

Valea

Brand development, marketing and PR for a destination that opens with the moon.

Phase 1: Sora East. An approach note prepared for the Valea team by Digital Rhetoric.



We build brands people travel for, not just follow.

Digital Rhetoric is a performance-led creative studio in Pune. We pair brand thinking and art direction with the numbers that matter, so the work does more than look good; it fills tables.

BRAND

Positioning, promotion, identity and the guidelines that keep every concept in the family.

CONTENT

Photography, Video, imagery direction, a calendar that actually gets posted, and creative that earns saves.

REACH

Organic, Paid, PR and creator partnerships chosen for local pull rather than follower vanity.





Four things we took away from the brief.

01

Valea comes first

The master brand has to exist before the first concept opens, or Sora East becomes the brand by accident.

02

East is the asset

Every other destination bar sells the sunset. The orientation of this property is the one thing competitors cannot copy.

03

Two evenings, one room

The slow valley hour and the louder night are different products. The brand should hold both without feeling like two places.

04

Clara - Goa is a mood, not a model

The Mediterranean reference gives us the warmth. The valley and the moon give us the reason it is here and not in Goa.



One house, three doors.

VALEA

THE DESTINATION · THE MASTER BRAND

Sora East

PHASE 1 · OCT 2026

The valley bar. The brand's first voice and its introduction to the city.

The Table

PHASE 2 · 2027

The remaining food and beverage concepts, each with its own character.

The Stay

PHASE 2 · APR 2027

Accommodation and the longer guest experiences the valley makes possible.

The rule we would write into the guidelines: each concept owns its personality, Valea owns the materials, the type, the hospitality standard and the welcome.



What the weekend around Pune already owns.

WHO THEY ARE	WHAT THEY OWN	THEIR HOUR
Hilltop cafés, Lavasa & Mulshi	The daytime view and the drive	11am – 5pm
Sunset bars and rooftop lounges	Golden hour and the photograph	5pm – 7pm
Farm stays and weekend resorts	The overnight and the family trip	The full weekend
Koregaon Park & Baner nightlife	Music, energy and the late night	10pm onwards
Sora East	The valley after the sun goes down	7pm – midnight



The gap is not a category. It is a time of day. Nobody within two hours of Pune has built an identity around the hours after the sunset crowd leaves.

Everyone in the hills sells the sunset. Sora East can own what comes after it.



An east-facing terrace is a rare piece of geography. It means the valley darkens in front of the guest rather than behind them, and the moon arrives as the room fills. That is a nightly event, and events are what people plan an evening around.

THE LINE

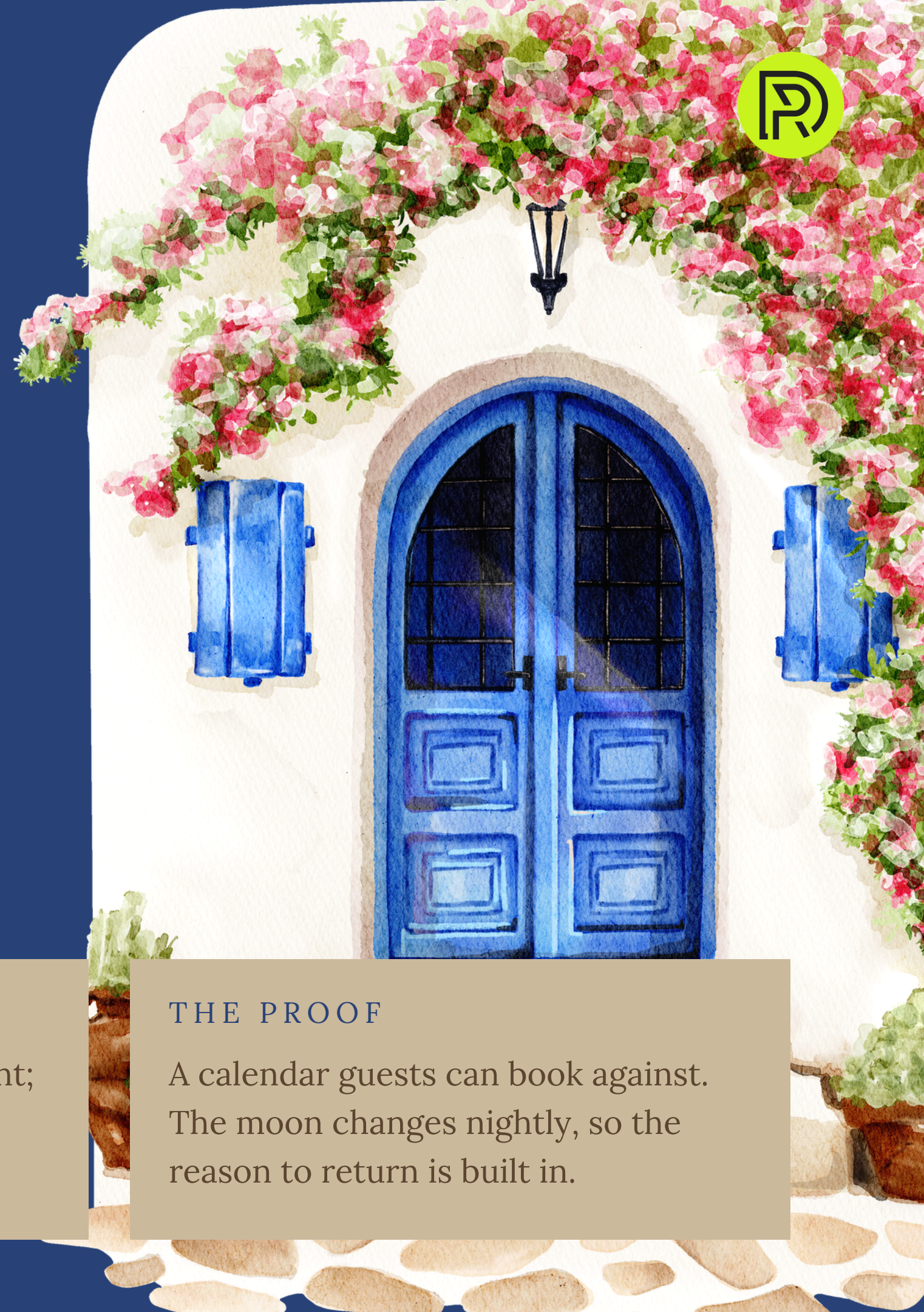
Where the evening turns.

THE RITUAL

A moonrise hour marked every night; lights lowered, one pour, the valley watched.

THE PROOF

A calendar guests can book against. The moon changes nightly, so the reason to return is built in.





Mediterranean warmth, built for a Sahyadri valley.

Lime washed white and warm neutrals, stone and cane, low lamplight. The reference gives us the ease; the terrain and the moon give it a reason to be here.



MATERIAL

Lime plaster, stone, cane, unfinished wood. Nothing glossy.



POSTURE

Seating that faces the valley, not the bar. Long stays by design.



LIGHT

Warm and low, so the sky stays the brightest thing in frame.



How we would build Valea.

Five stages, run in sequence. Nothing visual is presented until the positioning is agreed.



O1

Discovery

Site visits, stakeholder interviews, audience and competitor study across Pune and Mumbai.

O2

Positioning

Valea's proposition, brand architecture, audience segments and the Sora East role within it.

O3

Identity

Brand support, Logos, typefaces, palette, materials and the Valea brand guidelines.

O4

Voice

Storytelling, tone, content pillars, photography, positioning & channel strategy.

O5

Activation

Pre-launch campaign, PR and creator programme, paid, on-site branding and opening night.

2 WEEKS

2 WEEKS

4 WEEKS

3 WEEKS

ONGOING



The road to October 2026.

Working back from opening night, with the build itself as content from the first week.

AUG

Foundations

Discovery and positioning signed off. Valea identity begins.

AUG

Identity

Guidelines delivered. Sora East identity and tone. First site films.

SEP

Teaser

Channels open. Website live. Build-in-progress storytelling. Media list built.

SEP

Campaign

Launch creative live, paid switched on, creator previews and press briefings.

OCT

Opening

Preview nights, opening weekend, and the first moonrise on the calendar.

The one date that matters for us: discovery should begin by early March to protect an October opening.



Five things Valea always has to say.

A repeatable mix, four to five posts a week, weighted differently before and after opening.

2× / WEEK

Moonrise

The nightly sky over the valley, shot properly. The signature format and the reason to follow.

1× / WEEK

The Pour

Signature drinks and plates, filmed close and slow. Menu turned into appetite.

1× / WEEK

After Dark

Music, sets and the room as the energy lifts. The reason to stay past ten.

FORTNIGHTLY

Made at Valea

The build, the makers, the terracing. Anticipation content that runs from day one.

WEEKLY

The Drive

Getting here from Pune and PCMC — route, timing, what to plan around it.



The feed as one continuous evening.

Sky, room, detail, on rotation. Warm neutrals and lamplight throughout, so a Valea frame is recognisable before the handle is read.





A Valea website with a Sora East chapter.

Built once, on the master brand, so the resort and the later concepts fold in without a rebuild.

Structure

- Valea: the destination
- Sora East: the bar
- Moonrise calendar
- Menus and music
- Private events and groups
- Getting here
- Resort: coming 2027

Function

- Table reservations
- Event and enquiry capture
- Mailing list from day one
- Local search for weekend plans
- Analytics and attribution
- Resort waitlist ahead of 2027

Also from us

- Google Business profiles
- Listings and map presence
- Review and response protocol
- Paid media across Meta and Google
- Monthly performance reporting



The brand a guest actually touches.

Most of these surfaces end up in someone's camera roll, so they are treated as content, not stationery.

Arrival

Highway and approach signage, entrance mark, wayfinding through the terracing, valet and parking, staff uniform direction.

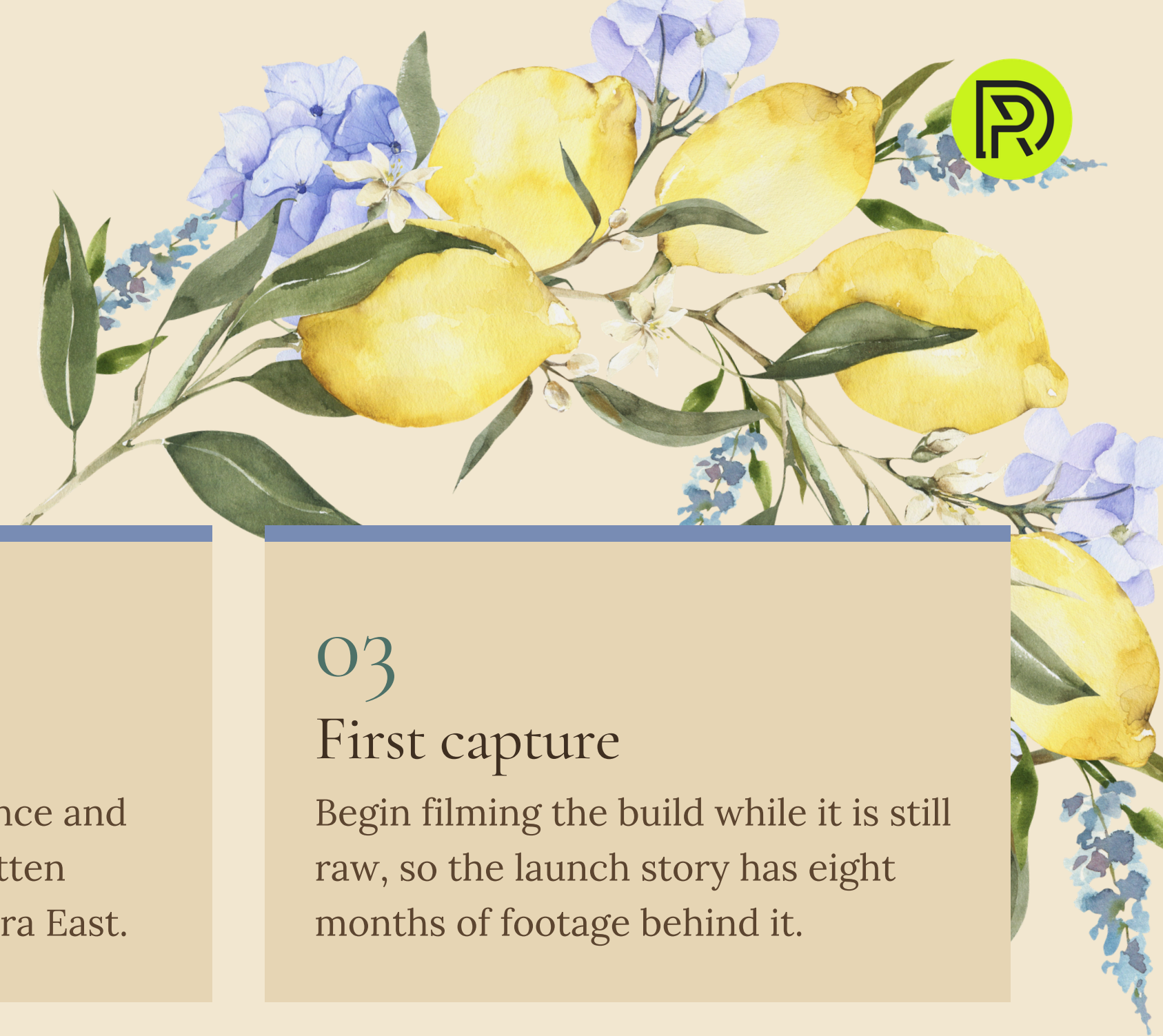
Table

Menus and drink lists, coasters and glassware marks, napkins, table numbers, the moonrise card that explains the ritual.

Memory

One photographable moment designed into the terrace, seasonal event collateral, and a small takeaway worth keeping.

How we would start, in the first thirty days.



O1

A day on site

Evening visit with the creative team to see the valley, the orientation and the moonrise for ourselves.

O2

Discovery sprint

Stakeholder sessions, audience and competitor study, and a written positioning for Valea and Sora East.

O3

First capture

Begin filming the build while it is still raw, so the launch story has eight months of footage behind it.

What we would need from you: the architectural and landscape drawings, the operating concept for the two evening phases, and one evening on site.

TEAM, WORK AND FEES TO FOLLOW

Thank you.



We would like to be in the room while Valea is still being decided, not after. Happy to walk the site whenever suits you.

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