



# CAESARS GOLF

Brand Positioning and Creation of a  
6-star Welcome Kit for Asia's Most  
Prestigious Golf Course

# Developing a Brand Strategy for a Luxury Golf Resort

Caesars Golf Macau is one of the most prestigious golf and leisure retreats in Asia. In launching the brand, the golf resort needed to develop and refine a brand positioning strategy, subsequently creating relevant communication materials based on the brand concept.

## Business Strategy

## Brand Strategy

- Brand DNA
- Brand Differentiation
- Unique Positioning Statement
- Brand Management

## Design and Touchpoints

- Welcome Kit Design
- Marketing Collateral Design
- Corporate Folder Design
- Writing & Translation

## Digital & Social Media

# Caesars Golf Brand Design and Strategy

Defining and Expressing the Brand DNA of a Unique Leisure Experience



Conducting extensive qualitative research, Base Creative helped Caesars Golf to define the positioning “An experience like no other”, uncover the brand voice and story, and finally design the brand’s welcome kit.

## Scope of Work Business Strategy

**Brand Strategy**  
Brand DNA  
Brand Differentiation  
Unique Positioning Statement  
Brand Management

**Design and Touchpoints**  
Welcome Kit Design  
Marketing Collateral Design  
Corporate Folder Design  
Writing & Translation

## Digital & Social Media