

WELCOME TO UDAIPUR MARRIOTT HOTEL

Redefining Luxury in the City of Lakes: Udaipur Marriott's Iconic Launch
with Cinematic Storytelling, Digital Buzz, and Measurable Impact.

 <https://quirkhead.com/>

The Iconic Launch of Udaipur Marriott Hotel

The launch of Udaipur's first Marriott Hotel marked a landmark achievement in Rajasthan's hospitality landscape. Quirk Head was entrusted with the end-to-end marketing mandate, crafting an integrated campaign across pre-launch, launch, and post-launch phases. This case study captures the creative direction, data-driven strategies, and tangible results that defined the success of this launch.



Welcome to Udaipur Marriott Hotel

To successfully launch Udaipur's first Marriott property, establishing it as the go-to luxury destination in the City of Lakes. The campaign needed to blend Marriott's global standards with the heritage and grandeur of Udaipur, while ensuring strong digital traction, engagement, and high-quality leads for weddings, MICE, and leisure travelers.





Strategic Approach

The campaign was designed in three phases:

- 1. Pre-Launch:** Building intrigue with teaser campaigns such as 'A Grand Arrival in the City of Lakes' and 'Many Moods, One Destination.'
- 2. Launch:** Highlighting Udaipur Marriott's architecture, culinary offerings, wellness, and hospitality through cinematic reels and strategic ads.
- 3. Post-Launch:** Driving business objectives by showcasing weddings, events, wellness, and experiential stays under the theme 'Rediscover Royalty with Marriott.'

≡ Udaipur Marriott Hotel

Creative Execution

A mix of high-impact reels, cinematic storytelling, and influencer engagement was deployed:

- **Reel 1–3:** Teasers showcasing Fatehsagar Lake, Lake Pichola, and Sajjangarh with the hotel reveal.
- **Reel 4–6:** Experiential vignettes highlighting culinary indulgence, wellness, and timeless hospitality.

The storytelling positioned Udaipur Marriott as more than a hotel — it became an aspirational lifestyle destination.



≡ Udaipur Marriott Hotel










Paid media spends of INR 2.28 lakh across Instagram & Facebook generated exponential ROI in visibility, follower growth, and qualified leads for weddings, leisure, and MICE segments.

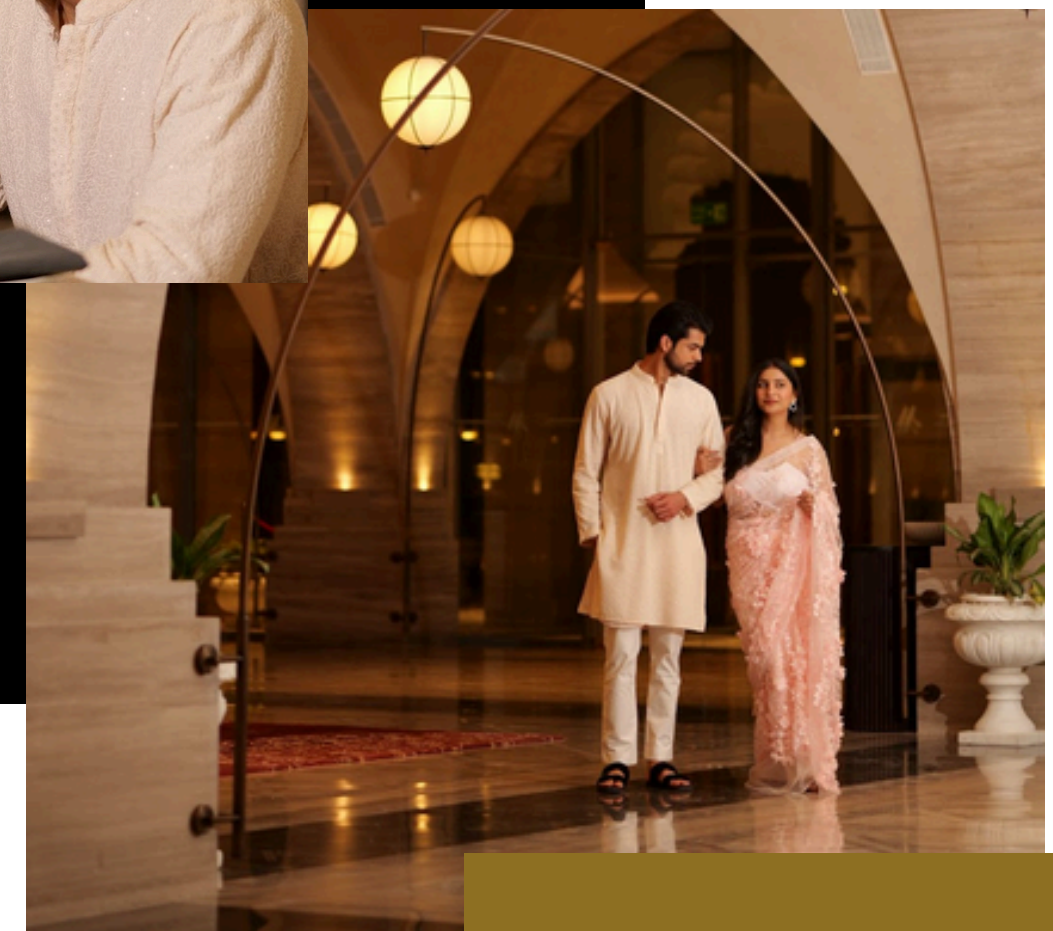
Numbers & Results

The launch campaign was highly performance-driven with aggressive growth targets:

 Month 00	 Followers 1,200	 Reach 250K+	 Engagement 7,500+	 Queries 18+
 Month 01	 Followers 2,000+	 Reach 450K+	 Engagement 11,000+	 Queries 30+
 Month 02	 Followers 2,800+	 Reach 680K+	 Engagement 13,000+	 Queries 45+

Key Highlights

- ✓ Established Marriott as a luxury hospitality leader in Udaipur within the first 90 days.
- ✓ Delivered cinematic brand storytelling that resonated with both domestic and global audiences.
- ✓ Generated 45+ direct leads in under three months, spanning weddings, leisure, and corporate segments.
- ✓ Exceeded reach and engagement benchmarks by 25–30% compared to industry averages.





Thank You

For your Attention