

Branding White Paper

WHY IS BRANDING IMPORTANT?

In a world where every hotel room looks the same, branding is the velvet rope that separates the ordinary from the extraordinary. It's the whisper that seduces weary travelers, promising an escape from the mundane. It's the intoxicating aroma that lingers in their minds, creating a longing for an experience that is uniquely yours. In a sea of sameness, branding is the siren song that beckons, compels, and captures the hearts and minds of those seeking a uniquely singular experience that will stay with them long after checking out.

BUT WHAT IS BRANDING?

Branding is the strategic process of creating a distinct and memorable identity for a property or outlet. It involves crafting a unique combination of visuals, messaging, and experiences that resonate with the target audience, building trust, and establishing a competitive edge in the market.

WHAT IS THE DIFFERENCE BETWEEN BRANDING AND POSITIONING?

Branding is the strategic process of creating a distinct and memorable identity for a property or outlet. It involves identifying market positioning as well as crafting a unique combination of visuals, messaging, and experiences that resonate with the target audience.

Meanwhile, *positioning* enables a hotel to audit their market position and adjust competitively toward a value-proposition and away from being seen as a commodity within their market. Once armed with a fresh position in the market, all staff and vendors are then re-aligned to the USP via training, immersion, and on-site activations.

WHO IS BRANDING FOR?

- Independent hotels
- Soft branded hotels

WHEN SHOULD A HOTEL CONSIDER BRANDING?

- New build hotels
- Hotels undergoing name or flag changes
- Hotels undergoing significant renovations

ADDITIONAL RESOURCES:

- [What is Branding and Understanding its Importance](#), HubSpot.com
- [The Importance of Branding in a Business](#), Forbes.com

BRANDING PROCESS AND DELIVERABLES

1. DISCOVERY

- a. **Pre-Charette: Foundational research**
 - i. Market analysis/proforma from sales, ops and biz dev
 - ii. Market/comp set visit
 - iii. Branding survey/questionnaire
- b. **Charette: Day-long, immersive brainstorming session**
 - i. Review market analysis, proforma, comp set, and branding survey
 - ii. Identify white space/opportunities
 - iii. Define target clientele
 - iv. Branding exercises
 - v. Perceptual map
- c. **Post-Charette**
 - i. Finalization of charrette discoveries
 - ii. Initial brand concept(s)
 - iii. Name ideation

2. DEVELOPMENT

- a. **Brand Architecture**
 - i. Brand promise
 - ii. Pillars
 - iii. Personality
 - iv. Positioning statement
 - v. Attributes and lexicon
- b. **Visual Identity**
 - i. Logo suite
 - ii. Secondary logo and icon/graphics
 - iii. Color palette and supporting textures
 - iv. Fonts and typography
 - v. Style guide
- c. **Collateral Direction and Development**
 - i. In-room: key card, check-in packet, DND door hanger, note card, pen
 - ii. Sales: business card, email signature, presentation, fact sheet, ad
 - iii. Stationary: letterhead, envelope, pen, amenity card, VIP card
 - iv. Digital: banner ad, social graphics
- d. **Guest Experience/Brand Pull-Through Support**
 - i. Guest journey touchpoints: pre-arrival, check-in, stay, post-stay
 - ii. Guest room: amenities, collateral
 - iii. Public space: areas of discovery, signature scent, sound, lighting
 - iv. Local partnerships
 - v. On-site programming
 - vi. Staff uniform direction

3. DEPLOYMENT

- a. **Brand Immersion**
 - i. Immersion call
 - ii. Brand Overview One-Sheet

- iii. Back of House Poster and/or Decal

- b. Operationalization**

- i. Complete brand brief and brand style guide for dissemination

- ii. Finalize graphic design of operational collateral

- iii. Final deliverables:

- 1. Logo Suite (vector files - to be given to other vendors for signage, etc.)

- 2. Art Files (hi-res, print-ready) for all operational collateral

- 3. Digital Files (hi-resolution) for all operational digital collateral

- c. Support**

- i. Preferred vendors

- ii. Obtain estimates

- iii. Trafficking and print production

- d. Execution**

- i. On-property pull-through of programming

- ii. Brand and campaign launch