



Brand Creation and
Advertising Campaign for
Asia's Leading Digital Home
Cinema Solutions Provider

JETREEL

Brand Creation and Advertising for a Pioneering Digital Home Cinema Service

GDC is a leading global digital home cinema solutions provider with the largest installed base of digital home cinema servers in Asia. In launching its new subsidiary – Jetreel, a high-end private theatre experience – GDC asked Base Creative to define a novel lifestyle and create a brand that communicates what makes this luxury service different from others.

Business Strategy

Competitive Analysis

Brand Strategy

Brand DNA
Brand Differentiation
Brand Strategy Book

Design and Touchpoints

Brand Identity
Brand Guide
Writing & Translation
Brochures
Advertising Design
Renderings
Infographics

Digital & Social Media

UI and UX Design
Brand Website
Analytics

Jetreel Brand Creation

Branding for a Leading Home Cinema Solutions Provider



Pioneering a niche luxury category, Jetreel has first-mover advantage, but the brand first needed to gain relevance and clarity in order to tap into the psychologies of its target customers. We helped GDC to position Jetreel as an ultra-luxurious aspirational brand.

Scope of Work

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Jetreel Brand Creation

Branding for a Leading Home Cinema Solutions Provider



By creating a brand image that communicates how luxurious and advanced the product and service is, we highlighted its advanced technology and differentiated it from the mass concepts of technological standards such as 4K, Blu-ray, etc., which are unable to offer the same level of quality in their visual delivery.

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