

Creating Brand Assets and
Marketing Communications
for a Luxury Hotel Brand

CORBIERE

Articulating the Brand Values of a Luxury Hotel Group

Corbiere needed a cohesive and highly differentiated strategy for its brand to stand out and gain relevance in its early stages. The strategy led to the key message, "Heartwarmingly Different".

Business Strategy

Brand Strategy

Brand DNA
Brand Differentiation

Design and Touchpoints

Brand Identity
Brand Guides
Brand Grid
Marketing Collateral Design
Design Adaptation

Digital & Social Media

Corbiere Brand Creation and Marketing Communication

Helping a Luxury Hotel Brand to Convey its Differentiation



CORBIERE
BY BENOIT



The key message arose from the insight that Corbiere's personalized service and the dedicated people who manage the operations are what create a unique, heartwarming experience. With the brand strategy, Base Creative helped Corbiere articulate its brand values visually and succinctly across multiple customer touchpoints and marketing platforms.

Scope of Work Business Strategy

Brand Strategy
Brand DNA
Brand Differentiation

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