

## Crown Macau

Creating a luxury entertainment experience

The first completed development from the Melco and PBL joint venture, Crown Macau provides a 6-star luxury entertainment experience including a number of elegant and unique restaurants and a deluxe spa centre. FutureBrand were asked to provide strategic direction for all sub-brands, involving theming, naming and brand expression which subsequently led to the refinement and modernisation of the Crown Towers experience.

FutureBrand created a family of sub-brands inc. facilities and F&B venues that conveyed a contemporary, luxurious look and feel with subtle recognition of Chinese tradition and good fortune. The sub-brands were conceived from the idea of heaven and earth with the most premium facilities being conceptually closer to heaven. The names for all sub-brands have been chosen in both English and Chinese and are a perfect integration of modern and Chinese culture, incorporating lucky symbols as a sign of prosperity and good fortune for all. For the Casino and Crown Towers Hotel complex we also created a comprehensive signage system together with major brand collateral for all sub-brands.

Further to all sub-brands, signage and collateral FutureBrand produced a comprehensible style manual which enables Crown/Melco to manage the Crown Macau complex to a consistently high standard in the lead up to and beyond launch.

The result is a stylish world class leisure destination offering customers the ultimate gaming experience whilst providing them with fine dining, accommodation and spa facilities. This outcome was delivered by bringing together the deep knowledge of the Crown brand from our Melbourne office combined with the cultural insight and local design expertise of our Hong Kong office.

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Hong Kong / Melbourne



FutureBrand

