PROJECT SEASIDE

BEING NOSTALGIC IS NOT THE SAME AS SPARKING NOSTALGIA.

BRIEF IN CONTEXT

The client was a well-known British seaside brand who needed help with their reinvention to adapt to the modern era of leisure destinations. The challenge was to find a way for them to retain their beloved heritage aspects without remaining caught in the past. The focus of the project centred around the physical environment, which was the key to conveying their brand revival. Societal shifts in preference and lifestyle meant that the leisure sector had changed vastly over the past few decades, opening the door to welcome new types of competitors. Though once extremely popular in previous years, the client's brand had not been adapted in the right way to address these changing needs of the market.

STRATEGIC APPROACH

The strength of the brand lay in its sense of nostalgia, though it was immediately clear that it needed to offer its customers much more than that. Qualitative research was conducted to unearth insights into customer preferences and uncover key areas for delighting customers. After this discovery, several critical points were highlighted as the best ways for the brand to communicate their familiarity with and thoughtfulness for their customers' needs.

SOLUTION

On a broad level, the brand needed to show that it was thoughtful in every aspect of the customer journey, from large-scale infrastructure to the smallest details. Physical facilities and landscape orientation were among two of the areas considered in which the brand could demonstrate deep understanding of a perfectly tailored experience. By showing the quality of care and mastery of the whole experience, the brand could carve out a unique offering where it could once again level with its competition. Imbuing subtle familiar elements from its past into customer touchpoints would offer the warm sense of nostalgia, while its new offerings still allowed the client to affirm itself as a contemporary brand.

PROJECT BREAKDOWN

Agency work: FITCH

Industry: Leisure / Hospitality / Entertainment

Project type:
Retail / Brand reinvention

Project timeline: 4 weeks (for strategy concept stage)

Key project responsibilities:
Industry audits / Insights generation /
Market benchmarking

Deliverables: Environmental blueprints / Brand strategy

OUTCOME

The creative design followed these core tenets of the updated brand and infused splashes of the modern day to bring everything together in one seamless offering. Already implementing elements of their new brand, the client is slated to undertake construction and refurbishment in 2017.

AREAS OF RESEARCH

- Needs and expectations for parents, children, and families
- Gen Y vs. Gen Z motivations
- Evolution of the British holiday break
- Customer journey throughout holiday process, from pre-booking to post-experience
- Types, themes, and combination of facilities available from competitors
- Roles of recreational spaces

Tropical Islands Resort (Germany)

Theme: Tropical Islands

- Fewer in number, but more expansive pools as it is the largest waterpark in the world
- 3 pools and waterslide tower, located inside former airship hangar
- Has the advantage of space, so guests can slowly immerse themselves into the tropical theme

Types of pools

- Main pool: Tropical Sea, 28°C, 200m long
- Kids' pool: 28°C, adjoined to main pool, water play structures aimed at toddlers
- Lagoon pool: 32°C, Bali-themed grotto, mood-lit in evenings to create romantic atmosphere

MARKET BENCHMARKING

POOL TYPES

		Spa pool	Family pool	Wave pool	Beach pool	Outdoor pool	Sports pool	Adults pool	River/rapids	Toddlers	Kids	Slides
UNITED KINGDOM	CP Whinfell	●	●	●		●			●		●	●
	CP Sherwood	●		●		●		●	●	●		●
	CP Elveden	●	●	●		●			●	●		●
	CP Woburn			●					●	●		●
	CP Longleat	●		●		●			●	●	●	●
	The Dome	●				●	●		●	●	●	●
	Sandcastle			●					●	●		●
	WaterWorld	●		●		●			●			●
	Alton Towers	●	●			●			●	●	●	●
WORLD	Tropical Islands		●		●			●	●	●		●
	Blizzard Beach			●		●			●	●	●	●
	Happy Magic Water Cube	●		●					●	●		●