

TRAVEL AND HOSPITALITY

Taj focuses on four experiences under one brand name

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Taj's video for its Taj Hotels Palaces Resorts Safaris rebranding

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The Indian Hotels Company Limited is undergoing a rebrand for all Taj locations, seeing that all properties operate as one brand with clearly defined experiences within four category groupings.

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In the past Taj operated as three different brands for its hotels, but that will all change with a new architecture branding that will bring all locations under one name. Now known as Taj Hotels Palaces Resorts Safaris, each hotel will be assigned a specific group and cater to that theme.

"For an established brand with a notable legacy like Taj Hotels Resorts and Palaces, it can be challenging to demonstrate a commitment to its heritage while embracing the growth and evolution," said Taylor Rains, managing partner at **Flugel Consulting**. "A strong rebranding campaign like this one affords Taj the opportunity to communicate its approach to these seemingly contradictory forces in a clear and concise way.

"Spearheading the campaign with a short-form video allows the brand to showcase how its changes to meet more modern demands are, in fact, in service of the core tenants of its heritage," he said. "The Taj establishes and communicates its brand pillars to its audience - service, experience, culture and heritage - and demonstrates in a compelling, visual format just how it aims to continue to support each of them."

Architecture rebranding

Taj is hoping to further establish a clear brand ethos through all locations with this new moniker. Taj Hotels Palaces Resorts Safaris will see all locations undergoing an architectural rebrand with new features.

Each hotel will be grouped within a category listed in the new name. For instance, each location will be labeled as either Taj Hotels, Taj Safaris, Taj Resorts or Taj Palaces.



Taj's new brand moniker

Taj Hotels will allow guests to check in within their rooms, lobbies designed as cozy living rooms and a heightened sleep experience. Taj Palaces will focus on its history and feature themed suites, personalized experiences, unique dining and a butler service.

Within the Taj Resorts locations, the guest experience will be centered on the natural beauty of the area or community. Jiva Spas will be featured at these locations, along with sustainable food choices and suite personalization.

Locations nearby National Parks will be dubbed as Taj Safaris, focusing foremost on sustainability. These eco-friendly locations will concentrate on reducing a carbon footprint and value engagement with the local community.



Taj's Resorts locations include Jiva Spa

Activities at Taj Safaris will focus on nature with breakfast in the woods, adventure trails and other farm-to-table dining experiences.

The hotel brand is hoping to make it clear to all guests, no matter which location they are staying in, that they are undergoing the Taj experience.

Updates to architecture are likely to be complete by December of this year.

Taj strategy

Taj also recently introduced a new philosophy meant to redefine the customer experience and improve loyalty.

The brand unveiled a video highlighting the philosophy, #Tajness, and streamed an accompanying party and announcement on live streaming application Periscope. Taj's #Tajness takes inspiration from the brand's Indian heritage, highlighting and incorporating the nation's culture to better serve guests ([see more](#)).

Taj and Shangri-La Hotels and Resorts also recently banded together to integrate their rewards programs, offering a full-bodied loyalty program to compete with similar contemporaries.

As Marriott and Starwood merged to become the biggest hospitality brand to date, it is now harder for others to compete with its massive rewards programs. Even affluent consumers want to be rewarded for their loyalty and within commerce, multi-retailer programs are becoming so extremely popular, which makes the Taj-Shangri-La partnership so important ([see more](#)).

"Rebranding campaigns aren't typically high revenue-generating strategies," Mr. Rains said. "They are instead meant to grow brand equity among the brand's audience and broaden its reach within the market.

"In the case of the Taj rebrand, however, the approach is visually stunning and conveys the brand's unique and noteworthy approach to luxury," he said. "If the campaign video is distributed with a strong strategy, it will likely draw

interest - and bookings - among both the brand's base and prospective new guests looking for that unique marriage of the past and present."

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