

The Palm

Branding the Eighth Wonder of the World

The Palm, the world's largest man made islands in the shape of palm trees, needed a comprehensive branding platform to measure up to its extraordinary feat of engineering and construction. Comprised of residences, hotels and retail, this 3 billion dollar UAE development required a multi media branding program that would launch these islands years before construction was completed.

A single, integrated experience in multiple channels, The Palm brand was centered around the idea of extraordinary experiences, juxtaposing The Palm's extraordinary geography. This aspirational lifestyle direction was brought to life in print, web, video, sales centre environment, and kiosks, shaping a compelling business venture as well as a premier travel destination.

In an unprecedented event, The Palm sold out all its villas in only 2 days after it launched, setting new real estate records in Dubai. Since then The Palm and its affiliated clients have become FutureBrand's long term partners. Together, we continue to set a new standard in Dubai and the region for real estate branding and marketing solutions.

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