

# Keen

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## PER AQUUM

Creating an icon. How Keen's brand strategy differentiates Per AQUUM from its competitors.



### Overview

Per Aquum came to Keen in 2003 as an infant. The newly launched company was big on ideas, big on groundbreaking innovation – but what it lacked was a reputation, and a face.

Keen worked closely with Per Aquum to develop a visionary brand that embodied the company's passion, imagination and überchic style.

From those initial sessions to establish the Brand Culture for Per Aquum (the parent company) onwards to today, Keen has worked closely with Per Aquum to support their growth into an iconic hospitality company.

### The Challenge

Keen began its working relationship with Per Aquum with an urgent need to develop an identity for the management company so that it could begin to launch its first two projects that were already in the pipeline.

Per Aquum provided very preliminary information on USPs, rates, first drafts of architectural renders and one overarching goal:

Position the brand against Amanresorts, Banyan Tree Resorts and Six Senses Resorts

### The Solution

The Per Aquum visual identity that Keen created is a foundation – the primary identity from which each resort, spa and residence identity flows.

Of course, Per Aquum's logo embodies its modern sophistication. But no brand becomes an icon on its logo alone. The brand must be lived by its staff and embodied in the product.

Keen played an integral part developing The Per Aquum Difference – an out-of-the-box mission statement of sorts – a corporate philosophy that drives every aspect of the business from human resource policies to interior design to F&B offerings to in-room collateral to uniforms to service.

And as each Per Aquum property was born, Keen infused the parent company's style into a sub-brand that expressed an identity of its own. Each identity was sculpted through Keen's Creative Process, from Brand Culture, to mood boards, to collateral design and the taglines that position each property or sub-brand, for example: Huvafen Fushi, Maldives – A Waking Dream and Desert Palm, Dubai – Arabia Avant-garde.

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