

**Project:** Strategic Branding Definition for Transat Hotel Division

**Deliverables:** Conceptualization / Positioning / Naming / Brand Manifesto / Claim / Storytelling / Messaging system

## **BRAND CONCEPT**

An inspiring formula that accounts for the true essence of the brand, the abstract concept that first comes to the public's mind when thinking of your business.

This starting point is meant to serve as an internal guide that will shape the whole brand's communication strategy and strong attributes.

*Feel at home or even better*

*Replenish*

*Reset your mindset*

*Revitalize while getting to know yourself -and your surroundings- better*

*Reboot*

*Put your mind to rest and activate your senses*

*Experience, rather than accomplish*

*Keep up with what feels right*

## **BRAND VALUES**

These are the values that shape every aspect of the brand, both internally and externally. They define the message, the brand's look and feel, its character and decisions. They are the emotional reasons why the audience feels connected to a specific brand.

## **CORE**

**EXCLUSIVE:** Not everyone craves an all-inclusive vacation, but when it turns into a personally tailored experience thought entirely for one's rest and enjoyment, exclusivity becomes the heart of the adventure.

→ **CUSTOM/TAILORED:** A journey planned according to your unique needs, demanding zero effort or decision making is the best rest possible.

**INNER EXPLORATION/ TRANSFORMATION/ WHOLENESS:** This is not just another vacation resort, but an opportunity for guests to immerse fully in practices aimed to get to know themselves better, return to the essentials and tune into themselves.

→ **WELLNESS/ CONNECTION:** The new luxury is all about replacing stimulating activities with grounding, restorative practices that boost well-being and calm.

**AUTHENTICITY:** These hotels don't just happen to be on the beach, they are surrounded by a rich ecosystem, inscribed in a profound cultural heritage and traditions that can only be experienced by really engaging with native people, activities and gastronomy.

→ **LOCAL:** Every aspect of your stay, from the decor to the music, food, entertainment and even the staff reflect a deep bond to the local culture and are a faithful display of the best Mexico has to offer.

**DISCOVERY:** Stepping out of your comfort zone is an exciting way to unwind and have fun while at the same time learning about yourself and others. The outdoors, knowledge and exploring are great at taking your mind off things and remembering what's really important.

→ **ADVENTURE:** We are surrounded by the best playground of all: nature. Our whole philosophy is about making you feel closer to the environment, while at the same time learning about it and how to take care of our beautiful landscapes.

## **USP**

- **Authentic Journey:** Every time you travel, you move from one point to another, maybe get to know a place you didn't, take some time off work or your usual life. But have you ever really gone on a journey? A journey never leaves you feeling the same way you left. It uplifts your spirit, shifts your perspective, makes you discover treasures hidden in plain sight. It changes you forever.
- Custom experiences
- Detail-oriented service
- Emotionally-driven experiences

## **BRAND POSITIONING**

ZALUNA and ADONA are a new kind of all-inclusive resorts providing exclusive moments and authentic journeys in the world's most beautiful locations. Each experience is curated to entertain, enrich, and fulfill, giving everyone a chance to refresh and reconnect while sharing in new, extraordinary, unforgettable moments.

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## **STORYTELLING / ZALUNA**

- \* Authentic journeys + Personalized moments
- \* Exquisite Oceanfront settings
- \* Ultimate Luxury + Sophistication + Impeccable Taste
- \* Detailed + expanded services
- \* Superior + world-class amenities
- \* Excellence in accommodations and facilities
- \* Family togetherness
- \* Exploration, lively fun, outdoor activities, special occasions, unique cultural encounters, relaxation and beyond
- \* You'll never think of all-inclusive family vacationing the same way again

The ultimate luxury escape, Zaluna presents authentic journeys that make each moment personalized. Immersed in exquisite oceanfront settings, you and your family will be able to explore together, enjoy world-class amenities, delight in special occasions and savor unique cultural encounters. Outdoor activities designed exclusively for you, sophisticated accommodations, facilities and detailed services will allow you to feel closer than ever, collecting lively fun moments that will last a lifetime. Your family will come together like never before, and you won't think of an all-inclusive family vacationing the same way ever again.

## **STORYTELLING / ADONA**

- \* Authentic journeys + Personalized moments
- \* Exquisite Oceanfront settings
- \* Impeccable Taste

- \* Detailed + expanded services
- \* Excellence in accommodations and facilities
- \* Superior + world-class Amenities
- \* Intimate + sophisticated privacy of an adults-only atmosphere
- \* All-inclusive ultimate luxury - all created exclusively for your enjoyment
- \* Deepen your connection with yourself and your partner, through a curated collection of the world's most rewarding experiences : Local culture, finest cuisine and drinks, private escapes, enticing outdoor activities, and more

Discover Adona's intimate and sophisticated authentic journeys. Personalized to deepen your connection with yourself and your partner, delight in superior world-class amenities and a sophisticated adults-only atmosphere, all against a backdrop of exquisite oceanfront settings. The excellent accommodations and facilities are the perfect rest to balance with the world's most rewarding experiences: local culture you can absorb closely, fine cuisine and drinks to thrill your senses, private escapes, enticing outdoor activities and an array of detailed services created exclusively for your enjoyment. All- inclusive intimate luxury is waiting for you.

## **STORYTELLING / ZOMMER**

- \* Authentic journeys + Personalized moments
- \* Oceanfront settings
- \* Refined quality service
- \* Stylish accommodations and facilities
- \* Attention to detail
- \* Extensive proposal of Amenities
- \* Enjoy the magic of being together
- \* Explore, relax, dive into nature, learn new things, laugh, and unwind in carefree all-inclusive leisure
- \* Celebrate the special connection that create lasting memories

Enjoy the magic of coming together in Zommer's stylish accommodations and facilities. Authentic journeys to explore, relax and dive into nature thought out for you and your family. Learn new things, laugh and unwind in a carefree, all-inclusive leisure. Set in front of the ocean,

Zommer's extensive proposal of amenities and refined quality service are the best scenario to celebrate your special connection and create lasting memories.

## **STORYTELLING / ADEMAR**

- \* Authentic journeys + Personalized moments
- \* Oceanfront settings
- \* Refined quality service
- \* Stylish accommodations and facilities
- \* Attention to detail
- \* Extensive proposal of Amenities
- \* Connect over a beautiful sunset, an exhilarating nature hike, a refreshing spa moment, or romantic dinner and show.
- \* Treat yourself to daily enjoyment that is effortless, simple, and wrapped in an adults-only setting built to satisfy your every wish
- \* Leave the expected far behind

When you arrive at Ademar, you leave the expected far behind. Thanks to our extensive proposal of amenities, oceanfront settings and authentic, personalized moments, you'll be able to treat yourself to daily enjoyment. An adults-only setting built to satisfy your every wish, Ademar is the escape you need. Connect over a beautiful sunset, an exhilarating nature hike, a refreshing spa moment, or romantic dinner and show. Complete with refined quality service, stylish accommodations and facilities and a staff that's committed to every detail, this is the simple pleasure you were looking for.

## **ZALUNA. An Authentic Journey**

Every time you travel, you move from one point to another, maybe get to know a place you didn't, take some time off work or your usual life. *But have you ever really gone on a journey?* A journey never leaves you feeling the same way you left. It uplifts your spirit, shifts your perspective, makes you discover treasures hidden in plain sight. It changes you forever.

The bird in Zaluna's logo is a symbol of the invitation we want to extend to you and your family. Birds are migrants, experts at letting go and giving way to life's unexpected gifts. We propose an adventure where you can spread your wings and map your own mesmerizing route.

Upon arriving at Zaluna, endless possibilities are in your hands: You can choose to go deep within yourself in an ***Inside Journey*** including meditation, spa and mindfulness practices that help you heal on a spiritual and emotional level. You can embark on a ***Cultural Journey*** embracing the Maya civilization and enriching yourself with its vibrant cultural heritage and profound lessons. You can even go sensorial: whether it's singling out your room's scent or the texture of your sheets, establishing a food route for each night out or enjoying regional cocktails specially crafted in the moment, the ***Sensatory Journey*** enables you to decide which way to better stimulate your senses. Maybe you feel the need to really connect with others: The ***Live Journey***\* means you can make your ride a social one. Explore the sea and native species, meet new people or enjoy your closest ones through sports and other engaging activities, cooking lessons, scuba diving, bird watching and more!

And because nature is everywhere you look and such paradise calls for greater awareness, the ***Eco Journey*** is a way of spending your days here consciously. From special excursions where you'll engage first-hand with local species to volunteering in preservation programs to workshops on how to live more sustainably, you can enjoy the scenery while connecting with it on a whole new level.

**\*Vivid/ Active/ Vibrant**

A nest is a place of comfort, where you can be physically and emotionally at home, recharging for whatever comes next. Our goal is to create a nest -literally- where you can relax and feel at ease. Sustainable architecture ensures local materials are present even in the smallest details, and special areas such as the *Kid's nest*, *Maya Shelter* restaurant and *Wellness Cave* will make you feel inside a magical retreat.

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**Claims.**

Explore your senses  
Dare to go even further  
Discover a colorful direction  
A vibrant experience  
The road to the unexpected  
The road to yourself  
Wander all the way to yourself

A Journey that changes your life  
A life changing journey

### **A Spirited journey**

Spirited Journey  
A moving journey  
Creating future memories  
Enjoy the Journey

The Journey within  
The unforgettable journey  
Your Breakthrough Journey

### **An Ever Evolving Journey**

Your Journey Calls  
**A Journey to the Unexpected**  
Dare to design your Journey

### **A New Journey Awaits**

**An Exceptional journey**  
**An Ever Evolving Journey**

### **A Journey to the Unexpected**

Unexpected cultural encounters (Cultural)  
Unexpected flavours (Culinary)  
Unexpected sense stimulation (Sensory)  
Unexpected way to yourself (Inside)  
Unexpected distractions (Live)

Unexpected connection with nature (Eco)

## Features & Experiences.

### *Live Journey*

#### **Features**

*Snorkel Classes*

#### **Face to face with fish**

Explore the ocean and native species

*Surf Classes*

#### **Break waves**

Learn to catch waves in a changing playground

*Paddle-surf Classes*

#### **Set Waves in Motion**

Develop board paddling and riding skills

*Tennis Classes*

#### **Serve into the Sun**

Polish up your techniques

*Kayak Classes*

#### **Steer into nature**

Learn new strokes at sea

### **Experiences**

*Tennis Serving Clinic*

#### **Improve Your Game**

Master the steps for a successful serve- individually or in groups

*Freediving Snorkel Classes*

**Lose The Tank**

Acquire breathing & safety techniques from a perspective that makes you feel part of the aquatic life

*Personalized Trekking*

**Head into the Wilderness**

Discover new paths and enhance your confidence with a private certified mountaineer

*Biking Exploration*

**Ride into the Sunset**

Enjoy some of the rivera's most magical locations pedaling alongside a local guide

Acquire breathing & safety techniques from a perspective that makes you feel part of aquatic life. Challenge yourself to dive deeper and face the amazing world that lives under the sea. This extreme sport will make you push your own limits and live the experience of a lifetime!

*Cultural Journey*

**Features**

*Treasure Hunt*

**Not all treasures are Gold**

Follow witty clues around the hotel's surroundings and find out more about Mexico's history while spending quality time with the family

*Stargazing*

**Marvel at the Universe**

Learn your way around the night sky and Mayan's celestial beliefs

*Traditional Maya Stories*

**Immerse in fabulous tales**

Listen to stories of the ancient maya civilization while gazing at the sun set on the sea

*Pottery and clay workshop*

**Become an ancient mayan artist**

Pursue your creativity while expert artisans guide you through the process

**Experiences**

*Local Instrument Classes*

**Master a new sound**

Take 20' classes and end the week playing local tunes

*Mayan Glyphs*

**Decode an ancestral language**

Learn about this language as you carve your own glyph tile to take home

*Textile Workshop*

**Create your own mayan relic**

Make a handloom woven bag from scratch!

*Mayan Rites*

**Connect with the Sacred Power of Mayas**

Honor this ancient civilization by recreating rituals in special spots

**Culinary Journey**

**Features**

*Culinary Offer*

**Savor Your Favorite Cuisine**

From Mexican to Japanese, Indian, Chinese or French restaurants, international dishes are the order of the day

*Traditional Mexican Food*

**Eat Your Way Through Mexico**

A local and personalized menu designed by renowned chefs is available at all times

*Coffee Buffet*

**Every day is Fresh Brew day**

Our coffee roasters come from all over the world and present a different selection of beans each day so that you can expand your palate

*Snack Surprise*

**Sudden Tasty Breaks**

At any given moment of the day, our staff will surprise you with amusing and delicious snacks

**Experiences**

*Cooking Classes*

**Inspired by local heritage**

Wow your friends and family with native delights brought to you by chefs who prepare them like nowhere else

*Mixology Classes*

**Why limit happy to an hour?**

Create your own cocktails using local ingredients and exotic species

*Culinary Coach*

**Nourish your body**

Use these days to restart your dietary habits accompanied by a specialist who will create a special routine and keep track of your wellbeing

*Deep sea fishing*

**Catch your own meal**

Spend the day adventure catching local favorites before enjoying your catch at a private setting that same evening

Spend the day adventure catching local favorites before enjoying your catch at a private setting that same evening. Our staff of renowned chefs will turn your adventure into a sophisticated dish you won't believe you helped create!

## *Inside Journey*

### **Features**

#### *Meditation*

##### **Quiet the Mind**

Practice awareness and being present while blending with the sound of waves

#### *Spa & Wellness*

##### **Relax, Renew & Refresh**

Make some time to pamper yourself: choose from incredible facials, therapeutic massages and other next level self-care practices

#### *Mindfulness*

##### **Clear Thoughts & Happy Hearts**

Embrace this mind-body tool that will allow you to stay present through practical exercises

#### *Yoga Classes*

##### **Find Your Balance**

Enjoy daily yoga sessions by the beach

## **Experiences**

#### *Natural Lotions Workshop*

##### **A Gift for your Skin**

Concoct your own body lotions using local elements

#### *Astrological Consult*

##### **Your Story in the Stars**

Find out what your natal chart and solar revolution are like & connect with your deeper self

#### *Wellness Coach*

##### **Empower yourself today**

Achieve your goals and create inspiring long-term wellness strategies with the help of an expert motivator

*Temazcal Ritual*

**Heal like the Mayans**

Immerse in Mexican culture by attending a ritual that brings wellbeing through the powers of the four elements: earth, water, air and fire

Immerse in Mexican culture by attending a ritual that brings wellbeing through the powers of the four elements: earth, water, air and fire. Leave stress and worries behind and connect with the sacred.

**Sensory Journey**

**Features**

*Customized room*

**Create your own Shrine**

Personalize every detail, from the mattress's firmness to the room temperature, aroma and lighting

*Curated Setlist of Music*

**Rejoice to your Favorite Tunes**

Leave it in our personal DJ's hands: We'll create a personal playlist for your stay in paradise

*Facial Recognition*

**Make your stay more Efficient**

Unlock the door to your room, access the gym or spa, find out about the hotel's activities in half the time

*Art Infusion*

**Fall in Love with Local Art**

Choose pieces from an extensive local artist catalogue to display in your room during your stay

## **Experiences**

*Fragrance Workshop*

### **Design Your Own Scent**

Take home a personal perfume done by yourself

*Photographical Scrapbook*

### **Memories For Days To Come**

Take home something better than memories: visual ones!

*Professional Color Consultant*

### **Color Your Beautiful**

Learn which colors are right for you to dress and impress

*Local Music Tour*

### **Tune in to Mexico's Sounds**

Discover emerging and consolidated local musicians on private getaways

Concoct your own fragrances using local elements. Guided by professional beauticians, learn how to use natural substances to feel and smell good while also providing your skin with nurturing properties.

## **Eco Journey**

### **Features**

*Kid's Nest*

### **Fun Times for your Kids**

Make sure the whole family has a good time with these eco-friendly games and activities

*Bird Reserve*

### **Get Close to the Natural World**

Visit our exclusive bird reserve

*Organic Orchard*

### **Local, Organic & Sustainable**

Take a guided tour of our orchard, learn about plants, fruit and vegetable varieties

*Ocean Awareness*

### **Care for The Sea**

Daily beach cleanups and awareness workshops are available each day at the beach

### **Experiences**

*Recycling & Compost Workshop*

### **Save The Earth From Home**

Learn to transform waste into something valuable!

*Native Bird Watching*

### **Discover Species in their Natural Habitat**

Step outside the hotel and into the wildlife with special guides who will teach you to recognize rare species

*VR Technology meets nature*

### **Nature In the Palm of your Hand**

Use your phone to learn more about your surroundings

*Glamping*

### **Over The Moon**

Book a special camping night at the beach- with all the luxuries of Zaluna

Use your phone to learn more about your surroundings. VR Technology available in the hotel app enables you to learn fun facts about local plants, animals and magical surroundings

\_\_\_\_\_ **E-Blast**

This is not just another thank-you email reminding you that your amazing, hard to top, forever in your heart vacation is around the corner, but rather a promise that we'll make every second worthwhile. In case you haven't picked us because of our exciting choose-you-own-journey concept, it's important for you to understand that your dream trip starts right now.

### **That's the spirit!**

Hear thunder? That means free cocktails are on their way. We know rain is not what you expected when you planned your dream escape, so we'll make it up to you. For every hour you can't roast in the sun or drift at sea, we'll gift you a drink of your choice. A little drops don't sound so bad now, right?

### *Capture the Magic*

#### **Explore nature through a lens**

Set out on exclusive hikes with a nature photographer who will give you eye-training exercises for you to take the most incredible pictures. Practice focusing on details, follow the light, find patterns and shapes you would have never set your eyes on.

### *Sleep-enhancement techniques*

#### **Invest in Rest**

We know how hard it gets to switch off the mind and get a good night's sleep. Sometimes that's the only real luxury needed. This is why we designed a premium, one-on-one program led by health and wellness experts to help improve your sleep- no pills needed.

### *Exclusive Movie Nights*

#### **Dreamy Cinema**

Enjoy your favourite features or watch new ones in a custom set theatre for you and your significant other.