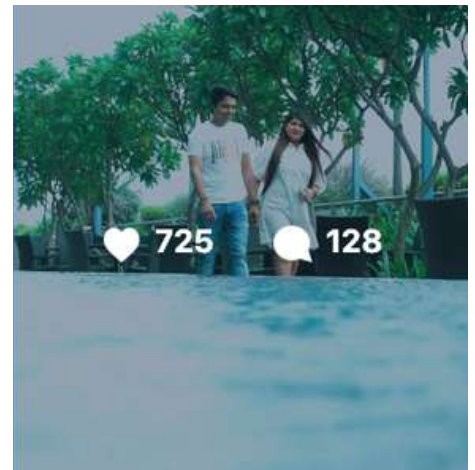
CREATING MEMORIES

One Post at a Time: Influencers Conquer Hotels!

Crowne Plaza Ahmedabad City Centre *Influencer Visit*

Crowne Plaza Ahmedabad City Centre has joined forces with incredible influencers, their collaboration has sparked a viral frenzy, amassing a whopping **32.6K** views and over **720** likes on the captivating content. It's an absolute delight to witness the extraordinary reach and enthusiastic reception this partnership has garnered!

Their ingenious collaboration with influential personalities has illuminated the path to triumph, showcasing an extraordinary level of engagement.



click to Play

Crowne Plaza Ahmedabad City Centre influencer campaign in the radiant city of Ahmedabad! By joining forces with sensational influencers, this campaign has catapulted to phenomenal success, illuminating the digital landscape with its radiant glow.

The magical partnership has unlocked a treasure trove of possibilities, allowing Crowne Plaza Ahmedabad City Centre to tap into the vast follower bases of these influencers

LENS & LUXURY

Capturing the Essence of Hotels for Social Media Delight!

Grand Mercure Giftcity, Gandhinagar: *Photoshoot*

Fullscoop Digital recently conducted a photoshoot to create content for Grand Mercure Giftcity, Gandhinagar.





Thank You For Your Time

Looking forward to see you next month with more new & exciting updates.

Hey

Give a thumps up if you found this letter useful. Our team of experts is dedicated to deliver customized and effective solutions to boost your online presence, drive digital experience into profitable solution, Via different means like Instagram, Facebook, LinkedIn & Youtube.

Feel free to get connect us at: business@fullscoop.in

Happy chatting!



Manish Vaswani

Chief Creative Officer

FullscOp



Fullscoop is India's premier 360 degree digital marketing agency, working with 200+ hospitality brands globally as advertising partner.