



Eat Better Travel
Better

Friendship Day 2024

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Friendship Day - Overview

What

Friendship Day

When

2nd – 4th August

Where

080 Dom 1 & Dom 2

How

Various food combo options in buffet and live station that reflects the concept of the camping – “Taste-Buds”

Impact

Enhance customer experience

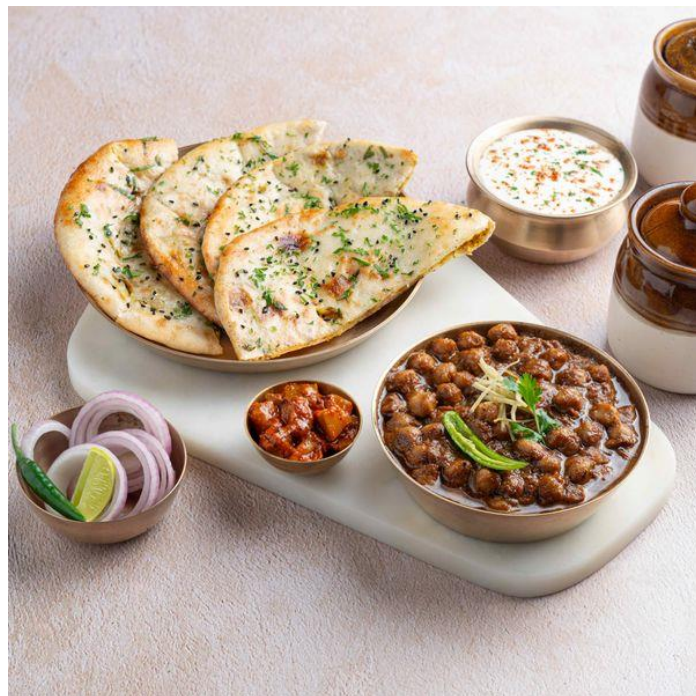


Friendship Day - Concept

The "Taste-Buds" campaign at the O80 Lounge is a celebration of friendships through iconic Indian food combinations and the love of sharing food with friends. Drawing inspiration from the idea that great food and great friends are inseparable, this campaign aims to create an unforgettable culinary experience that honors the bonds that last a lifetime.

To encapsulate the theme of "Taste-Buds," the O80 Lounge will feature a variety of classic Indian food pairs known for their complementary flavors and cultural significance:

Chole Kulcha Station, Vada Pav, Bisibelebhaat with Boondi, Makai Ki Roti and Sarson Ka Saag, Chettinad Kai Kari Biryani and Ennai Kathrikkai and Chips and Dips



Friendship Day Menu

Friendship Day 2nd to 4th August 2024						
Sl No	Section	Dishes	Veg/NV	Allergens	Kcals	Per
1	Live	Chole Kulcha Station	<input checked="" type="checkbox"/>	Gluten, Dairy	314	100 gms
	Live	Vada Pav	<input checked="" type="checkbox"/>	Gluten, Dairy, Nuts	292	100 gms
2	Breakfast	Bisibelebhaat with Boondi	<input checked="" type="checkbox"/>	Nuts, Dairy	228	100 Gms
4	Buffet	Makai Ki Roti	<input checked="" type="checkbox"/>	Gluten, Dairy	386	100 gms
5	Buffet	Sarson Ka Saag	<input checked="" type="checkbox"/>	Dairy	168	100 gms
6	Buffet	Chettinad Kai Kari Biryani	<input checked="" type="checkbox"/>	Dairy, Nuts	186	100 gms
7	Buffet	Ennai Kathrikkai	<input checked="" type="checkbox"/>	Nuts. Sesame	177	100 gms
8	Buffet	Chips and Dips	<input checked="" type="checkbox"/>	Dairy, Gluten	306	100 gms



Creative Communication

Communication at the entrance

Taste-Buds
Celebrating bonds
strengthened over shared meals



Food tag

<p><i>Bisibelebhaat with Boondi</i></p> <p>Allergens: Nuts, Dairy • Kcals: 228</p> <p><i>Taste-Buds</i> You are the boondi to my bisibelebhaat</p> <p>Happy Friendship</p>	<p><i>Chettinad Kai Kari Biryani</i></p> <p>Allergens: Nuts, Dairy • Kcals: 186</p> <p><i>Taste-Buds</i> You are the chettinad kai kari biryani to my ennai kathrikkai</p> <p>Happy Friendship</p>
<p><i>Makai Ki Roti</i></p> <p>Allergens: Gluten, Dairy • Kcals: 386</p> <p><i>Taste-Buds</i> You are the makai ki roti to my sarson ka saag</p> <p>Happy Friendship</p>	<p><i>Ennai Kathrikkai</i></p> <p>Allergens: Nuts, Sesame • Kcals: 177</p> <p><i>Taste-Buds</i> You are the chettinad kai kari biryani to my ennai kathrikkai</p> <p>Happy Friendship</p>
<p><i>Sarson Ka Saag</i></p> <p>Allergens: Dairy • Kcals: 168</p> <p><i>Taste-Buds</i> You are the makai ki roti to my sarson ka saag</p> <p>Happy Friendship</p>	<p><i>Chips & Dips</i></p> <p>Allergens: Gluten, Dairy • Kcals: 306</p> <p><i>Taste-Buds</i> You are the chips to my dips</p> <p>Happy Friendship</p>



Creative Communication

Communication at coffee counter, main course buffet, breakfast counter etc.

Taste-Buds




You are the Coriander to my seasoning




Happy Friendship DAY

Taste-Buds



You are the spice to my Tadka



Happy Friendship DAY

Taste-Buds



You are the bread to my butter



Happy Friendship DAY

Taste-Buds



You are the creamer to my coffee



Happy Friendship DAY



Live Station

Chole Kulcha Station

Allergens: Gluten, Dairy • Kcals: 314

Taste-Buds
You are the chole to my kulche

Happy
Friendship
DAY

Vada Pav

Kcals: 292
Allergens: Gluten, Dairy, Nuts

Taste-Buds
You are the chole to my kulche

Happy
Friendship
DAY



Digital Creative Communication

This has been adapted for L share, carved and promotional.



This is a compressed version of the video



Thank you!

