

scoop

it!

VOL.MARCH24



LENS & LUXURY

Crafting Hospitality Magic

NEWS UPDATES

Hospitality Industry

RIGHT WAY OF PROMOTING

Food Festivals

VIDEO PRODUCTION

Inhouse Crafted Reels



www.fullscoop.in

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(Creative Manager, Fullscoop)



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IMPORTANT DAYS & EVENTS

MARCH'24 🎉

🌟 1st March: Employee Appreciation Day 🏆

🌟 **4th March: National Safety Day** 🌱

(Safety for a Sustainable Future)

🌟 **8th March: International Women's Day** 👩

🌟 8th March: Maha Shivratri 🙏

🌟 **10th March - 9th April: Ramadan** 🕌

🌟 20th March: International Day of Happiness 😊

🌟 22nd March: World Water Day 💧

🌟 **23rd March: Earth Hour** 🌍

🌟 24th March: National Cocktail Day (US) 🍸

🌟 24th March: Holika Dahan

🌟 **25th March: Holi** 🌈

🌟 25th March: Int. Waffle Day 🍷

🌟 27th March: Int. Whiskey Day 🍷

🌟 **31st March: Easter** 🐣

OTHER DAYS

✦ 3rd March: World Wildlife Day 🐅

✦ 13th March: No Smoking Day 🚭

✦ 20th March : Navroz 🍇

✦ 29th March: Good Friday 🏰

✦ 30th March: Rang Panchami 🗡️



MAGICAL MARCH IDEAS!

Start here



MAGICAL MARCH

CREATING IMPORTANT EVENTS STRATEGY

1ST MARCH: EMPLOYEE APPRECIATION DAY

✨ Employee Spotlight Series

Create a series of social media posts or stories featuring different employees and share their photos, job roles, fun facts, and what they love most about working at the hotel.

✨ Employee Talent Showcase

Showcase the diverse talents of your hotel's employees by sharing videos or photos of them showcasing their hobbies or skills outside of work, whether it's playing music, cooking, painting, or practicing sports.



Click to view

REEL IDEATION 

4TH MARCH: NATIONAL SAFETY DAY

(Safety for a Sustainable Future)



✨ Sustainability Success Stories

Share success stories and achievements related to the hotel's sustainability efforts, such as energy savings, waste reduction, or community partnerships. Highlight the positive impact these initiatives have had on the environment and the local community.

✦ Employee Safety Spotlights

Share behind-the-scenes glimpses of hotel employees implementing safety protocols and sustainability initiatives in their daily routines. Highlight their efforts to ensure a safe and environmentally friendly experience for guests.

✦ Safety Tips Series

Create a series of Instagram Stories featuring quick safety tips and reminders for guests and followers, such as how to properly use fire extinguishers, emergency exit locations, and eco-friendly practices they can adopt during their stay.

8TH MARCH: INTERNATIONAL WOMEN'S DAY

✦ #WomenWhoLead

Share posts featuring female leaders within the hotel's management team, highlighting their career paths, accomplishments, and leadership philosophies. Use the hashtag #WomenWhoLead to inspire and empower others.

✦ Women's Day Recipe Book

Compile a digital recipe book featuring signature dishes from female chefs and culinary experts. Share mouthwatering photos of the dishes on social media along with the recipes, encouraging followers to recreate them at home and celebrate women's culinary talent.

✦ Women's Day Tribute

Dedicate a series of Instagram Stories to paying tribute to influential women throughout history who have made significant contributions to society, culture, and the hospitality industry. Share their stories, achievements, and inspirational quotes to educate and empower your audience.



✦ Floral Appreciation Gesture

Male team members surprise female colleagues with flowers as a token of appreciation and gratitude. Capture the heartwarming moments of presentation and genuine reactions

WISHING REEL IDEATIONS 📌



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10TH MARCH - 9TH APRIL: RAMADAN

✦ Ramadan Recipe Quick Tips

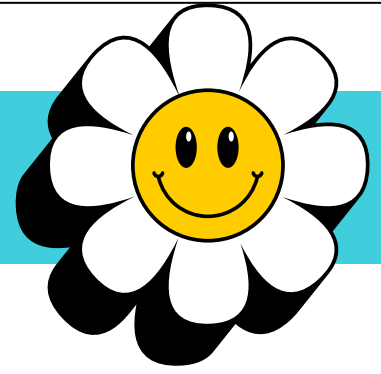
Share posts featuring female leaders within the hotel's management team, highlighting their career paths, accomplishments, and leadership philosophies. Use the hashtag #WomenWhoLead to inspire and empower others.

✦ Ramadan Traditions Series

Create curated gift hampers filled with Ramadan-themed goodies such as dates, nuts, sweets, prayer beads, and Islamic books. Offer these hampers as special gifts for guests to purchase or as complimentary amenities for those staying at the hotel during Ramadan.



20TH MARCH: INTERNATIONAL DAY OF HAPPINESS



✦ Happiness Hour Specials

Introduce a daily "Happiness Hour" at the hotel bar or lounge featuring special discounts on drinks, appetizers, and desserts. Create a festive atmosphere with live music, upbeat playlists, and interactive games or trivia to encourage guests to unwind and enjoy moments of happiness together.

✦ Guest Testimonials

Share heartwarming guest testimonials and reviews on social media, highlighting moments of happiness and delight experienced during their stay at the hotel.

✦ Laughter Yoga Session

Share heartwarming guest testimonials and reviews on social media, highlighting moments of happiness and delight experienced during their stay at the hotel.

22ND MARCH: WORLD WATER DAY

✦ Behind-the-Scenes Water Management

Take followers behind the scenes with Instagram Stories showcasing the hotel's water management systems and sustainability initiatives.

✦ Water Conservation Tips Series

Share a series of Instagram Stories featuring practical tips and tricks for conserving water in everyday life. Include suggestions for reducing water waste in the bathroom, kitchen, and garden, as well as information on the importance of fixing leaks and using water-efficient appliances.

23RD MARCH: EARTH HOUR DAY

✦ Earth Hour Lights-Out Challenge Montage

Produce a Reels montage showcasing clips of guests and staff participating in the Earth Hour Lights-Out Challenge. Include footage of lights being switched off, candlelit moments, and messages of support for environmental conservation to inspire viewers to join the movement.

✦ Hotel Sustainability Q&A Session

Host a Q&A session on Instagram Stories where followers can ask questions about the hotel's sustainability initiatives and environmental practices.

24TH MARCH: NATIONAL COCKTAIL DAY (US)

✦ Cocktail Flight Experience

Offer a cocktail flight experience where guests can sample a curated selection of mini cocktails, allowing them to explore a variety of flavors and styles in one sitting.

✦ Cocktail Artistry Showcase

Showcasing the artistry and creativity of cocktail-making, featuring mesmerizing videos of bartenders crafting elaborate cocktails with flair and precision.

✦ Cocktail Ingredient Spotlight

Create Instagram Stories series highlighting unique and exotic cocktail ingredients, offering insights into their flavors, origins, and uses in mixology



REEL IDEATIONS

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25TH MARCH: HOLI

✦ Colorful Dessert Display

Create a visually stunning dessert display featuring an assortment of colorful sweets and treats. Showcase Holi-themed desserts such as rainbow-colored macarons, pink jalebi, vibrant fruit tarts, colorful cake pops, and handcrafted chocolate truffles decorated with edible gold and silver dust.

✦ Holi Color Transformation


Create Reel videos showcasing dramatic color transformations, where Team Members start in white attire and gradually get covered in vibrant Holi colors.

✦ Holi Heritage Highlights

Share posts highlighting the cultural and historical significance of Holi, exploring its origins, legends, and rituals. Educate followers about the diverse customs and traditions associated with Holi celebrations across different regions of India.

REEL IDEATIONS ➤➤➤



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✦ **Holi Color Countdown**

Launch a Holi color countdown series on social media, featuring daily posts leading up to the festival that highlights different colors associated with Holi and their significance. Share fun facts, trivia, and historical anecdotes to educate and engage followers.



✦ **Organic Colorful Mocktail Bar**

Set up an organic colorful mocktail bar offering a variety of refreshing non-alcoholic beverages made with natural ingredients and edible colors.



**HAMPER
PROMOTION
IDEATION**

31ST MARCH: EASTER

✦ **Easter Egg Hunt Extravaganza**

Host an Easter egg hunt extravaganza for guests of all ages, featuring hidden eggs filled with surprises and treats scattered throughout the hotel grounds or designated areas. Offer special prizes for finding golden or specially marked eggs, and organize activities like face painting and balloon art for added fun.

✦ **Easter Brunch Menu Preview**

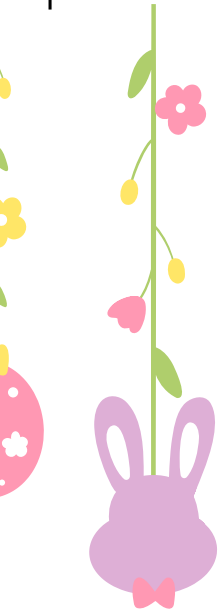
Share posts highlighting the hotel's Easter brunch menu, featuring mouthwatering photos of signature dishes, seasonal cocktails, and decadent desserts. Invite followers to make reservations and join in the Easter celebration with family and friends.

✦ Easter Family Photo Contest

Host an Easter family photo contest on social media, inviting followers to share their favorite Easter family photos using a designated hashtag. Feature the heartwarming entries in posts and encourage followers to vote for the most memorable and festive photos.

✦ Easter Recipe Showcase

Share Instagram Stories featuring step-by-step recipes for Easter-themed dishes and treats, such as hot cross buns, Easter sugar cookies, and colorful spring salads. Provide cooking tips, ingredient substitutions, and festive presentation ideas to inspire followers to try the recipes at home.



Click to view 



**REEL
IDEATIONS**
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WHY DIGITAL ADS ARE A MUST?

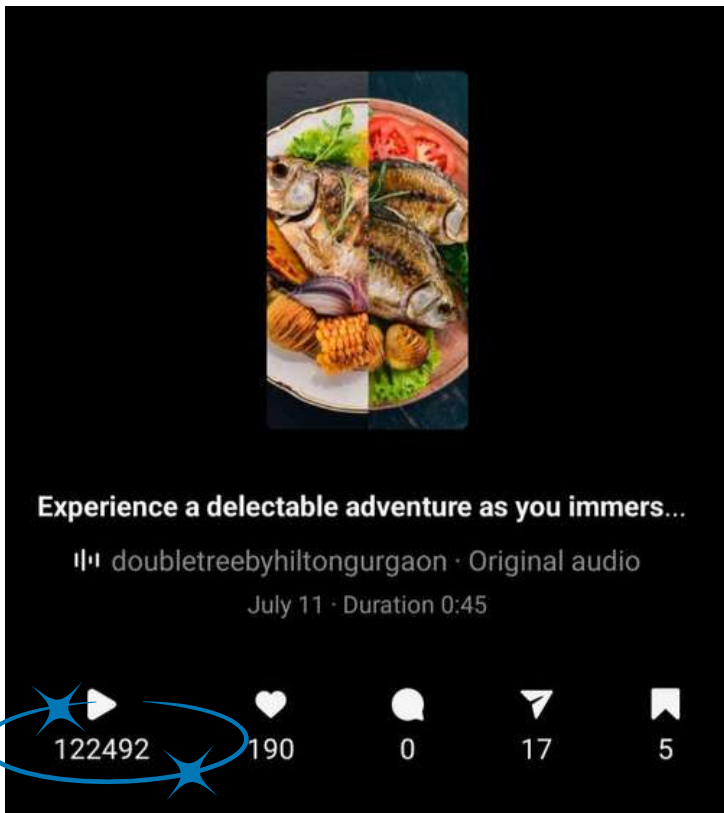
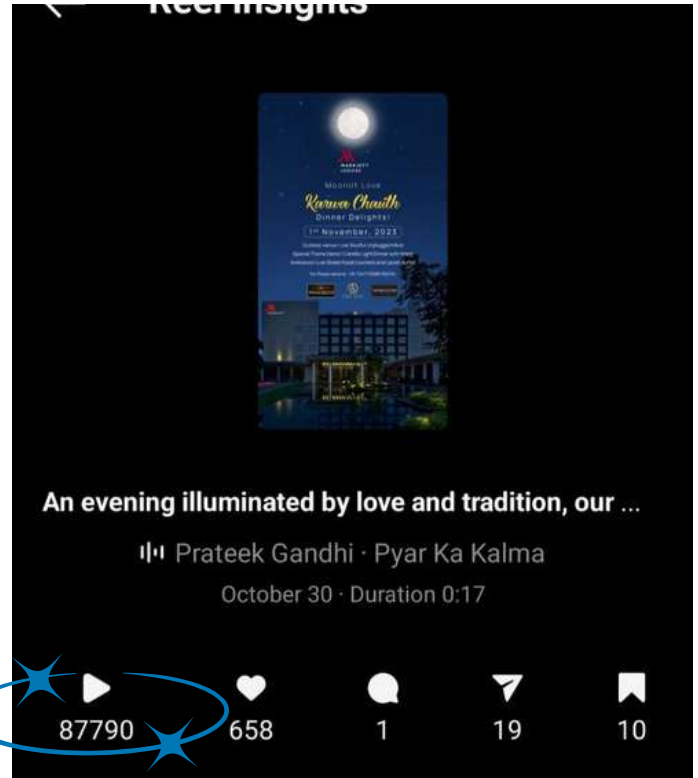
NAVIGATING THE DIGITAL WAVE WITH SOCIAL MEDIA BOOSTINGS

Increased Visibility

Social media ads significantly boost the visibility of your content by appearing in users' feeds, even if they don't follow your page.

Targeted Reach

Ads allow you to target specific demographics, interests, and behaviors, ensuring that your content reaches the most relevant audience.



Enhanced Engagement

Whether it's likes, shares, comments, or clicks, ads encourage users to interact with your content.

Conversion Opportunities:

Analytics and Insights

Social media platforms offer robust analytics tools that provide valuable insights into the performance of your ads.

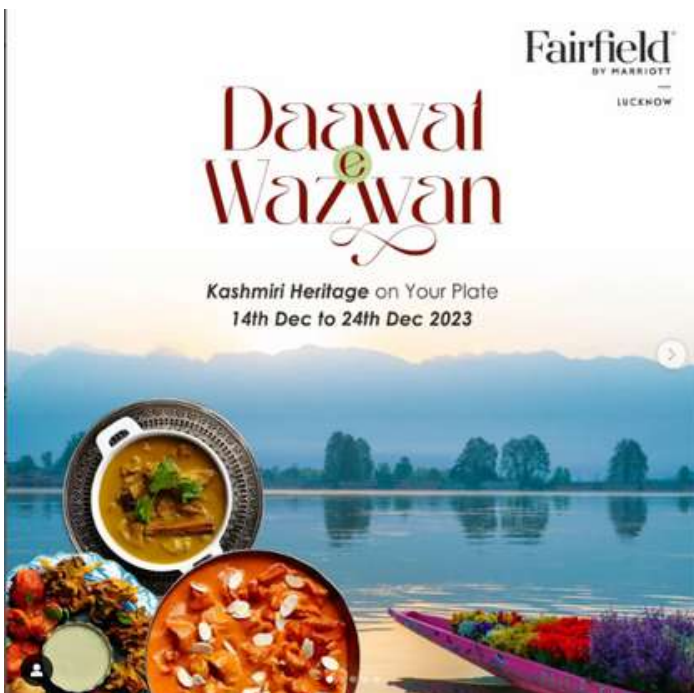
WHAT IS THE RIGHT WAY TO PROMOTE A FOOD FESTIVAL?

PLAN A STRUCTURED CONTENT CALENDAR OUTLINING POSTS, STORIES, CAROUSELS, TEASERS, GIFS, AND REELS LEADING UP TO THE EVENT.

1 Teasers for Anticipation
Craft teaser posts and stories to build anticipation.

3 Interactive Stories
Leverage Instagram and Facebook Stories for real-time updates, polls, and Q&A sessions.

2 Engaging Carousels
Develop informative carousels showcasing various aspects of the festival.



Carousel Post, Click to view 🖱️



Click to play 🖱️

Eye-Catching GIFs

4 Design attention-grabbing GIFs featuring mouth-watering dishes, event details, and special offers.

Engaging Reels

5 Create engaging reels showcasing behind-the-scenes footage, chef interviews, and quick glimpses of the festival atmosphere.



Click to play

6

Utilize Influencer Marketing

Collaborate with food influencers to reach a wider audience.



Click to play




Click to play

DIGITAL BRILLIANCE IN MOTION AT FULLSCOOP



Experience the Power of Our In-House Crafted Reels – Where **CONCEPT**, **SHOT**, and **EDIT** Converge for Unforgettable Digital Moments!



Click to Play 

LENS & LUXURY

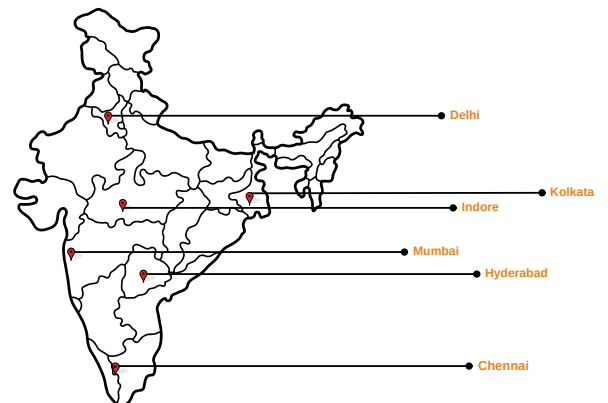
Crafting Hospitality Magic: Meet Our Expert Photography Team

Hilton Garden Inn ND, Saket *Photoshoot*

Fullscoop Digital recently conducted photoshoot to generate content for Hilton Garden Inn ND, Saket



We're a team of adept photographers specializing in capturing the subtleties of the hospitality industry, with our lens spanning across India.



NEWS & UPDATES

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

"Oberoi Hotels & Resorts are delighted to host and promote the celebration of beauty, innovation, and craftsmanship that has defined a century of the most exceptional automobiles of the world. With The Oberoi Concours d'Elegance, we look forward to placing India on the world's Concours stage and showcasing the very best of automotive heritage and excellence"

**Arjun Oberoi, Executive Chairman,
The Oberoi Group**

BWHOTELIER
B W H O T E L I E R . C O M



The Oberoi Concours d' Elegance set to showcase the best of automotive heritage at The Oberoi Udaivilas, Udaipur

[click to read more](#) 🖱️



Executive Chef Divyanshi Patel is all set to take the dining experience at The Astor Goa to new heights

[click to read more](#) 🖱️



OPERATIONS

"The hospitality sector stands on the brink of a transformative era!"

[click to read more](#) 🖱️

"With the rapidly growing country's airport infrastructure, the signing of a Ginger at the new Manohar International Airport, Goa is in line with IHCL's growth plan of being present across key transit hubs. This will be the third large format Ginger hotel at an international airport after Mumbai and Bengaluru, catering to the growing demand that these nodal centres generate"

**Puneet Chhatwal, Managing Director &
Chief Executive Officer, IHCL**

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B W H O T E L I E R . C O M



IHCL inks 300 keys Ginger Hotel at Mopa, Goa

Spread over two acres, the hotel will be a part of the well-planned aero-city development with retail and hospitality presence

[click to read more](#) 🖱️



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 book an appointment at <https://calendly.com/manishdigital/bookcall> or mail 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.