

Creative Tells the Story for this Destination Resort

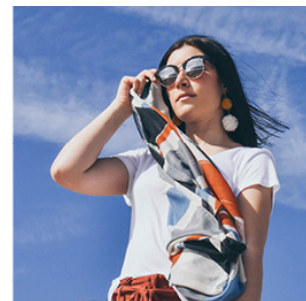
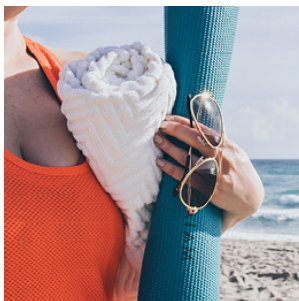
THE TIDELINE RESORT REPRESENTS A SIGNIFICANT QUANTITY OF OUR WORK CREATIVELY, BUT IS ALSO REPRESENTATIVE OF A VERY STRAIGHTFORWARD STRATEGY TO ACCOMPLISH A GOAL. IN TRUTH, WE EXCEEDED THE GOAL SIGNIFICANTLY.

CREATIVE TELLS THE STORY

Timeline Ocean Resort and Spa is a unique client. They have a strong sense of self, understanding what niche they want to fill for their clientele: a chic, boutique hotel experience with exceptional amenities, offering ocean view banquets and weddings and al fresco dining in West Palm Beach. Unfortunately, their changing ownership and management companies, along with a deflagging from a franchise hotelier left them without a usable logo, identity system or creative assets.

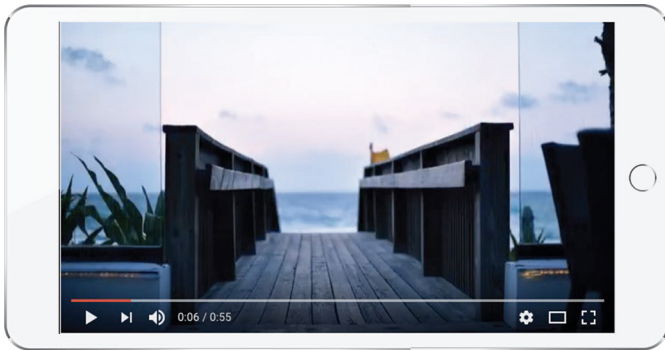
In addition, they needed a web presence worthy of the property itself. The vast majority of their reservations were taking place with online travel agents (OTA's), and unnecessarily sacrificing margin to those third-party entities. The return on marketing investment was untraceable, as the technology was not being used to its potential. In short, this resort needed an identity and a campaign, quickly.

Our team first performed a market analysis of competitive properties in the area. Our review included all that would appeal to the core customer of Tideline Resort, rather than focus on like-sized or properties with similar entities. What we discovered: The property's beach was exceptional, better than the competition in space and size. The dining offerings were fresh and desirable, with a credible sushi chef and sought after brunch buffet. The spa offered traditional services, specializing in bridal groups. All of the pieces were in existence, the hotel simply needed to generate the creative assets to tell the story.



Our team then came on site to collect video and still photo assets, staging hotel spaces, vignettes, and amenities to capture just the right pieces of the story. From there, a new website/digital environment was produced and launched, as well as a campaign to generate lift in brand awareness and site visits and reduce third party booking agents.

Here is a Glimpse of the Creative Portfolio for this Project:



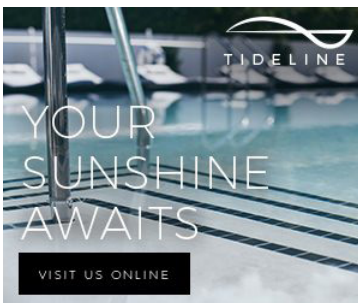
VIDEO CREATION



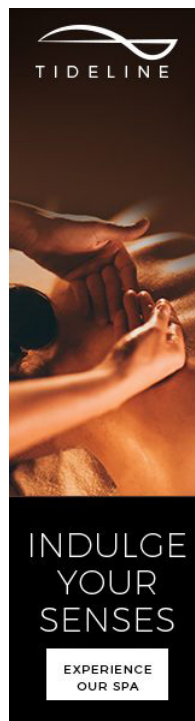
WEBSITE DESIGN



PHOTOGRAPHY



DIGITAL DISPLAY



PRINT DISPLAY