

WEB & GRAPHIC DESIGN

Case Study

CLIENT: Best Western Premier - M Four Hotel
Industry : Hospitality



PREMIER
BEST WESTERN®

About the Client

Best Western Premier - M Four Hotel, a premium hospitality establishment located in Dubai, sought to enhance its brand identity and online presence. The goal was to align the hotel's visual and digital representation with its high standards of luxury and service.

Objectieves

Develop a cohesive brand identity that reflects the hotel's premium status and appeals to its target audience.

Create visually compelling graphic materials that align with the brand's identity and support its marketing efforts.

Design a user-friendly, modern website that effectively communicates the hotel's offerings, enhances user experience, and drives bookings.

Strategey

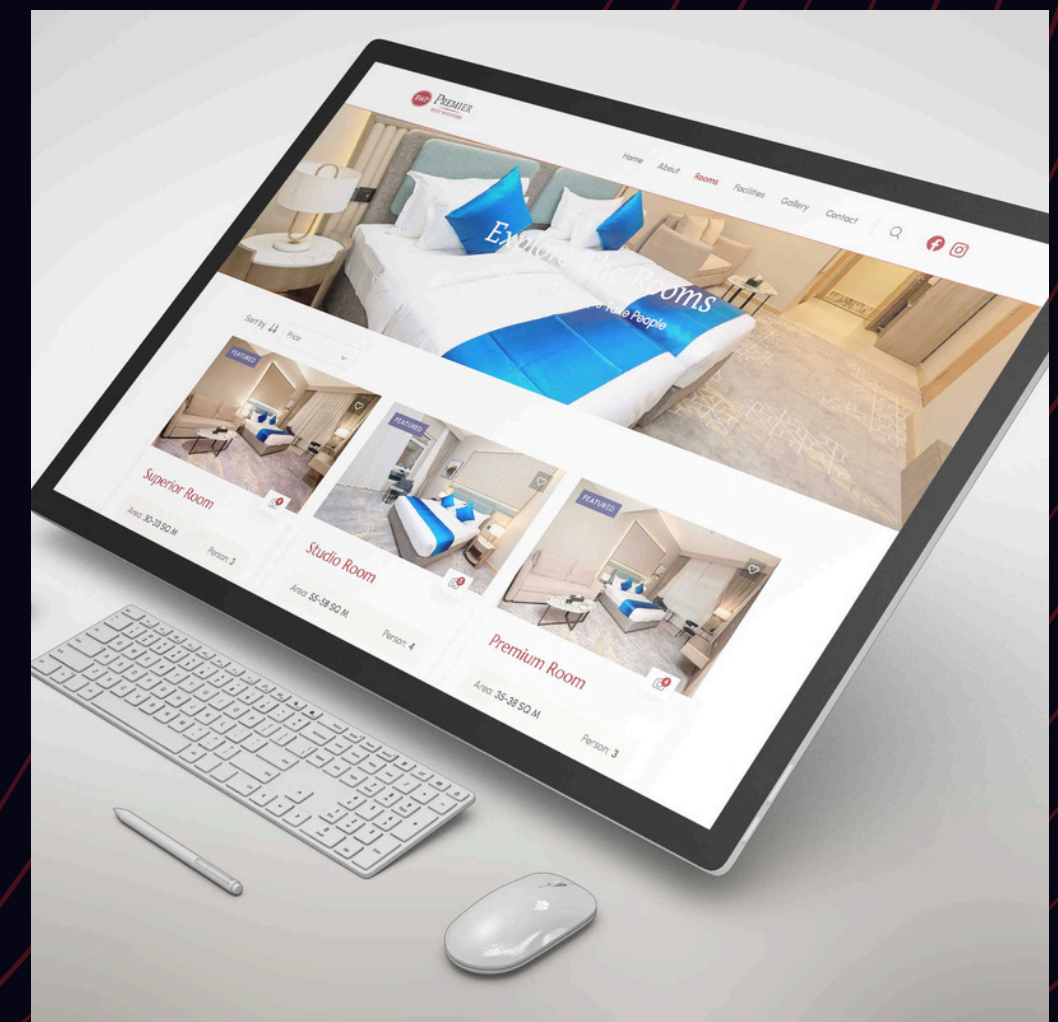
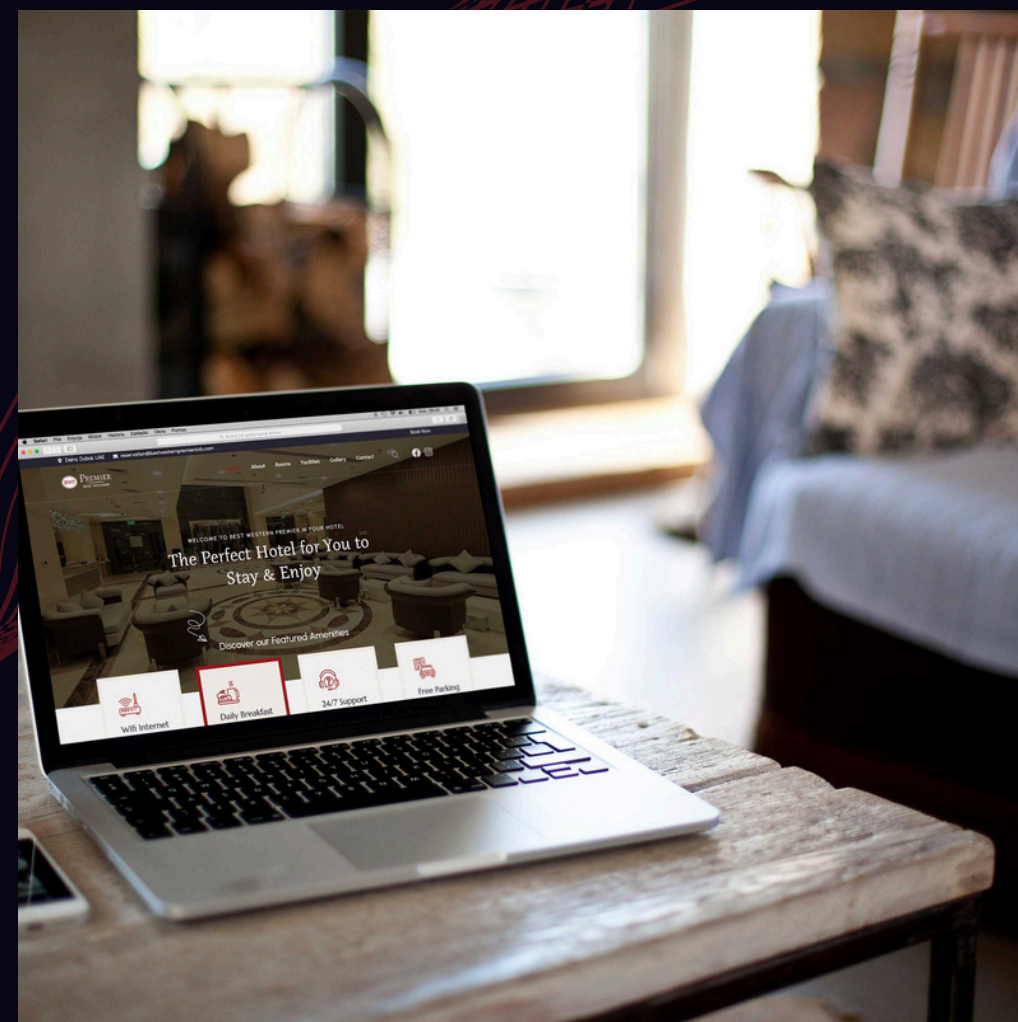
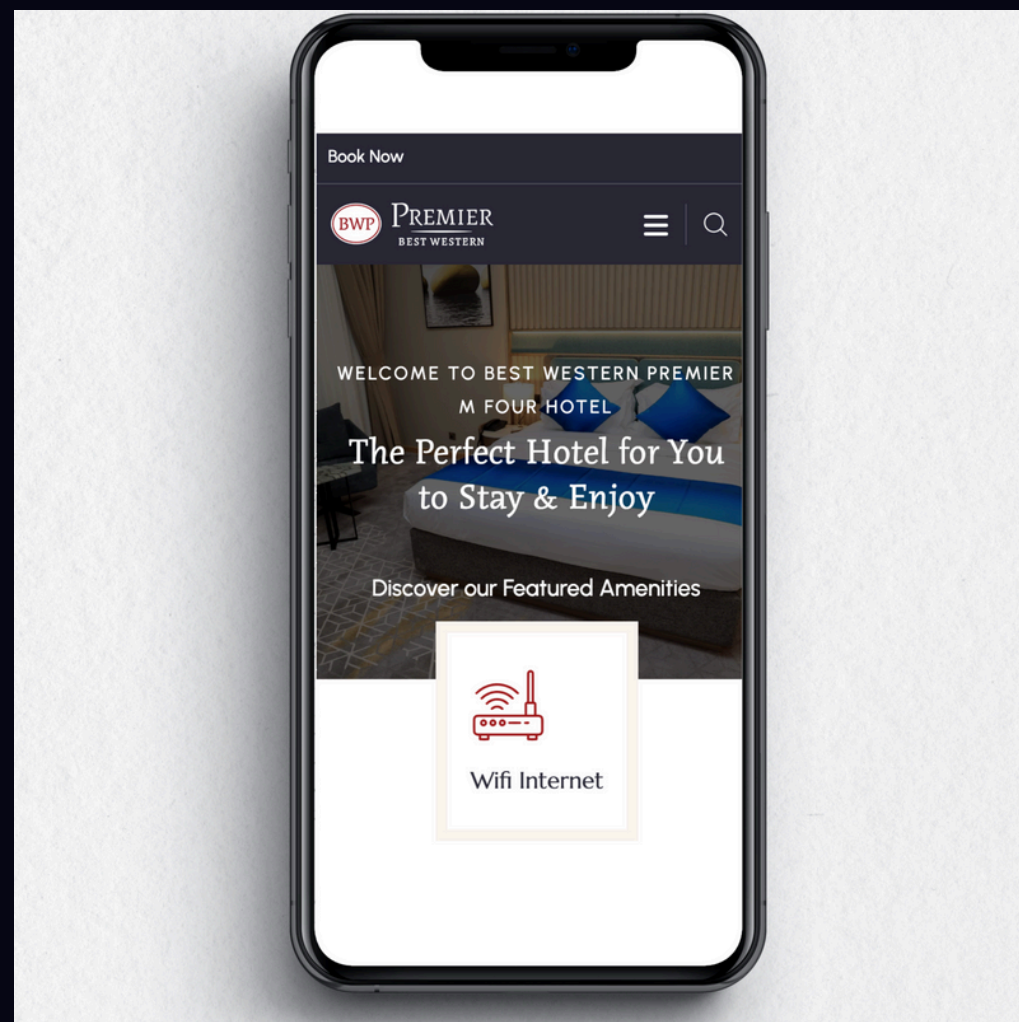
BRANDING & DESIGN STRATEGEY

- **Branding:** Conducted market research to understand the target audience and competitive landscape.
- **Graphic Design:** Created visually appealing templates for promotional materials and in-house communication.
- **Website Design:** Implemented a clean, intuitive design focusing on user experience and ease of navigation.
- Ensured the website is responsive and optimized for both desktop and mobile devices.

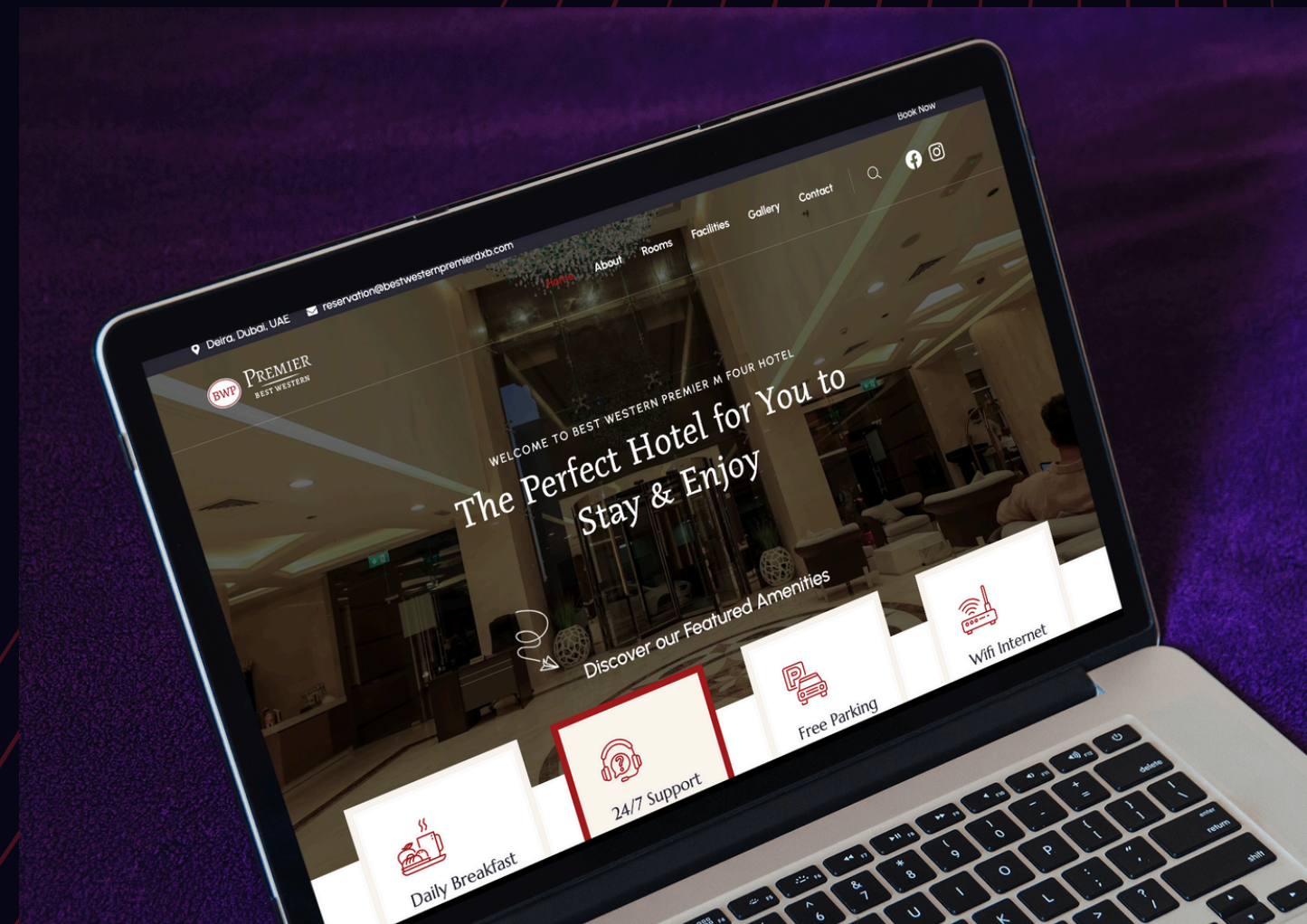
Conclusion

The project successfully revitalized Best Western Premier - M Four Hotel's brand identity, leading to a stronger market position. The cohesive branding and visually appealing graphic materials enhanced marketing efforts, while the redesigned website improved user experience and increased booking rates. Overall, the work contributed to a more engaging and effective online and offline presence for the hotel.

Graphic & Web Strategey



Graphic Creatives



creatox