



Name for a Hotel - Beauty Farm

Deadline: 14.09.2010 23:59 GMT

Brand: Anonymous

Sector: Travel & Leisure

Country: Australia

Category: Specific Creation : Naming

Published: 31.05.10 09:03 GMT

Budget: \$1 200

Status: Closed

Language of Solutions: English

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

A residence hotel in the middle of nature, which will give the chance of a dual dimension of services: nature/adventure or beauty farm.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

The request is **the naming**- for a hotel.

It will be a place to rest and relax in harmony with nature, the customer can choose whether to join organized excursions or undergo natural beauty treatments or wellness ones.

3 Step Target Audience

[who should you influence ?]

It is a mid-high target, men and women between 30 and 65.

People who love nature and good food, careful about their appearance and health.

Sports or people needing relax and natural health and beauty treatments.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

The client must perceive that we are a hotel surrounded by nature, where to regenerate body and soul.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

Because we have a triple service:

1. Hosting service of high-level
2. Adventure in total contact with the nature
3. beauty and wellness services.

6 Step Character

[what are the features that define the personality of the Brand ?]

- ∞ Ecologic;
- ∞ Natural;
- ∞ Sports;
- ∞ Careful.

7 Step Media Plan / Placement

[where will your work appear?]

All our communication BTL and internet, web site, corporate identity.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

The name must be available **.com**

The naming must be **in English**.

It must contain one or more of the following concepts:

1. sports / adventure
2. beauty / wellness
3. Nature / Tourism