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The Yamu

Capturing the surreal through a powerful brand identity and stunning visuals.



Overview

Located on a private peninsula on Phuket's dramatic east coast, The Yamu is a provocatively original hotel and villa concept. Created by three of the greatest minds in design, architecture and hospitality, the project carries substantial 'star power' courtesy of Philippe Starck, Jean-Michel Gathy and Adrian Zecha.

However, as a very young brand, The Yamu's success hinges on first establishing a strong brand identity.

The Challenge

To capture the essence of The Yamu and express as succinctly as possible just what makes the brand so unique and original.

The Yamu had previously attempted to create collateral that adequately expressed the brand, but remained dissatisfied with the outcome. Keen was engaged to reinterpret and dissect the various elements constituting The Yamu and to crystallize these, verbally and visually, into a solid Brand Culture.

The Solution

Based upon the Brand Culture created, Keen developed an integrated communications roll out that included:

- An award-winning advertising campaign for 2008, with visuals to reflect the surreal and elusive quality of The Yamu Phuket. Designed to tease and captivate, the "animal instincts" theme appeals to the targeted audience's instinctual urges for the beautiful and the strange. The "Beastly" creative was recognized as "Best Print Advertisement" in the Thailand Property Awards.
- A new website for The Yamu Phuket, featuring a clean, streamlined, easy to navigate interface and Flash components. The new site reveals only as much as necessary, inspiring visitors to learn more about and to experience the world of The Yamu.

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