

5.7.24

## **INSTAGRAM**

### **PHOENIX PALLADIUM**

#### *Good feedback -*

- Luxurious feel is created through the black and gold color scheme that is created in the profile picture along with the highlights. This attracts the audience to further go through it to learn more about it.
- The highlights very well organize the different buckets such as events, art and decor, F&B, entertainment etc which makes it very easy for the viewer to individually go through each of them with ease.
- By using fun and creative instagram reel ideas along with appropriate hashtags it once again helps in the viewers getting attracted towards the page.
- Posting multiple posts daily helps the audience to stay engaged with the page and helps them stay in touch with the new events or offers that are going around in the mall. This also helps in enhancing the algorithm of the page which helps boost the posts further.
- By doing the collaboration with “go.outmumbai” which is a page with around 215K followers and “shibaniakhar” who has around 1.4 million followers incorporates “influencer marketing”. This strategy has a lot of growth and potential and helps in boosting the followers and engagement with the post.

#### *Points of improvement -*

- By incorporating instagram giveaways and competitions. This includes urging people to repost the story, tagging the account or commenting on the posts to eventually have one winner who could be given maybe a discount or a gift voucher in a shop. This would encourage people to participate as it helps them in being cost effective and by having many comments in a post the engagement with the post increases, boosting the likes as well.
- Community values can be demonstrated by having content which caters to all the different age groups on instagram. By having more content that features pictures with younger kids or elderly people as this could help more people to relate with the posts.

#### *Good Points for Phoenix Palladium to Use:*

1. **Prominent Color Scheme:** The red color scheme of Jio World Plaza is powerful and eye-catching. Phoenix Palladium could adopt a more prominent color scheme to make their Instagram page stand out.
2. **Minimalist Approach:** Using minimal text allows users to focus on the pictures, enhancing visual appeal.
3. **Food Pictures:** Incorporating more food pictures can be engaging and attract more viewers.
4. **Celebrity Features:** Featuring celebrities and influencers can significantly boost engagement and reach.
5. **Consistent Luxury Theme:** Maintaining a consistent luxury theme reinforces the brand's high-end image.
6. **Inclusive Content:** Including content that appeals to all age groups makes the page more relatable.
7. **Event Highlights:** Creating highlights for specific events, like "Father's Day," helps organize content and make it easy for viewers to find.
8. **Thematic Organization:** Following particular themes to organize posts makes the page visually appealing.
9. **Shop Highlights:** Creating individual highlights for different shops provides detailed information in an organized manner.
10. **Creative Photo Ideas:** Using creative and interesting photo ideas to promote products can capture the audience's interest.

*Ways to Improve by Avoiding Certain Strategies:*

1. **Irregular Posting:** Irregular posting can disrupt the algorithm. Consistency is key.
2. **Overly Professional Content:** While professional images are great, mixing in authentic, behind-the-scenes, or casual content can make the brand feel more approachable.
3. **Lack of Clear CTAs:** Posts should have clear calls to action to drive engagement and conversions.
4. **Formal Reels:** Avoid making reels too formal; interesting and engaging content is more effective.
5. **Overuse of Professional Photography:** Excessive professional photography can lose the personal touch. Including more relatable content can balance this.
6. **Overusing Celebrities:** While celebrities are beneficial, overusing them at the expense of regular people can reduce the personal connection with the audience.

## CIG VIDEO IDEAS FOR PHOENIX PALLADIUM -

1)

[https://www.instagram.com/reel/CzQrbMftz9X/?utm\\_source=ig\\_embed&ig\\_rid=6c7a5181-667a-43c2-bbed-8f82bfcb846e](https://www.instagram.com/reel/CzQrbMftz9X/?utm_source=ig_embed&ig_rid=6c7a5181-667a-43c2-bbed-8f82bfcb846e)

One helicopter bringing a big sign of natures basket and other small helicopters bringing vegetables and packaged goods and it lands it phoenix palladium

2)

[https://www.instagram.com/reel/CydemV8OZVm/?utm\\_source=ig\\_embed&ig\\_rid=b0caa0be-6b50-4077-b77a-cad49f84460e](https://www.instagram.com/reel/CydemV8OZVm/?utm_source=ig_embed&ig_rid=b0caa0be-6b50-4077-b77a-cad49f84460e)

This can be used to show phones with legs breaking out of the apple store to show the electronic event happening in august

3)

<https://youtu.be/HGErTq5AVXo>

This can be used to promote a movie like maybe inside out 2 or the minions in despicable me 4

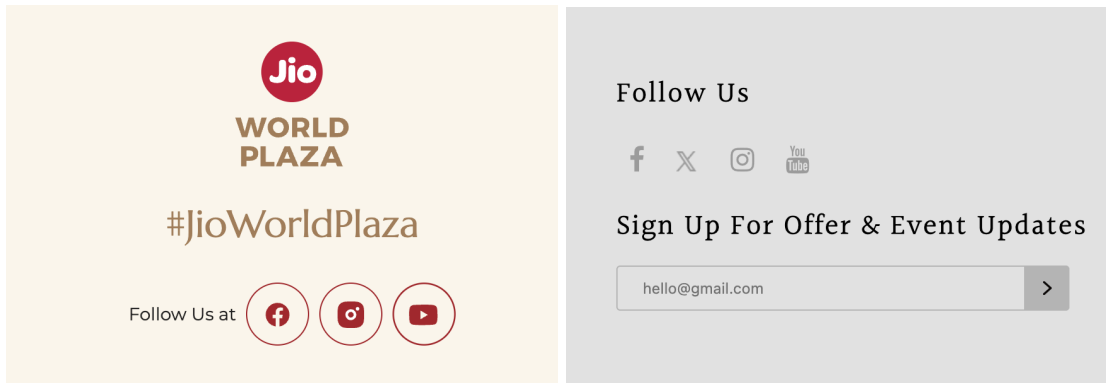
## Website analysis

Good points in the Jio Plaza website -

<https://www.jioworldplaza.com/>

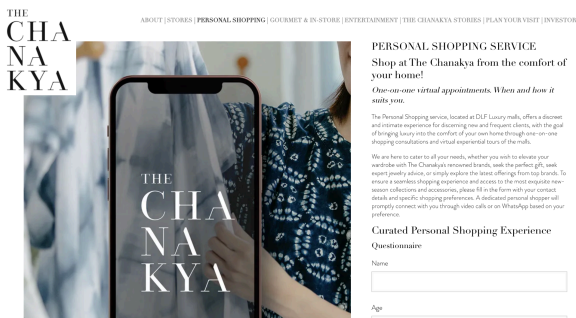
- The video in the introduction makes it an appealing beginning for the viewer and gives it a good introduction about the infrastructure and types of brands it has.

- The red color theme gives an organized look to the website
- The icons for visiting their social media accounts are more prominently displayed as it is darker while the phoenix palladium one is lighter so can be missed so it should prominently be displayed in order to get followers there
- They have a description about their inox phoenix palladium should mention about pvr inox as well



The Chanakya mall website -

- Does not show the infrastructure or about the mall in the intro video this is something phoenix palladium should not do
- Website is a bit slow - not appealing for the audience
- The text is really small so hard to read



- The location is not explicitly mentioned on the website
- Lot of effort is needed from the viewers side which is not good

<https://www.thechanakya.com/our-story/>

# **WOMEN'S WEDNESDAYS**

## **Discounts**

### 1. Beauty and Wellness Discounts:

- Partner with Prana Spa and Lakme Salon to offer discounts on popular services like manicures, pedicures, facials, and massages.

### 2. Dining Discounts:

- Offer a set discount on meals at participating restaurants and cafes.
- Provide a free dessert or drink with the purchase of a main course.
- Extend happy hour deals throughout the day on Wednesdays, including discounted beverages and appetizers.

### 3. Retail Discounts:

- Offer a flat percentage discount (e.g., 10-20%) on all purchases for women in participating stores.
- Provide BOGO (Buy One, Get One) offers on selected items to move inventory.
- Offer a free gift with a minimum purchase amount. This could be a beauty product, accessory, or a small gift card.
- Host limited-time flash sales throughout the day with deeper discounts to create urgency and excitement.

## **Offers**

### 1. Personal Shopper Services:

- Provide complimentary personal shopper services to help women find the best deals and latest trends, enhancing their shopping experience.

### 2. Movie Discounts:

- Offer a discount for any movie at PVR ICON if ₹20,000 is spent in a day.

### 3. Raffle Entries:

- Enter women into a raffle for every purchase they make on Women Wednesdays, with prizes such as gift cards, products, or exclusive experiences.

### 4. Childcare Services:

- Provide a trusted child care service at Timezone so that women can shop freely.

### 5. Dining Offers:

- Offer a free cocktail or dessert for women dining at participating restaurants during the evening hours.

### 6. Live Entertainment:

- Arrange live entertainment performed by women-led bands to create a vibrant atmosphere.

## **Workshops**

### 1. Makeup Tutorials:

- Host makeup tutorials at MAC.
- Specialist
- What new things have launched

### 2. Fitness Sessions:

- Organize Zumba or yoga sessions at Adidas, Asics, Puma, and Skechers.

### 3. Skincare and Haircare Workshops:

- Conduct skincare or haircare workshops at Prana Spa and Lakme Salon.

### 4. Retail or ethnic or casual

### 5. Cooking workshop

Spa

Electronics

## **Event Promotion**

- Use platforms like Instagram, Facebook, and Twitter to promote the event with engaging posts, stories, and influencer collaborations. (BTL)
- Send newsletters highlighting the offers and events planned for Women Wednesdays. (BTL)
- Utilize posters, banners, and digital screens within the mall to inform visitors about Women Wednesdays. (ATL)
- Give flyers out to people (BTL)
- Tell shopkeepers or restaurant owners to spread the word to the women that come to their shop (BTL)

Anchors and mini anchors -

- Special initiatives

## **Workshops**

## **MAKEUP**

### Mac -

- Host a makeup competition in their store and offering prizes to the winners
- This can attract the audience to come to express themselves and show off their skills
- This is something different as the prize can be extremely good like a limited edition product at a major discount or a gift card with money in it or some free products if they do well

## **FITNESS**

### Adidas

- “The event began with interactive workshops on digital art. Digital Illustrator Yash Pradhan conducted a session at the adidas Originals store on Linking Rd, Mumbai, while Designer Param Sahib led a talk at the Promenade Store in New Delhi. They discussed their journeys in digital art, the rise of AR & VR, and NFTs. The workshops featured an AR showcase of three classic sneakers—Stan Smith, Superstar, and Forum—using unique QR codes that provided themed digital artwork experiences. Additionally, attendees enjoyed a digital photo booth with dynamic filters.”
- <https://www.instagram.com/parambanana/?hl=en>

### Puma

- namrata purohit
- Pilates workshop

### Skechers

- Street dance workshop featuring people wearing their brands shoes while doing the workshop to promote it as they get a firsthand experience of using it
- <https://www.spyn.co/event/ZR46>
- An event done in new delhi in 2019

## **WELLNESS -**

### Sukho thai -

- <https://www.instagram.com/reel/C8e6d6rs0y0/?hl=en>
- Yoga for stress reduction and mental health wellbeing

## Workshop on using these women electronics -

- Facial cleansing brushes (like Clarisonic), hair styling tools (like Dyson Supersonic hair dryer), skincare devices (like Foreo Luna), and smart mirrors (like HiMirror).
- Fitness trackers (like Fitbit or Garmin), smart scales (like Withings or FitTrack), sleep monitors (like Oura Ring), and meditation apps/devices (like Muse headband).
- Smartwatches (like Apple Watch or Samsung Galaxy Watch), smart jewelry (like Bellabeat Leaf), fitness wearables (like Garmin Venu), and smart clothing (like Athos).
- Smart speakers (like Amazon Echo or Google Nest), smart lighting systems (like Philips Hue), home security cameras (like Arlo or Nest Cam), and robot vacuums (like iRobot Roomba).
- Wireless headphones (like Bose QuietComfort or Sony WH-1000XM4), Bluetooth speakers (like JBL Flip or UE Boom), portable projectors (like Anker Nebula), and gaming accessories (like Razer gaming mice).

## SCHOOLS

NAME	ADDRESS	CONTACT DETAILS
BD SOMANI INTERNATIONAL SCHOOL	625, GD Somani Rd, Ganesh Murti Nagar, Cuffe Parade, Mumbai, Maharashtra 400005	022 6990 9988
BOMBAY INTERNATIONAL SCHOOL	Gilbert Building, Cross Lane 2, Babulnath, Khareghat Colony, Gamdevi, Mumbai, Maharashtra 400007	022 2364 8206
ADITYA BIRLA WORLD ACADEMY	Vastu Shilp, JD Road Annexe, Gamadia Colony, Tardeo, Mumbai, Maharashtra 400007	022 2352 8400
HILLSPRING	M.P. Mills Compound, balkrishna Nakashe Marg, Tardeo, Mumbai, 400034	022 6855 6200
DHIRUBAI AMBANI INTERNATIONAL SCHOOL	g block, 46, Trident Road, G Block BKC, Bandra Kurla Complex, Bandra East, Mumbai, Maharashtra 400098	022 4061 7000
THE AMERICAN SCHOOL OF	SF2, G Block, Bandra-Kurla Complex Road, Bandra East, Mumbai, Maharashtra 400098	022 6772 7272



BOMBAY		
OBEROI INTERNATIONAL SCHOOL - JVLR	4VR8+2W8, Jogeshwari - Vikhroli Link Rd, Jogeshwari East, Mumbai, Maharashtra 400060	022 7145 3199
DY PATIL INTERNATIONAL SCHOOL	DY Patil International School Rd, opp. MIG Colony, MIG Colony, Adarsh Nagar, Worli, Mumbai, Maharashtra 400030	075587 32499
ASCEND INTERNATIONAL SCHOOL	3V92+69V, Sharada Devi Rd, F Block Bandra Kurla Complex, Siddharth Nagar, Bandra East, Mumbai, Maharashtra 400051	022 7122 2000
DON BOSCO INTERNATIONAL SCHOOL	2VG4+6VQ, Don Bosco International School, Nathalal Parekh Marg, Matunga East, Mumbai, Maharashtra 400019	022 2412 7476
JBCN INTERNATIONAL SCHOOL - PAREL	Yogi Mansion, CTS No. 244, Dr Vinay walimbe road, Off, Dr SS Rao Marg, Parel East, Parel, Mumbai, Maharashtra 400012	099300 02240

## COLLEGES

NAME	ADDRESS	CONTACT DETAILS
Hinduja College of Commerce	331, Hinduja College, Safi hospital, 315, New Charni Road, Charni Road East, Opera House, Girgaon, Mumbai, Maharashtra 400004	022-4098-9000
Wilson College	XR46+G8P, Chowpatty Seaface, Road, Chowpatty, Mumbai, Maharashtra 400007	022 4213 4343
St. Xavier's College (Autonomous)	5, Mahapalika Marg, Dhobi Talao, Chhatrapati Shivaji Terminus Area, Fort, Mumbai, Maharashtra 400001	022 2262 0661

Sydenham College of Commerce & Economics	WRPG+39V, B Rd, Churchgate, Mumbai, Maharashtra 400020	022 2204 2897
Bhavans College	XR46+V9W, KM Munshi Rd, Chowpatty, Gamdevi, Mumbai, Maharashtra 400007	022 2369 1508
Jai Hind College	WRMG+R34, A Rd, Churchgate, Mumbai, Maharashtra 400020	022 2204 1095
Elphinstone College	156, Mahatma Gandhi Road, Mantralaya, Fort, Mumbai, Maharashtra 400023	022 2284 4060
H.R. College of Commerce and Economics	Vidyasagar Principal K.M. Kundnani Chowk, 123, Dinshaw Vachha Road, Churchgate, Mumbai, Maharashtra 400020	022 2287 6115
M D College of Arts, Science and Commerce	25, Dr SS Rao Marg, Ganesh Gully, Parel, Mumbai, Maharashtra 400012	022 2410 4541
Lala Lajpat Rai College of Commerce and Economics	XRJ7+FP9, Lala Lajpatrai Marg, Haji Ali Government Colony, Mahalakshmi, Mumbai, Maharashtra 400034	022 2354 8240
Sophia College (AUTONOMOUS)	Bhulabhai Desai Marg, Cumballa Hill, Mumbai, Maharashtra 400026	022 2351 2642

## HOSPITALS

NAME	ADDRESS	CONTACT DETAILS
Bhatia Hospital	Tardeo Rd, Old Chikalwadi, Grant Road (W), Tardeo, Mumbai, Maharashtra 400007	022 6666 0000



Nanavati Max Super Speciality Hospital	Nanavati Max Super Speciality Hospital, Swami Vivekananda Rd, next to Suresh Colony, LIC Colony, Suresh Colony, Vile Parle West, Mumbai, Maharashtra 400056	022 6836 0000
Gleneagles Hospital Mumbai	35, Dr Ernest Borges Rd, opp. Shirodkar High School, Parel East, Parel, Mumbai, Maharashtra 400012	075488 10101
Apollo Spectra Hospitals	Famous Cine Labs 156, behind Everest Building, Tardeo, Mumbai, Maharashtra 400034	084484 40991
What can Phoenix Palladium do to connect with schools for enjoyable student activities?		
- Movie screening for educational movie		
- Reading club at crosswords where famous children's authors can come and do storytelling with the kids	60 A, Bhulabhai Desai Marg, Breach Candy, Cumballa Hill, Mumbai, Maharashtra 400026	022 2366 7788
Breach Candy Hospital Trust	DIY craft workshops, painting classes, or pottery sessions at Hobby ideas Treasure hunt all over the mall for a fun activity	
- Organize an engaging Career Day event where shop owners from various sectors like food, retail, and more visit schools to give presentations and interact with students		
- Organize sessions for young entrepreneurs	Ranjeer Pragnaya Marg, Marol West, Mumbai, Maharashtra 400016	022 1007 201
S L Ranjeer Hospital		
<b>BANDS AND MUSICIANS FOR PHOENIX PALLADIUM</b>		
Narayana Health TBCC Children's Hospital, Mumbai	1, 1A, Keshavrao Khadye Marg, Haji Ali, Haji Ali Government Colony, Mahalakshmi, Mumbai, Maharashtra 40003	080 6222 8531
<a href="https://www.instagram.com/thebartendermusic/reels/?hl=en">https://www.instagram.com/thebartendermusic/reels/?hl=en</a>		
Bombayshor.band		
<a href="https://www.instagram.com/bombayshor.band/">https://www.instagram.com/bombayshor.band/</a>		
Saifee Hospital	Saifee Hospital, Maharshi Karve Rd, opp. Charni Road, Charni Road East, Opera House, Girgaon, Mumbai, Maharashtra 400004	022 6757 0111
<a href="https://www.instagram.com/bombayshor.band/">https://www.instagram.com/bombayshor.band/</a>		
Dj Aria		
<a href="https://www.instagram.com/xr94-c89-1vnx-6-reel/">https://www.instagram.com/xr94-c89-1vnx-6-reel/</a>		
The B.D. Petit	XR94-C89, Bomani Petit Marg, Cumballa Hill, Mumbai, Maharashtra 400036	022 6118 6118
Diprakash Parise General Hospital		
<a href="https://www.instagram.com/reel/C312HhHteMZ/">https://www.instagram.com/reel/C312HhHteMZ/</a>		
Dj Hitesh Khuman		
<a href="https://www.instagram.com/reel/CvFrWdQNi5y/">https://www.instagram.com/reel/CvFrWdQNi5y/</a>		

Dj aaliyah

<https://www.instagram.com/reel/C4SVQf3P3M5/>

Akanksha Sethi

<https://www.instagram.com/akankshasethimusic/>

Gary lawyer

<https://www.instagram.com/garylwyer/>

<https://www.instagram.com/p/Come6SMIAHp/>

## **SERVICES THAT WILL INCREASE CUSTOMER LOYALTY**

- 1) **Personal Concierge service:** manage all the bookings at restaurants and st regis, clothes exchanging, shopping, etc. It would be extremely convenient and beneficial
- 2) **Artisanal and Craftsmanship Demonstrations:** Host live demonstrations or workshops showcasing the craftsmanship behind your products, allowing customers to witness the meticulous detail and artistry involved.
- 3) **Cultural and Educational Experiences:** Organize seminars, talks, or workshops on topics of interest to your clientele, such as art history, fashion trends, or luxury craftsmanship, enriching their shopping journey with educational insights.
- 4) **Private Shopping Consultations:** Offer private shopping consultations where customers can book personalized appointments with expert stylists or consultants who curate selections based on individual tastes and preferences.
- 5) **Luxury Transportation:** Partner with a luxury car service to offer complimentary chauffeur-driven rides to and from the shop for top clients, enhancing convenience and luxury experience.
- 6) **After-Hours Shopping:** Offer after-hours shopping experiences for VIP clients, where they can have the store exclusively to themselves or attend private events showcasing new collections.
- 7) **Loyalty card:** Offering great benefits in discounts and meals in st regis and phoenix palladium

# **JIO WORLD PLAZA VS PHOENIX PALLADIUM**

## **Why do the younger generations choose phoenix palladium?**

- Closer in distance for kids from south bombay
- There are all sorts of restaurants ranging from mcdonalds to foo
- All sorts of brands ranging from h&m to gucci
- Well known as it has been there for so long
- More inclusive of the higher class as well as the lower class
- Enjoy the popups and live bands and events
- Contains shops like "the body shop" which includes ethical and sustainable skin products

## **Why do the younger generations choose Jio Plaza?**

- New mall so for exploration
- Enjoying the drive there
- Aesthetic decor good for instagram stories
- The movie theater there is much more luxurious and fancy

## **Why do the older generations choose Phoenix Palladium -**

- Feel more comfortable in phoenix palladium as it is more inclusive
- Long standing brand reputation
- The consistent store layout over the years makes it easy for older shoppers to navigate and find their favorite stores without confusion.
- Long-term staff members who provide a friendly and familiar experience, fostering a sense of community and personal connection.

## **Why do the older generations choose Jio Plaza?-**

- Parking facilities are much more advanced
- Advanced technological investment in terms of navigation so easy to find
- Gives an exclusive feel because of the good brand name
- Contains shops like balenciaga and valentino which is not available in Phoenix Palladium
- The luxurious infrastructure makes the shopping experience more memorable