

# LUXURY BRANDING



The 7 Habits of  
Highly Successful  
Clients

2017

## The 7 Habits

1. Embrace the Challenge
2. Seize the Opportunity
3. Agree the Objectives
4. Request a Proposal
5. Invest in Expertise
6. Trust in Experience
7. Start by Talking

## *We need to...*

Participate in the experience economy  
but we produce luxury goods

Outfox competition that can outbox us 10:1

Create distinction by defying the concept  
conventions that define our category

Transition credibly from premium to luxury

Clarify a portfolio that was built opportunistically

Elevate our visitor / client / guest experience  
to increase loyalty and sales

Quantify the opportunity for a new luxury brand

Grow our business without diluting our brand

Avoid the pitfalls of 'hard' branding

Mastermind a brand-led turnaround

## *We want to...*

Simplify our brand architecture  
to maximise brand visibility

Operationalise a new brand promise  
across an existing portfolio

Produce advertising that positions us  
as different and special

Become the go-to firm in our market

Extend our brand into new categories  
while protecting the core

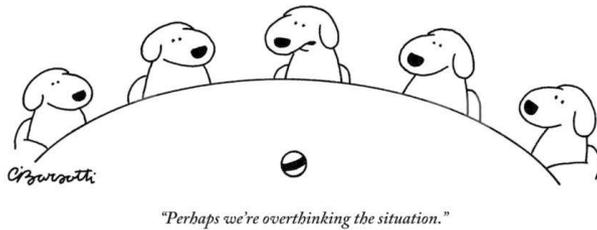
Build a destination brand for a luxury  
mixed use tourism / real estate project

Nurture the germ of a big idea into a  
profitable business

Envision a strategy to unlock the value  
in our land bank

Translate a licensed brand into a  
non-adjacent industry

Invest prudently in emerging market tourism

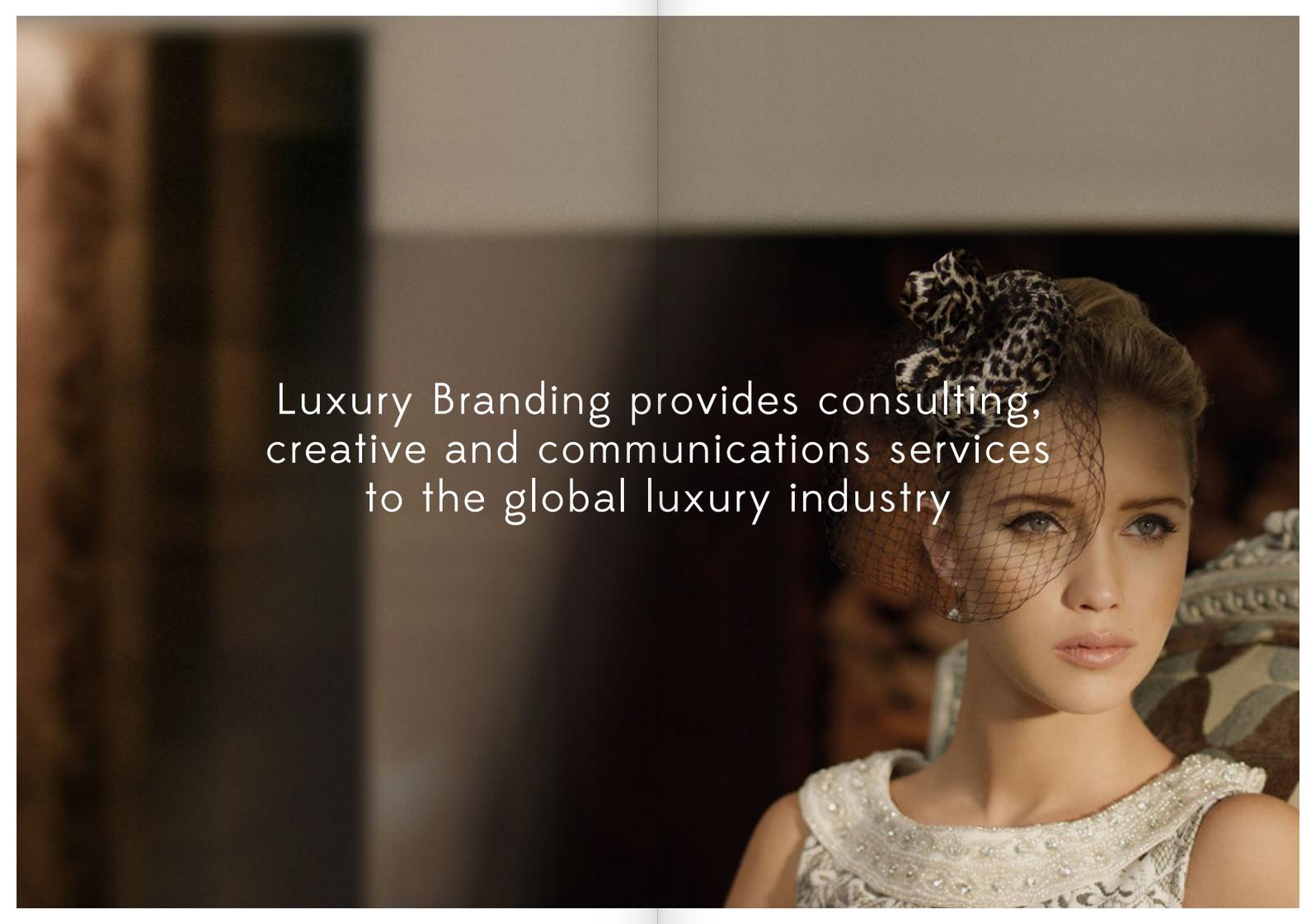


If the preceding pages don't cover your situation, that's little surprise as no two brands are the same and each of our client's requirements is unique.

The best way to determine if it would be beneficial to work together is to meet in person and to talk about your business until we fully understand its challenges, opportunities and agree the objectives.

We are always happy to meet potential clients for an exploratory discussion.

We make excellent coffee and our Business Manager is a professional pastry chef who bakes rather splendid cakes so, whatever the issue, we promise a warm welcome.

A woman with her hair styled up, wearing a leopard-print hair accessory and a black veil. She is wearing a white, beaded, sleeveless dress. The background is dark and out of focus.

Luxury Branding provides consulting,  
creative and communications services  
to the global luxury industry

## Request a Proposal

Once you have established that there is a good fit between our organisations and we are clear about the support you require, you may decide to make a formal Request for Proposal.

We take great pride in our proposals and invest significant time and energy into their design, content and presentation.

If you do request a proposal, all we ask in return is that you are confident in the project's necessity and that your organisation will commit to the process and its outcomes.



"Your proposal is innovative. Unfortunately, we won't be able to use it because we've never tried something like this before."

## Invest in Expertise

*Consulting · Creative · Communications*

Business advisory and development  
Market research and analysis  
Concept creation  
Feasibility studies  
Vision, Purpose & Values  
Team member engagement

Consumer insights  
Brand strategy  
Brand architecture  
Naming  
Identity design  
Verbal identity

Communications planning  
Advertising  
Art direction, photography and film  
UK & International media relations  
Editorial and copywriting  
Event management  
Influencer engagement  
Websites

Product and service innovation  
Customer experience audit and design  
Design briefs  
Operational guidelines

Workshop design and facilitation

## Our clients

AfrAsia Bank

Armani Hotels & Resorts

Bel Hotel

Belmond

Brides Do Good

Cara Mila

Chic Outlet Shopping

Dorchester Collection

Imara Holdings

Kerzner International

Lionstone Development

LVMH

LUX\* Resorts & Hotels

Macdonald Hotels and Resorts

Marzocco Group

Oberoi Hotels & Resorts

One&Only Resorts

Paramount Hotels & Resorts

Seeff

Shinsegae

Southern Africa Luxury Association

SWAN

Taj Hotels Resorts and Palaces

Terra

Value Retail plc

Villafranca in Lunigiana

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## Start by Talking

All great relationships spring from an initial conversation. To start a dialogue with Luxury Branding, please contact

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