

WHERE TASTE, REIGNS SUPREME - The food court @ TCM

Expanding on the element of supremacy and royal reign in the realm of food and taste; this positioning sets the right mood for the rajwadi-nagri Udaipur's favourite food court. This also establishes the visitors of food court as the citizens of a taste-freak kingdom, further enhancing the motive of the food court.

SENSATIONAL SOUTH, WOW WEST, EXOTIC EAST, NAUGHTY NORTH - The food court @ TCM

Encompassing all the possible directions, this positioning allows TCM to own a 'whole world in a platter' feel. Also, it sends out a strong and clear message of multi-cuisine awesomeness available at TCM's Food Court.

THE FOOD CAPITAL OF UDAIPUR - The food court @ TCM

Centralizing the core ownership of being the best ever place for all the food in Udaipur, this positioning leaves no scope for any doubts of how great TCM's Food Court is. The positioning also challenges the 'Capital' stature of Jaipur and sets a contrasting statement of being the 'Capital' in all taste-matters.

THE FAMILY PLACE AT A FAMILIAR PLACE - The food court @ TCM

(I don't like this one, as it is a poorer against other positioning plus, there is no direct fact supporting tourism done in 'All Family' setups, Udaipur is more of couple's place! Anyways...)

Creating a subtle connection between the words family and familiar, this positioning creates a recall with the tourism and trust (familiarity) for the Food Court at TCM. This also aims at establishing a direct link TCM and a happy family time.

WHERE EACH BITE IS A ROYAL DELIGHT - The food court @ TCM

(This statement can apply to any food place in entire Rajasthan. This doesn't feel like as it is made exclusively for TCM. Also most of the food brands they have like subway, etc. have nothing to do with royal food. Anyways...)

Banking on the royal feel of rajwadi-nagri Udaipur, this positioning establishes the fact that with Food Court at TCM, every morsel,

every moment, and every situation is a delightful memory of great taste and good times.

TEMPTING EATS AND TASTY TREATS - The food court @ TCM

Boosting the hunger cells by several folds, this positioning aims at creating a mouth-watering feel with the very brand name. Creating a celebrating ambience of eating tasty dishes and enjoying delighting treats, the positioning seeks to register in the grey cells of audiences as the tastiest places to hang out in entire Udaipur.

CELEBRATING FOOD, REVIVING LIFE - The food court @ TCM

Touching the 2 most sought after reasons for tourism in Udaipur, this positioning creates a direct communication for food and life at the Food Court, TCM. The positioning also calls out to all the fun and frolic lovers to relish the tasty cuisines served with a limitless pack of lively celebration.

FOODAIPUR, BEST FOOD AT UDAIPUR - The food court @ TCM

Creating a perfect hit of blending food and Udaipur, this positioning creates a tremendous recall for the Food Court at TCM by fusing Food and Udaipur into a new funky lingo - FOODAIPUR!