

The **Club** at Phoenix Park



# case study

## THE CLUB AT PHOENIX PARK

INDUSTRY: Tourism

SERVICES : Brand consulting / corporate identity / advertising / marketing communications

A BIG GRAVITY  
CASE STUDY

### OVERVIEW

The Club at Phoenix Park is a vision for a foreign club that is based at the largest resort in Korea, Phoenix Park. Big Gravity was enlisted to help create a brand experience that would be highly appealing to the expat target market in Korea.

### CHALLENGE

The challenge was to create a brand for a weekend / leisure resort destination that was a good drive from Seoul, sometimes in traffic. We had to convince the target market that it was worth their time, energy and money to come.

### SOLUTION

The main research question was this: *why will the target market come to The Club?* Big Gravity began by helping the folks at The Club to understand who they themselves were, who the competition was, and exactly who their target market was. From this came a brand promise.

Big Gravity applied the brand promise to the new corporate identity and marketing communications materials.

### OUTCOME

Though progress with The Club itself is now on hold, the branding portion of the new venture is complete, and all are very pleased with the result.

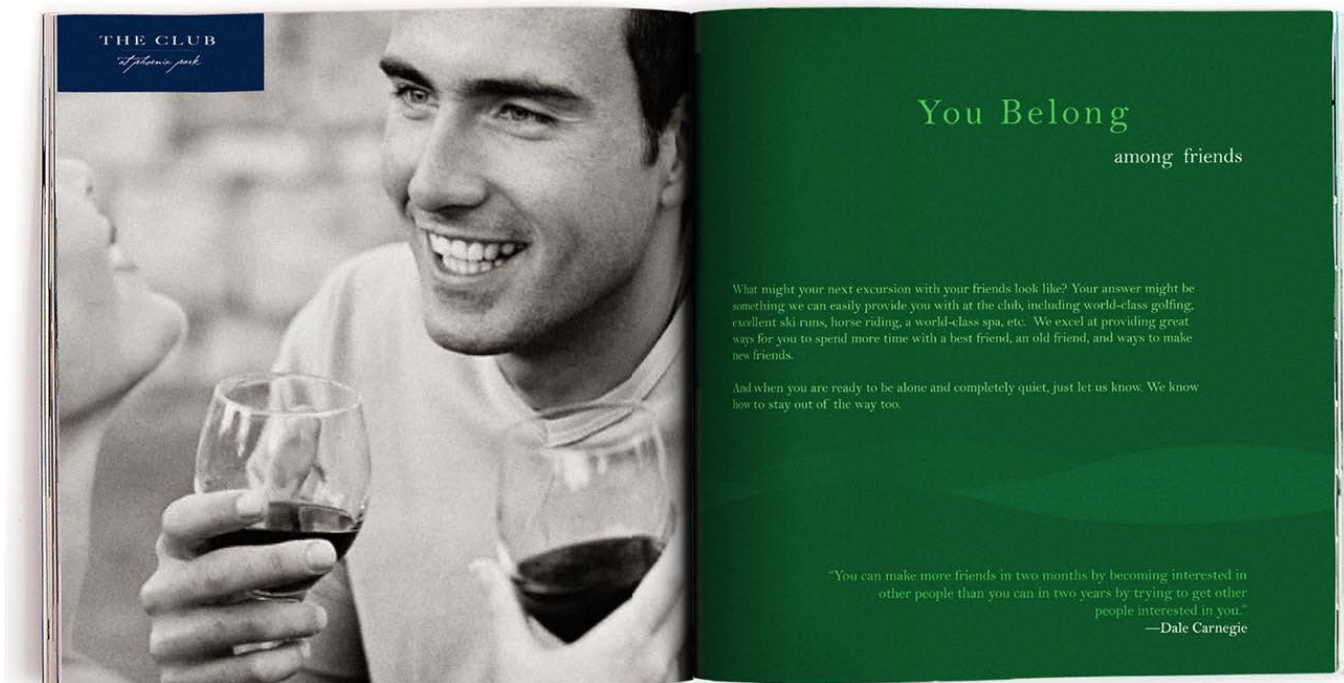
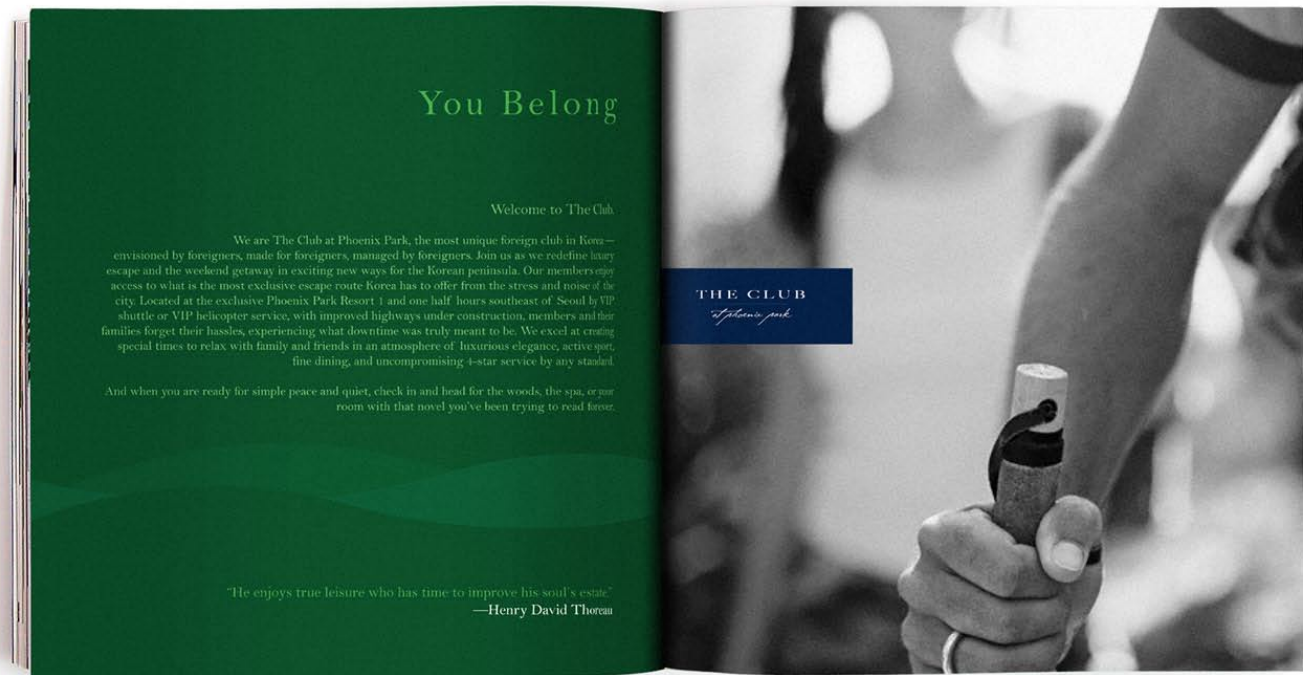
The Club *brand promise*:

“The Club at Phoenix Park shall be a haven for escape, an fun, relaxing, luxurious environment for children, families, friends, and colleagues.”

The *brand tagline*: “You Belong,” echoed the fact that many expats in Korea sometimes feel a need to connect with others.

## THE CLUB CORPORATE BROCHURE

Big Gravity handled the whole strategy for the brochure, including copy. Use Adobe Reader to magnify for detail.



THE CLUB NEW CORPORATE IDENTITY



THE CLUB  
*at phoenix park*

