

Oriental Hotel Tokyo Bay

Always true to your heart

The Shin Urayasu Oriental opened in 1995 as a partner hotel to Tokyo Disneyland. Positioned in the middle price class range, the hotel has maintained a high occupancy rate since its opening and attracts most its customers from Disneyland. However in 2006, it became apparent that Shin Urayasu Oriental faced being overtaken by very severe competition. Five new hotels, including hotels operated directly by Disneyland, were scheduled to open in the area by 2008, and there was an imminent threat from similarly positioned neighboring hotels. Goldman Sachs, who owns the hotel, judged that it was a pressing need to reconstruct the hotel image and to increase differentiation with rival hotels. In order to strengthen the hotel's name recognition and presence in the national market, Goldman Sachs decided to add "Tokyo Bay" to the name of the hotel.

FutureBrand was then asked to reposition the brand and develop the new identity that would represent the new hotel name and positioning. After analyzing competitive strategy research, customer needs, sales and the financial situation of the hotel, FutureBrand concluded that raising the hotel's room charge (ADR) by 10% would drive the success of the hotel's re-branding. We determined that by raising the room rate, the business strategy shifts the positioning of the hotel to becoming an upscale hotel. To match the increased rates, a new more modern identity was developed with a high-definition direction. This new identity brings to life the symbolic icon of hotel, Benjamin trees. Looking in at the Benjamin trees in the lounge of a hotel, an onlooker can witness the visual expression of a space that is both relaxing and healing. Moreover, a heart is placed in the gentle curve of the logo. The brand tagline "always true to your heart" promises that any visitor will be greeted with warm solicitude and hospitality by the hotel staff.

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FutureBrand

