

Mutiara

Branding a hotel portfolio

The Mutiara name had been applied across a diverse range of acquired hotels throughout Malaysia from city hotels to resorts and jungle retreats. With the renovation of the flagship property in Kuala Lumpur, there was an opportunity to develop a brand promise for the entire Mutiara portfolio. This promise could be delivered in different formats and across multiple tiers. A strategic intent of Pemas, the parent holding and management company, was to expand the brand franchise regionally. In order to expand beyond Malaysia, the brand needed to be perceived as being 'Asian' in origin and focus.

In order to turn a potential weakness into a strength, FutureBrand repositioned the Mutiara brand around the ideas of diverse experiences and a progressive showcase of local culture. The intent was to imbue the brand with a sense of choice and local character and to position it against foreign hotel brands that were seen as one-dimensional and formulaic in nature. The brand promise of 'a refreshing discovery' could be delivered across the entire portfolio; from a lakeside retreat to a lodge in a nature reserve, from an island resort to a bustling city hotel in the middle of KL's Golden Triangle. The collateral for the brand was designed with an engaging brand vocabulary, inviting guests to take a different perspective on the Mutiara as a hospitality experience.

Within 12 months of the brand launch, the Mutiara KL was awarded the "Best City Hotel" by the Malaysian Tourism Authority

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Office: Kuala Lumpur



FutureBrand

