

p(Astoria)

Transforming Identity. Redefining Luxury.

A close-up photograph of a waiter in a formal tuxedo, including a white dress shirt, a black bow tie, and a black jacket. The waiter is wearing white gloves and is holding a silver tray with both hands. The background is dark and out of focus.

Understanding Hospitality

In contrast to the bygone years, hospitality industry has taken an evolutionary step when it comes to serving their clients. Moreover, they are ready to break the dogmas and bring a change in the system. So what encourages them to shift from this conventional structure to embrace something new?

- People now want more value in their spending
- Cut-throat competition in the market
- Rise in the trend and technology

The Client

Astoria hotels are a chain of hotels that promises to provide supreme luxury with state-of-the-art facility. Infusing with colonial elements in their architecture, every detail resonates class and royalty. Among various locations, one of the branches located in Kodaikanal, is a prime choice for tourists all around. Dating itself to ancient India, Kodaikanal is also known for its temples and rich tradition which also gave them an edge in the brand positioning.

“Already having to anchor themselves in the market, they are also known for their international standard and refined look.”





The Change

Having the vantage point to see the advantage and exploit the situation, they still couldn't reach out to the masses. Somewhere in the communication there was a barrier for which they were not accepted. Whether it was their brand identity or their target audience, the answer: unclear.

We wanted to refurbish the existing brand so as to match the scrupulous market and demanding audience.

The Solution:

Redefining Identity

To position them in the new market, we gave the brand a new identity with which they could speak out their brand philosophy. We merged the aristocracy of crown with the face of a lion to bring out the royal concept in their brand logo; associating them with the richness of India. Also when the images combined it morphed into a lamp which represented hospitality





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Maintaining the **Pattern**

To keep the consistency, we followed the same communication in every possible medium: soap design, bed linen, towel, staff attire, stationary, collaterals, etc.

Class and excellence were maintained throughout all their branding elements.



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WORLD
IN ONE PLATTER.
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The Outcome

With all the rebranding and message in the right place, our outcome was appealing. We managed to give the brand a new platform whereby they could reach to the wider audience, domestically and internationally.

Due to the positive review and favourable criticism, our creative approach has been a topic of case study for advertisers and marketers in this field.