



SANJANA SOOD

COPYWRITER & VISUALIZER

BRANDS WORKED ON





FROOK



FOODISM
by OHRI'S



01


GRAND | HYATT



Grand Hyatt set its sights on the backwaters of Kerala to open their new five star property.

A luxury waterfront hotel on Bolgatty Island, Kochi.

To create the aura of a dream destination, we deep dived into the culture of the Malabar region and sourced stories and recipes that became a part of the narrative of Grand Hyatt Kochi Bolgatty. From menus, to brochures and everything in between, I worked closely with the client to translate the brand's vision into a reality.

- Restaurant Launches
 - Branding
 - Hoardings
 - Brochures
 - Magazine Ads
 - Event Collateral
- 

HOARDING



THAI SOUL
THAI SOUL

**EXPERIENCE THE STREETS OF BANGKOK,
RIGHT HERE IN KOCHI.**

Inspired by the vibrancy, energy and spontaneity of Bangkok's streets, Thai Soul is our rendition to authentic Thai cuisine. Exotic spices and redolent flavours invite you to experience a feast for your senses. Come, experience the Thai Soul.

GRAND | HYATT
KOCHI BOLGATTY

+91 484 266 1234 | grandhyattkochi.com

**CONDE NAST
MAGAZINE AD**

A romantic couple in traditional Indian attire stands on a boat, looking at each other under a dramatic, cloudy sunset sky. The woman is wearing a pink lehenga and the man is in a grey kurta. The boat is decorated with garlands. The background shows a body of water and distant hills.

GO

GRAND BEGINNINGS.

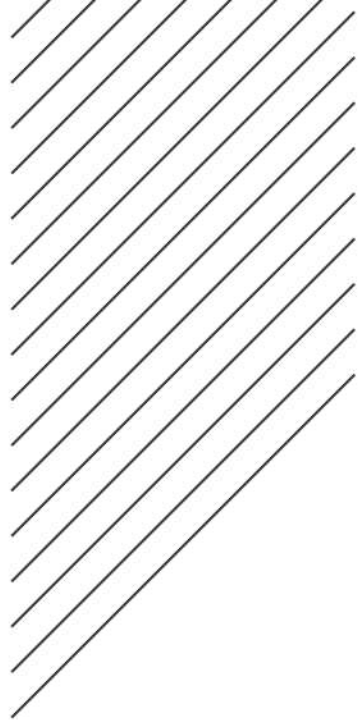
GRAND

**CELEBRATE THE BEGINNING
OF AN ETERNITY**

We make your fairytale wedding a reality, on the banks
of the Vembanad Lake, at Grand Hyatt Kochi Bolgatty,
where luxury and hospitality blend seamlessly,
leaving you with memories that last a lifetime.

Call at +91 484 266 1234
Or visit kochibolgatty.grand.hyatt.com

GRAND | HYATT



CONDE NAST
MAGAZINE AD

GO GRAND

GRAND
GETAWAYS

GRAND HYATT KOCHI BOLGATTY

Revel in the sheer magic of timeless traditions and create spectacular memories. Spend quality time with your family at a luxurious retreat on the backwaters of the glorious Vembanad lake.

Featuring a children's play area, lush green landscapes and opulent rooms that are aesthetically furnished, sure to make your experience truly unforgettable.

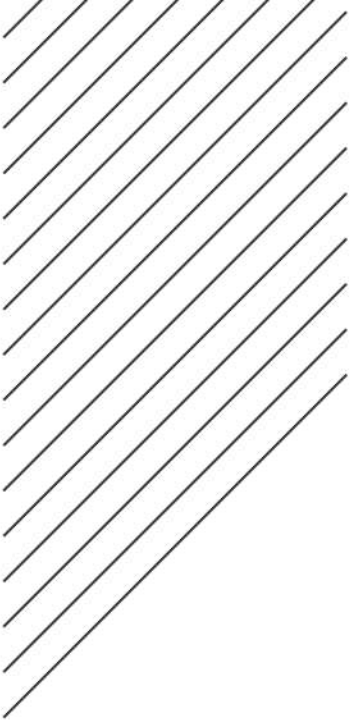
For more information, call at +91 484 2661234.
Or visit, kochibolgatty.grand.hyatt.com

GRAND | HYATT




02

ECOLINK



Philips and Signify were expanding their luminaire portfolio and launching it under a new brand called EcoLink which would exist as an independent brand within the lighting fixtures category.

Worked on positioning the brand as 'a knowledgeable friend' who told you what you need to know rather than throw fancy jargon at you. The product catalogue spoke to you as a friend would and told you where which lighting fixture would fit where and how it would alter and improve your life.

- Branding
 - Brochure
 - Product Catalogue
 - Website
 - Launch
- 



PRODUCTS

BENEFITS

ABOUT US

Illuminating India

WEBSITE

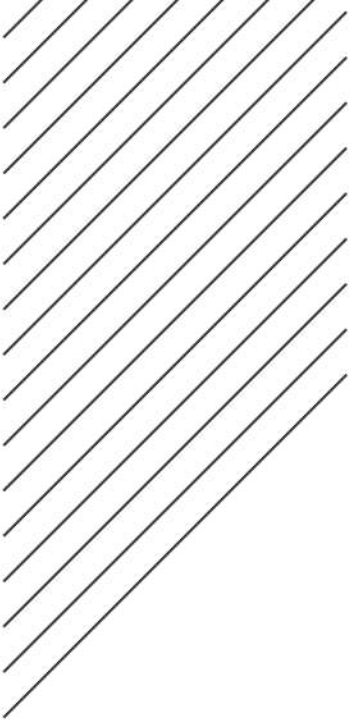


[PRODUCTS](#) [BENEFITS](#) [ABOUT US](#)

Make the
**Bright
Choice**



WEBSITE



Illuminating India.

EcoLink was created with a vision to illuminate spaces through technologically advanced and competitively priced lighting fixtures.

Made specifically for Indian homes, EcoLink luminaires are designed to withstand drastic voltage fluctuations

with the revolutionary VoltSafe Technology. The products are long-lasting, durable, easily available at pocket-friendly prices and are efficient.

When you choose EcoLink, you don't just choose a luminaire, you get linked to illumination.



CATALOGUE

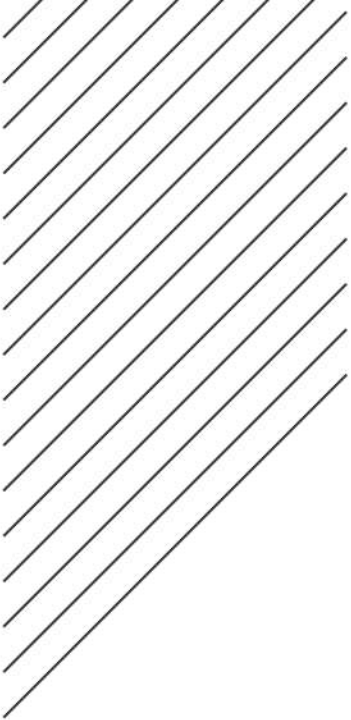




UPPU



03



Our client Ohri's knew, that when it comes to food, the building block was salt. It is the most basic ingredient of almost any dish across cuisines. But it doesn't get its due credit.

Envisioned a South Indian fine dining restaurant that was an ode to this underappreciated condiment. Through Temple architecture on site to an engraved steel menu featuring delicacies from all across South India, we created an experience.

- Branding
 - Brand story
 - Tagline
 - Menu
- 

BRAND STORY



Kitchens of South India

Throughout civilisations in history, lavish feasts were the centre of all cultural interactions. People got together to celebrate momentous occasions over food and drink. Prepared with utmost love and devotion, these feasts would foster lifelong bonds amongst people.

These feasts featured delicacies both sweet and savoury. A special seasoning that stood out in these preparations was salt - too much would ruin the dish and too little wouldn't do justice.

All that needed was it to be "just right".

Noblemen and seasoned cooks from across the Southern peninsula have written endless travelogues to document recipes of the ancients and arrived at the answer.

"Salt is added but to taste."

Uppu, brings to you, intricately curated culinary masterpieces. We take you on a journey through South India to give you a taste of history.



GANDIPET, HYDERABAD

04




The Golkonda Resorts & Spa is Hyderabad's only five star resort. It caters to niche clientele that wishes to live in luxury.

Worked on creating a brand campaign that revolved around living the feeling of luxury and relishing every moment spent with loved ones. Also, conceptualized an integrated campaign 'Intimate Weddings', which spoke of how weddings today are just the pomp and show of it all. We transform the wedding experience to an intimate affair where its just you and those who matter.

- Ad Films
- Magazine Ads
- Google Display Ads
- Social Media
- Coffee-table book

This campaign was able to bring about awareness and even enable the Resort to make its largest profit in the wedding sector that year.





AD FILM

https://www.youtube.com/watch?v=MTcR_M0HuXY&t=2s

MAGAZINE AD



MAGAZINE AD





SOCIAL MEDIA

FOR MOMENTS THAT STAY
ETCHED IN YOUR HEARTS FOREVER
INTIMATE WEDDINGS


THE
GOLKONDA
RESORTS & SPA
GANDIPET, HYDERABAD

SOCIAL MEDIA




THE
GOLKONDA
RESORTS & SPA

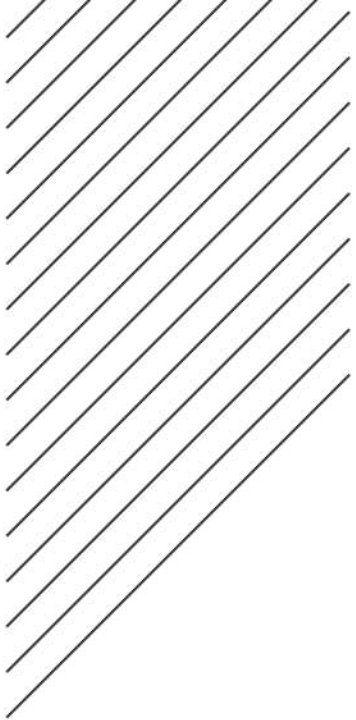
GANDIPET, HYDERABAD

FOR THE LOVE THAT
LASTS A LIFETIME
INTIMATE WEDDINGS

SOCIAL MEDIA



**COFFEE-TABLE
BOOK**



COFFEE-TABLE BOOK



COFFEE-TABLE BOOK



"As a child, you'd spend hours playing with my make-up, and becoming the Duthan. Today, as I see you get ready for your wedding, I feel like life's come a full circle and you are the most beautiful bride I've ever seen. I've never seen you happier, and I hope this smile never leaves you."



05

FROOK






Ohri's came to us with a challenge. How would their shake bar stand out amongst the rest and leave a lasting impression on the minds of the consumers.

The idea was pretty simple.
What do you get when you mix fruits and shakes?
You getting a Frooking good drink!

I worked on creating the brand's identity as a bold, loud, eccentric and vibrant subculture of individuals who do not fear expression.

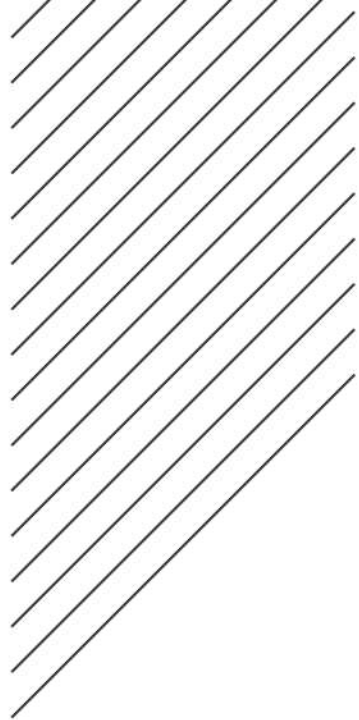
- Name
 - Branding
 - Literature
 - Website
- 



KEYWORDS THAT DESCRIBE FROOK

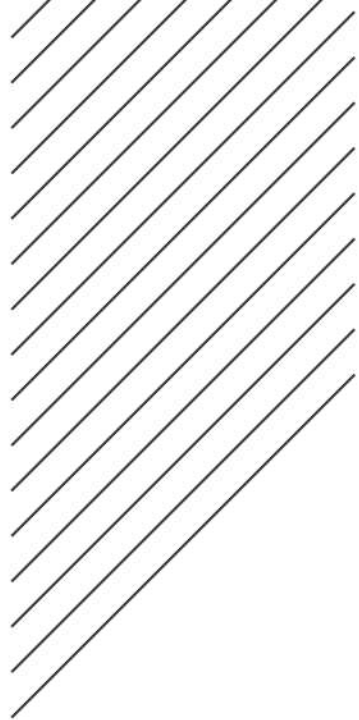
BOLD | REBELLIOUS | CONFIDENT | AWARE
WITTY | EXPRESSIVE | ECCENTRIC





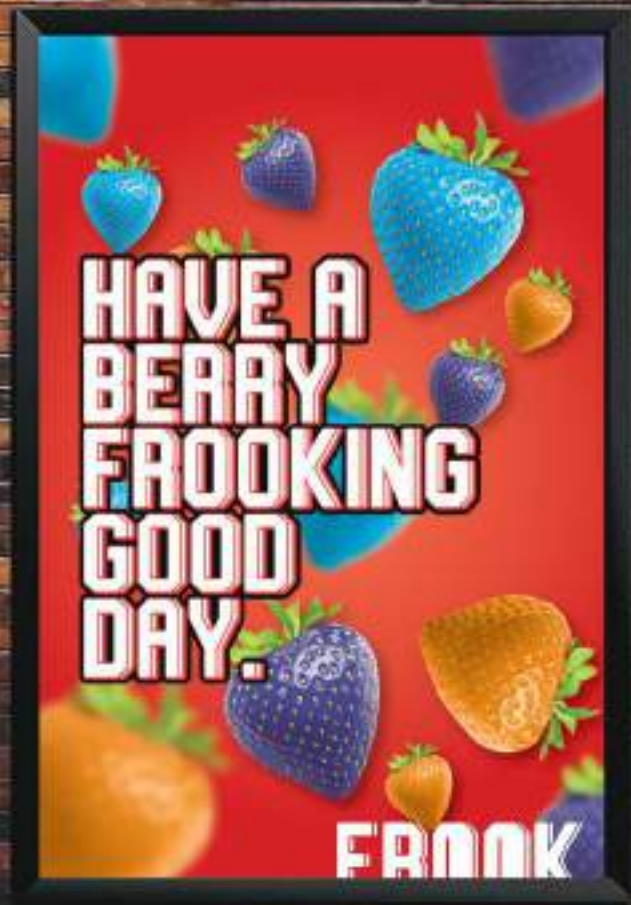
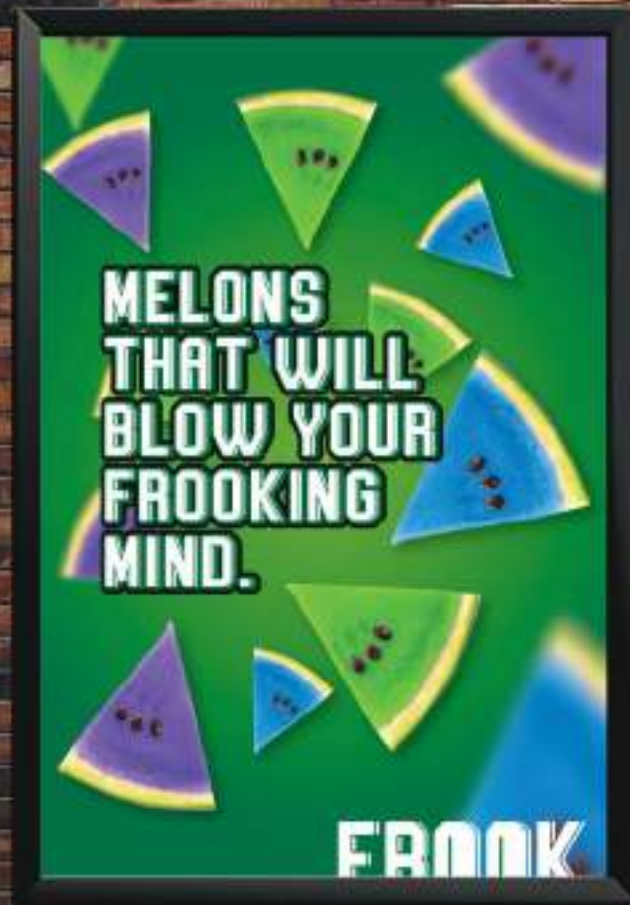
POSTERS





POSTERS





POSTERS

**Break
through the
melon-choly**



FRUOK

**You'll
feel it in
your berries.**



FRUOK

POSTERS


viacom 18

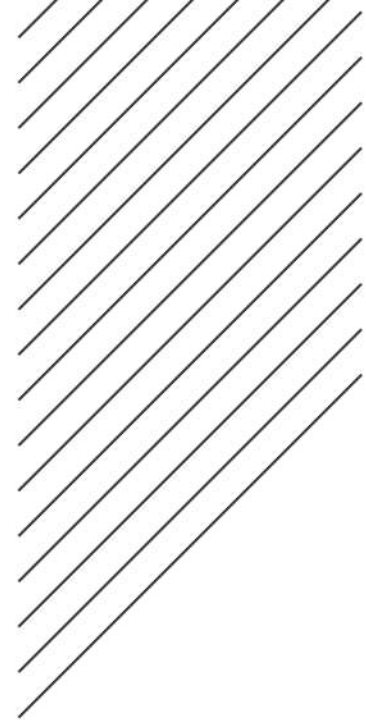
06



Internal communications for Viacom 18.

For a company whose employees are so in-sync with pop-culture and the latest trends, handling their internal comm came as a fun task. Every company-wide event and happening, required interactive emailers that arose curiosity amongst the employees.

- Mailers
 - Posters
 - Offline Collateral
- 



VIACOM 18

ARE YOU READY TO SET SAIL?

Appraisal Season is around the corner.

Appraisal ✖

The winds on our side and we're ready to take on the high seas. Gear up for your appraisal and goal-setting exercise.



MAILER

VIACOM 18

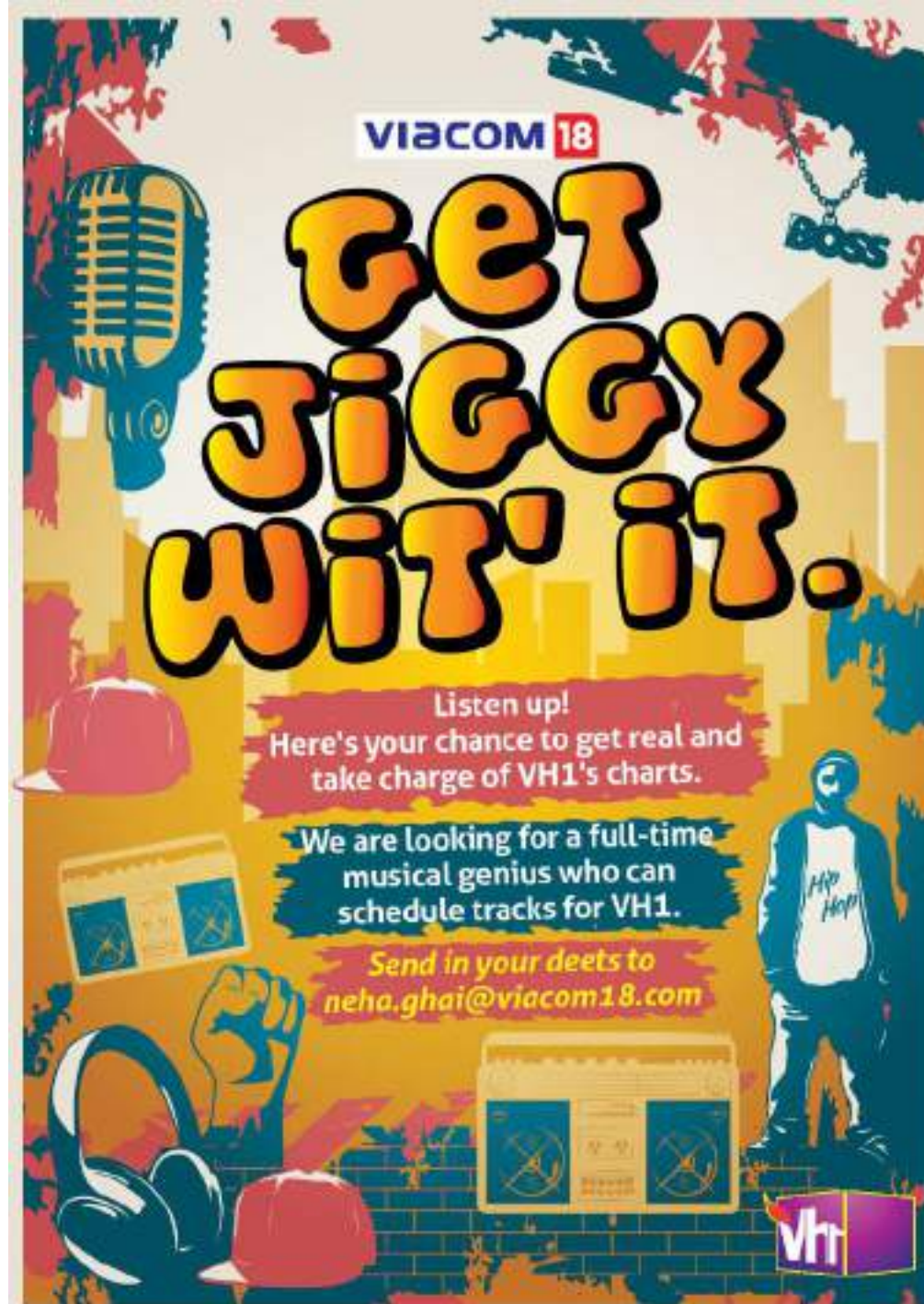
A VOYAGE TAKES A LITTLE PLANNING.

Set the agenda for appraisals and goal-setting.



There's always scope for improvement. Reflect on your work, achievements and what you can do better in the upcoming year. Your manager and the company will always be around to help you achieve your goals.

MAILER

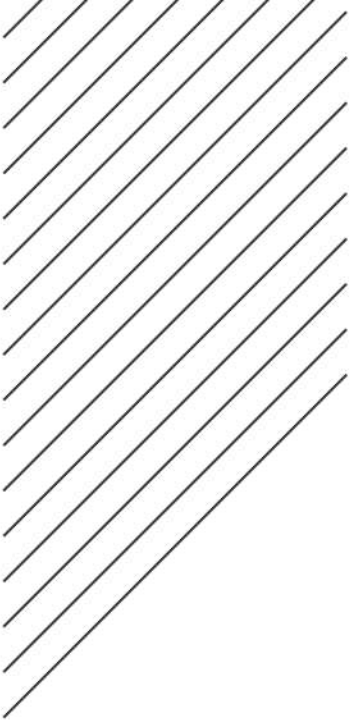


POSTER



FOODISM
by OHRI'S


07

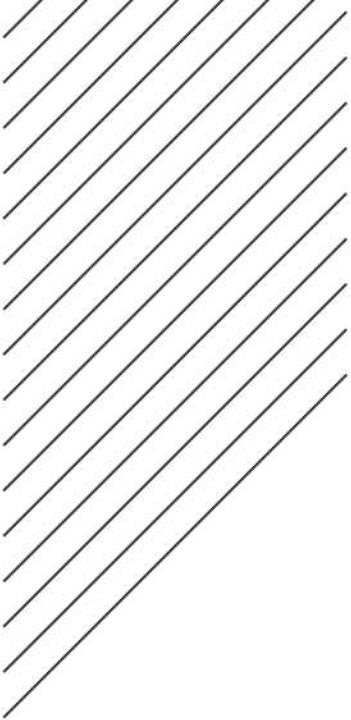


Hyderabad based F&B giant Ohri's wanted to get into the Food Court business with a model that could be extended throughout India. We gave them, Foodism - Cuisine with a Culture. A single entity which tied together 6 different cuisines through the simple act of stirring.

Developed a brand identity that revolved around the stirring action that is common to all cuisines.

6 different cuisines required different visual identities which would be derived from the main logo, yet represent the different cuisines through cultural references common to each.





For millennia, food has been at the centre of everything humanity holds dear. Our cultures and ideologies have been shaped by the way we eat. Whether it's Eve and the forbidden apple in the Garden of Eden or the wines the Greek gods were so fond of, the food of a geography has defined the way the people of the region eat, think and behave. Cut to the 21st century, and the world has become a 'closer' place. Cross-pollination of cultures and advancements of technology has reduced the significance of borders when it comes to culinary palates. We live in a melting pot of ideologies and ethnicities, and nothing makes this more apparent than the food we eat.

This is the day and age we live in.
This is the essence of our lives.
This is the new culture of humanity.

This is FOODISM. Cuisine with a Culture.



Individual Logos



FOODISM
by OHRI'S



FOODISM
by OHRI'S



FOODISM
by OHRI'S



FOODISM
by OHRI'S



FOODISM
by OHRI'S



FOODISM
by OHRI'S



Asian

For the Asian Logo, we used elements of ancient Asian or Eastern art styles. The patterns used are derived from the paintings in ruins of Xi'an. They depict celestial clouds, Feng Shui elements and the scales of the heavenly dragons that guard the gates of heaven.





Indian

India is country of vivid colours and expressions. For the logo, we discovered the marvellous and intriguing Madhubani art style practised in the Mithila region.



FOODISM
by OHRI'S





Italian

From the origin of a flower's name to its distinctive characteristics and rich mythology, flowers are infused with symbolism and meaning. Flowers are a very important aspect of Italian life and we have used this in our concentric pattern to represent the colourful culture.

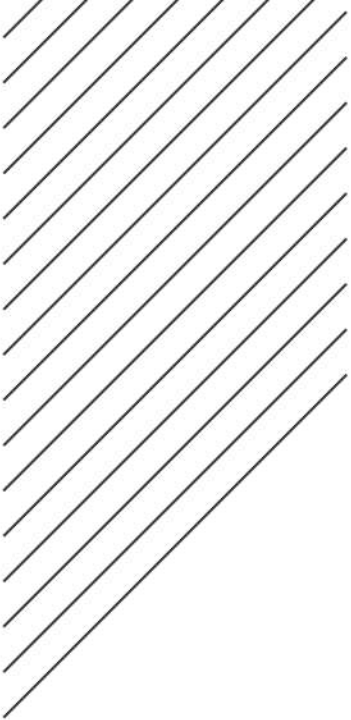
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GROUP OF SCHOOLS

08



Spread across 15 cities in India since the last 20 years, The VIBGYOR Group of Schools' aim to provide a holistic education to its children and give them an edge.

- High School Brochure
 - Kids Brochure
- 

VIBGYOR KIDS BROCHURE

Using a fairytale like narrative to create the Primary school brochure, the pages act as glimpses into the fantastical world of VIBGYOR KIDS - a land of magic where children learn and grow.





KIDS BROCHURE

Once upon a time, a world was imagined...

Once upon a time, a world was imagined...
A world of rainbows, opportunities, freedom and happiness. This world allowed children to be themselves and learn as they explored. Here, they befriended mystical creatures, wizards and discovered new secrets. This was envisioned to be a magical place of learning.

And thus, VIBGYOR was born.

VIBGYOR Group of Schools is a chain of educational institutions spread across 15 cities in India for more than 2 decades. The schools were started with a vision to provide "holistic education that meets international standards in a stress-free environment and provides quality education."



KIDS BROCHURE

VIBGYOR HIGH BROCHURE

The idea was to speak to the parents of tomorrow's global leaders. The narrative followed for the High School Brochure was that of 'a glimpse into the future'.

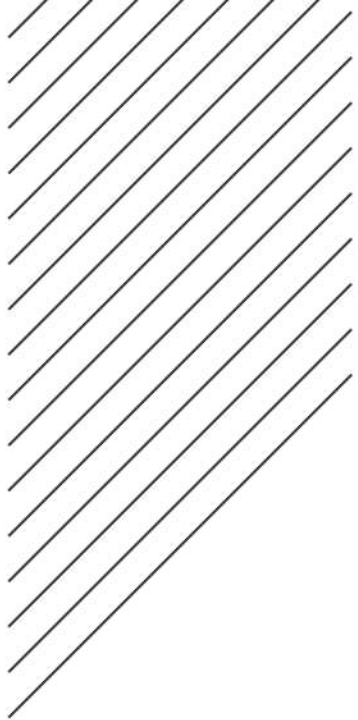
To make a brochure that would continue to be a part of the school's induction process for the years to come, meant creating an impact.

Using the device of a laser cut window in each spread to reveal the headline of the next, we conveyed the 'glimpse into the future'.



HIGH BROCHURE





HIGH BROCHURE

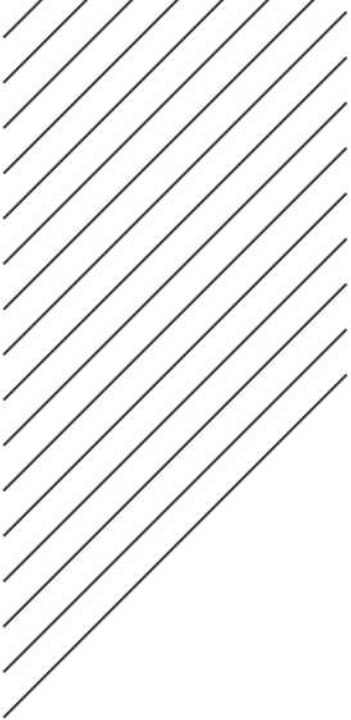




tenet[®]
DIAGNOSTICS

It's Good to Know


09



Hyderabad, the medical tourism capital of India, boasts of some of the finest hospitals and diagnostic technologies. With big players like Vijaya Diagnostics and Lucid Diagnostics in the picture along with established hospitals with their very own diagnostic labs, how would a new entrant prove that it is a viable player, stand out and establish a brand identity?

I along with my team, worked on creating a brand identity from scratch which included naming the brand. Internal branding was carried out through posters with informative healthcare and diagnostic facts around the centre.

Copy played an important role, from conception across various points of execution: medical literature such as allergy journals, health packages and brochures along with the launch campaign and press releases which ensured that people knew about the new player in the space of diagnostics.





INTERNAL BRANDING

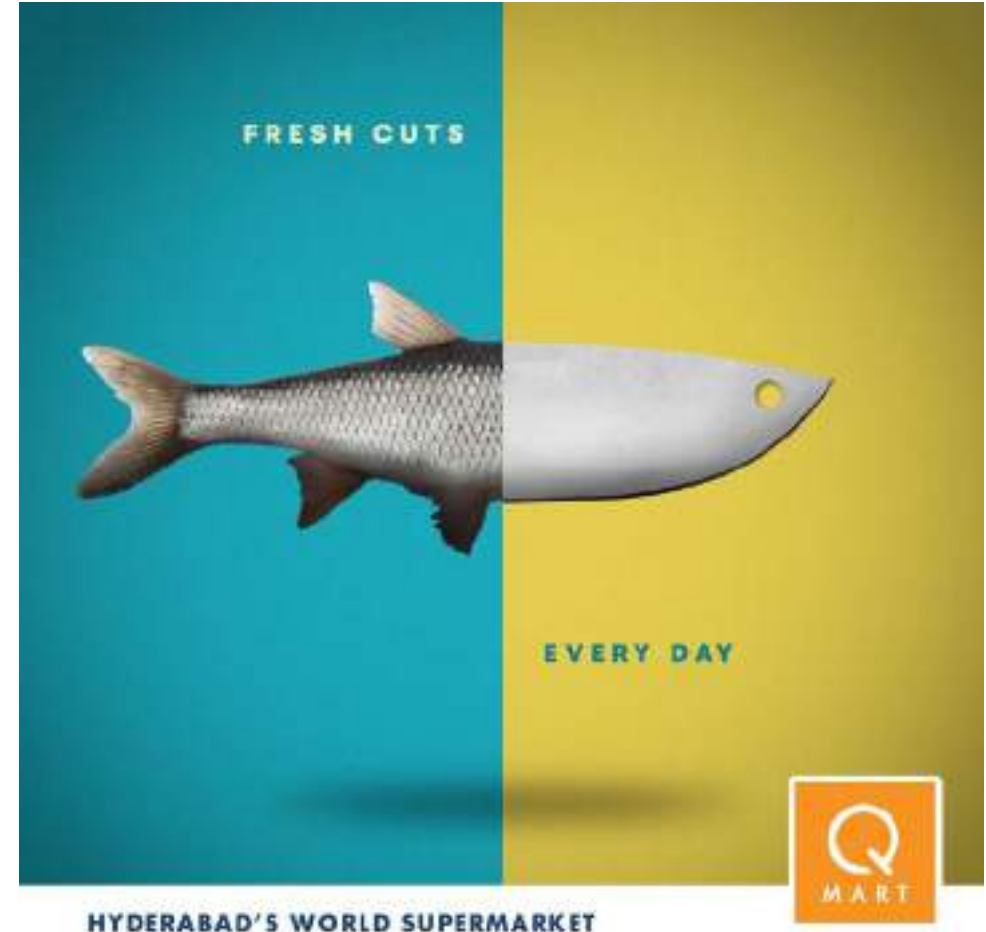
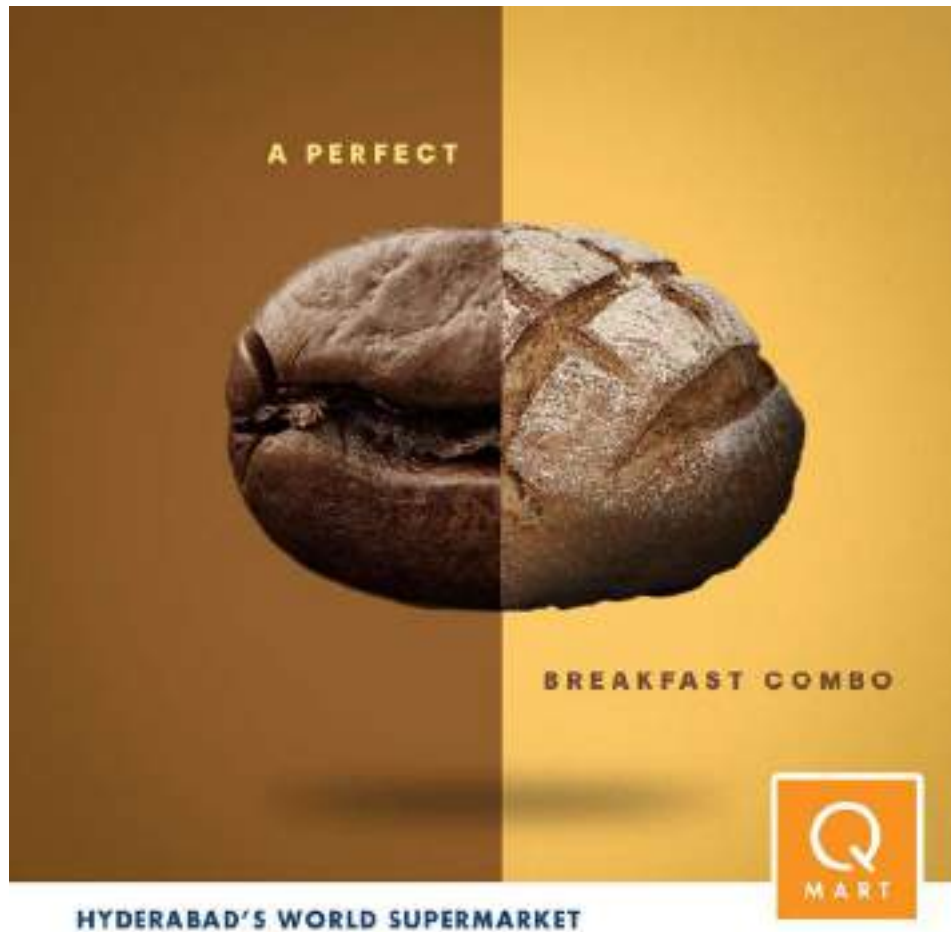


INTERNAL BRANDING





OTHER WORK



BRAND: Q MART
COLLATERAL: SOCIAL MEDIA CREATIVES
ROLE: COPYWRITER

GENTLEMAN GAMBLER

The famed Washington DC drink that went on to become a worldwide sensation.

GIN / WHISKEY

CHAMOMILE INFUSED

HONEY

LIME

SODA



THE RESOLUTION

The Great Depression followed the Prohibition era and caused economies to suffer greatly. It had devastating effects on everyone. In an attempt to revive the plummeting economy alcohol was made legal again and this greatly helped with jobs and taxes. The end of the Prohibition Era witnessed a resurgence of the classic cocktails and new creations alike.



THE REPEAL

Post Prohibition some bartenders in Europe used the techniques of the old to create both classic cocktails and new creations. The end result is further advancements of mixology.

VODKA

WHITE WINE

DRY VERMOUTH

GREEN GRAPES

CELERY LEAVES

LEMON JUICE

SIMPLE SYRUP



ALEX 2018

Charged at 1980 \$99 per drink plus taxes

Page 4

An Ode to Prohibition Era

TRE FORNI

LA PROIBIZIONE



Prohibition Era - a period when manufacturing, selling and storing liquor was illegal for 13 long years in The United States. When we look back, we might be tempted to glorify the era from 1920 to 1933 as one of gifts, excess and (re)inventing fun in the face of unnecessary law.

This era paved way for a whole new world of beverages, predominantly in the form of low-aged, high-proof spirit which was available through illegal manufacturers.

It was interesting how prohibition drinkers, their bartenders and party-goers soon discovered that a wealth of delicious mixed drinks could be made from a few simple ingredients.

While some of these recipes have fallen by the wayside over the course of spirit's history, there are some that have slipped back into the spotlight again.

Join us as we celebrate the "rookie experience", with vintage and rich anecdotes that'll take you back in time to the Prohibition Era.

THE EIGHTEENTH AMENDMENT

An Ode to the amendment that brought about the beginning of the Prohibition era.

GIN

CAMPARI

BITTERS

SUGAR

EXTRA DRY VERMOUTH



Hiring TOUGH AND TALENTED BARTENDERS

If you can spin those bottles, and juggle those mixers just the way they are supposed to be. You're the right one for us.

JULY 2018

Charged at 1980 \$99 per drink plus taxes

Page 1

BRAND: PARK HYATT
COLLATERAL: MENU
ROLE: COPYWRITER

BOOTLEGGER'S FIZZ

A fizzy concoction to
awaken your senses.

GIN

LIME

BASIL

GINGER

POMEGRANATE SODA



HAIR OF THE DOG

This concoction was
named after the
expression "hair of
the dog that bit you",
meaning, the best cure
for what ails you is to
have some more of it.

WHISKEY

APPLE GRAPPA

DRY VERMOUTH



WARD 8

The drink was created
to honour an election
in the General Court of
Massachusetts, and the
city's Ward 8.

WHISKY

LEMON JUICE

ORANGE JUICE

GRENADINE



THE LADY PICKFORD

The 1930s trip of Canadian-
American film actress Mary
Pickford's to Havana with
Charlie Chaplin and Douglas
Fairbanks is credited for this
marvellous creation.

WHITE RUM

FRESH PINEAPPLE

GRENADINE

MARASCHINO

RED WINE REDUCTION



BRING THE LADIES TO BRUNCH

AFTERMATH

An epidemic in Europe
that devastated the
vineyards of France
caused an acute scarcity in
the production of cognac.
The Aftermath was the
substitution of spirits with
whiskies.

WHISKEY

DRY VERMOUTH

HERBSTURA

SUGAR



Nothing spells revelry
like a good ol' Sunday
Brunch. Here's your
time to dance, make
merry and let your
hair down. Sunday
Brunches at Park
Hyatt Hyderabad.
Bigger, Better and
Bubblee.

JULY 2018

Charged at INR 100 per drink plus taxes

Page 2



FANCY A FEW SWEETS?

Don't let the mind run wild, we're
talking about some delightful
desserts for your sweet tooth.
Head down for some fresh cakes
and bakes, at The Living Room.

FASHION PROHIBITION

Bitter-sweet decadence
entices you with this
classic.

VANILLA SYRUP

WHISKEY

CARDAMOM

BITTERS

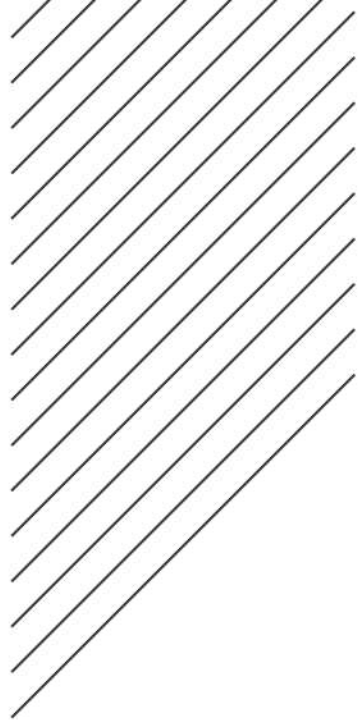


JULY 2018

Charged at INR 100 per drink plus taxes

Page 3

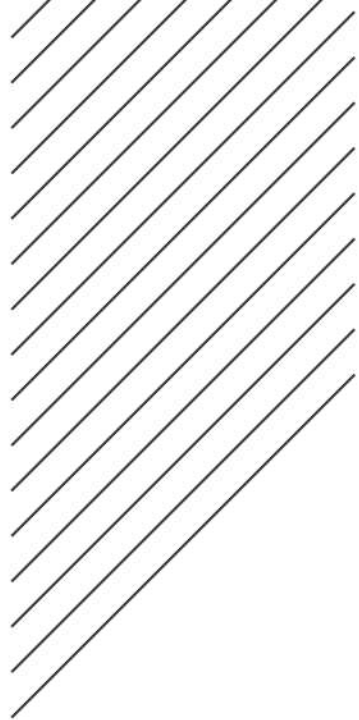
BRAND: PARK HYATT
COLLATERAL: MENU
ROLE: COPYWRITER



BRAND: BROADWAY – THE BREWERY
COLLATERAL: WOMEN’S DAY
ROLE: COPYWRITER

<https://www.instagram.com/p/BuvAsOLghJ-/>





BRAND: TAJ MAHAL HOTEL
COLLATERAL: COFFEE PACKAGING
ROLE: COPYWRITER

When India woke up, so did we.

1950, Hyderabad

The quaint city of Hyderabad bustled with excitement, as the nation awoke to independence. Whispers in every corner of the city gave rise to a melody, the song of freedom.

Every conversation, every milestone that laid the foundation of this bewitching city, was etched into the pages of history over a simple cup of filter coffee.

Take a sip of Flavour of Taj Mahal's iconic Filter Kaapi, and take a journey back in time.

Nutrition Facts	
Serving Size	1 cup (with milk)
Amount Per Serving	
Calories	107
Calories from Fat	35
% Daily Value*	
Total Fat	4g 8%
Saturated Fat	2.5g 12%
Trans Fat	0g
Cholesterol	15.5mg 3%
Sodium	11.5mg 5%
Potassium	0mg 0%
Total Carbohydrate	11.2g 4%
Dietary Fibre	0g 0%
Sugars	9.8g
Protein	2.5g 1%

TMH
TAJ MAHAL HOTEL
Since 1950

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

MRP
(incl. of all taxes)

Batch No:

