

# Keen

DISCOVERKEEN.COM

## Royal Phuket Marina

A world-class yachting destination at Asia's gateway, brought to life by Keen.



### Overview

Hong Kong and London-based tycoon Gulu Lalvani, having retired from his telecommunications empire, Binatone, decided to share his passion for yachting with the rest of world through the creation of a wholly self-funded luxury and residential marina in Phuket. His ambition was to build a world-class yachting destination on the Thai resort island to rival those found in the West, and to persuade avid yachting enthusiasts that Phuket was the ideal yachting and lifestyle destination at the hub of Southeast Asia.

### The Challenge

Keen's goal was to go beyond just creating an identity for a new development – it was to carve out a new luxury niche that had not before existed in Thailand, and which would put the island on the map for global yachting enthusiasts. Keen had to differentiate Royal Phuket Marina from any other marina or seaside residence by capitalizing on the merits of its unique destination. Set on an island paradise with a rugged natural beauty yet cosmopolitan vibe, Royal Phuket Marina residents could have the best of all worlds – a year-round warm, temperate climate, beautiful beaches, thousands of limestone cliffs and uninhabited islands to explore, vibrant local colour and gracious service culture, affordable lifestyle, yet with all the comforts of a world-class destination. Quality international schools, modern hospitals and a well-connected international airport were complemented by shopping centres, a thriving culinary and night life scene, world-renowned golf courses, and more, some of which are a part of the Royal Phuket Marina town centre itself.

Keen's strategy was to package all of these strengths into an identity that would appeal to the jet-setting lifestyles of yachting enthusiasts from around the world, yet also play up the unique propositions found only in Phuket, while instilling confidence in potential investors that a luxury marina could indeed thrive in a destination that had previously never supported such a venture.

### The Solution

Keen built a brand identity for Royal Phuket Marina that encompassed not just a yacht marina, but a lifestyle – one that centres on aspirational yet achievable luxury, targeting jetsetters and celebrities while highlighting Phuket's prime location as a global gateway to the world. With its various world-class restaurants, exhibition centre, fitness facilities and much more, it was marketed as the perfect destination for those who want it all. Royal Phuket Marina was also likened to the French Riviera of the East with a world-first in architecture, Aquaminiums – waterside apartments featuring drive-in yacht berths.

To roll out the new identity, Keen created an integrated communications campaign which included:

- An optimized website showcasing all the Marina had to offer
- Various print collateral including a print campaign across all national and regional media
- Above-the-line and below-the-line advertising
- A flash video showcasing Royal Phuket Marina and the world's first Aquaminiums

KEEN MEDIA (THAILAND) CO.,LTD.

22ND FLOOR, OCEAN TOWER II, 75/40-42 SUKHUMVIT 19 BANGKOK 10110, THAILAND

TEL +66 2260 9494 FAX +66 26617970 info@keen-media.com