

Keen

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OUTRIGGER

I discovered an island. Brand renovation of an industry giant.



Overview

Hawaii-based Outrigger Enterprises Group is one of the largest, fastest growing privately held hospitality companies in Asia Pacific. Founded over 60 years ago by entrepreneur Roy Kelley, often called the "Father of Hawaiian Tourism", Outrigger has grown exponentially – both in size and reputation – to become an industry leader. As the company rolled out plans expand significantly throughout Asia, Outrigger contracted Keen with the initial task of consulting on how to most effectively communicate with the Asian hospitality market.

The Challenge

With most of its marketing and advertising strategy and creative being handled on the mainland United States, Outrigger intelligently realized that they should consider an Asia-based partner and sought out other options.

Excited and confident in the strategy and ideas presented by Keen during the pitching stage, Outrigger contracted Keen to do not only the Asian advertising template but to renovate the worldwide brand identity for Outrigger at all levels, including the Outrigger management company, hotel and resort brand, and individual hotel properties.

The Solution

Deep respect. Native wisdom. Enriching discoveries. Quiet strength. Keen focused on the core values that fuel Outrigger's success, particularly those values appropriate for a cross-cultural company operating in a variety of locations from America to Polynesia to East Asia to Southeast Asia.

By listening to Outrigger's senior management, surveying the marketplace and experiencing existing Outrigger properties, Keen's team discerned a profound depth of character that set Outrigger apart from competitors. Respecting the land, respecting peoples and their cultures, respecting and learning from the knowledge of communities and staff all contribute to Outrigger's wisdom and strength. While the company is indeed a powerhouse, its personality is one that is serene, restrained and confident without any need for flash and showing off. Keen ensured that this spirit of quiet strength would be communicated in the corporate identity.

In partnership with Outrigger, Keen decided to centre the advertising and marketing communications around the inspiring notion of discovery. Travel is all about discovery – discovery of lands, cultures, new passions, new sights, new activities, new things about those you love, new things to share – and Outrigger is very much a people brand. It is about meaning and enrichment and experiences that are appreciated not just enjoyed. The tagline developed for the global advertising campaign, "I discovered an island", encapsulates this notion, and supported with imagery of connections and discoveries, is an ultimate distillation of the Outrigger ideals and what it offers to guests. The campaign rolls out in full force in 2009.

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