

STUDIO 360

LOT 850 REVISIONS  
MARKETING, BRANDING, & ID

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WORD ASSOCIATION

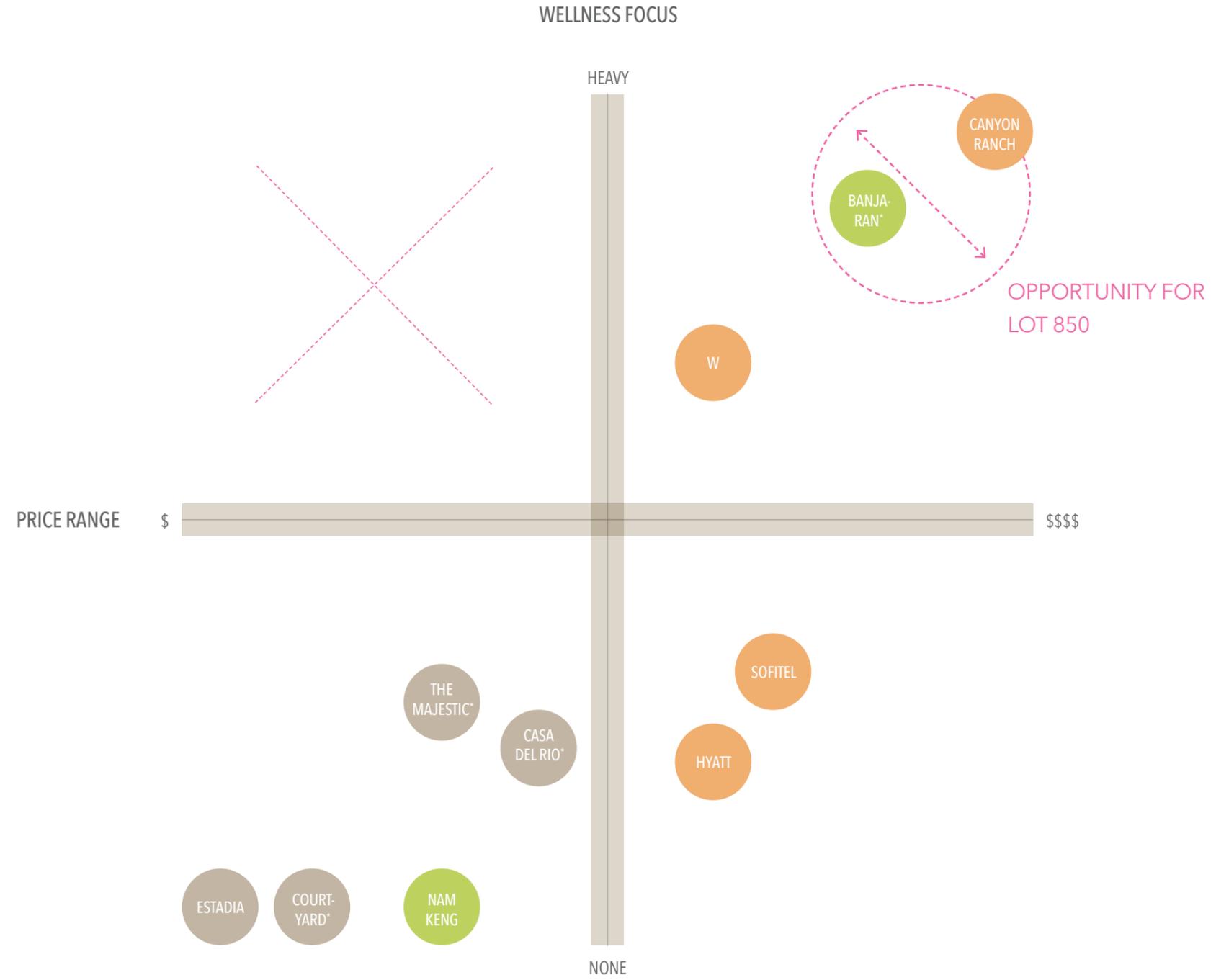


- personal renewal
- essential
- wellbeing
- fitness
- wholeness
- verdure - vur-ger
- comfort
- contentment
- eudaemonia - happiness, esp (in the philosophy of Aristotle) that resulting from a rational active life
- health
- ease
- serenity
- amenity
- pleasure
- wholeness
- holistic
- bliss
- self-care
- integrated
- total
- encompassing
- positive
- higher-self
- relax
- connect
- care
- balance
- pure - puro
- restored
- verve
- vibrant
- spirit
- meditation
- slow down
- peace
- detox
- remedy
- intuitive
- state of mind
- ethos
- enlightenment
- inner journey
- health
- recovery
- curated
- digital detox
- rest
- Ayurveda
- herbs
- healing
- serene
- mindfulness
- Eupraxia - the spirit of well-being
- Aegle - goddess of radiant good health
- Pasithea - goddess of rest and relaxation

# BRAND POSITIONING MATRIX

## KEY

- NATIONAL
- LOCAL
- INTERNATIONAL



\*Courtyard @ Heeren Boutique Hotel  
 \*The Majestic Malacca  
 \*The Banjaran Hotsprings Retreat  
 \*Nam Keng Hotel  
 \*Casa del Rio Melaka

URBAN  
LUXURIOUS  
MODERN  
SOPHISTICATED  
SERENE  
FRESH



THEA HOTEL is a wellness destination for the discerning traveler. Offering a thoughtful and total health experience.



## THE NEW CHINESE CONSUMER

"The Chinese consumers are also more **interested in products with attractive designs**, rather than focusing on the "durability" and "functionality" of the products.

This explains why many Chinese consumers are willing to **pay premium prices for quality products and services**. Instead of showing off big brands, **they are beginning to enjoy fine things for personal indulgence**. This shift in attitude happened in a remarkably short period of time, marking the **increasing sophistication of Chinese consumers.**"

Source: [www.forbes.com](http://www.forbes.com)



## WEALTHY FORTIES

The wealthy forties work for the government or large state-owned enterprises and have slightly higher incomes than average. Though they must also raise children and look after their parents, **they are willing to pay premiums for quality products.** In the next decade, consumers in their forties will have fewer childcare responsibilities and expenses. These consumers will thus increase spending on entertainment, groceries, **travel, and high-quality and healthcare products.**

Source: [www.chinabusinessreview.com](http://www.chinabusinessreview.com)

SU WEN



DEMOGRAPHIC SEGMENTATION

AGE › 43

OCCUPATION › PR Manager at Alibaba

RELATIONSHIP/FAMILY STATUS › Married, 1 Child

ADOPTER TYPE › Early Adopter

LIFESTYLE

- › Career-Focused
- › Lives in Beijing
- › Cares for Elder Parents
- › Environmentally Concerned
- › Tech- Savvy
- › Luxury Goods Shopper
- › Frequents Boutique Fashion Stores
- › Values Tradition
- › Identifies with Modern Sensibilities
- › Uses iPhone apps throughout the day (i.e. Food Delivery, Shopping, Social Media)

MUST-HAVES

- iPhone
- Macbook Air
- Chanel Handbag
- Iced Green Tea
- Spa Days
- Shopping Trips
- Designer Sunglasses



## SU WEN



"I often feel guilty if I spend too much time on myself. My parents and child take all my time. I love fashion and beauty products and don't have a problem spending money these things. It's the time factor that makes me not take care of my wellness needs. I really have no concept of self-care, other than I know that I need to be doing it"

## PROBLEM

A busy life that is full of the pressures of caring for elderly parents, as well as, one young child leaves Su little time for self-care. She wrestles with feeling guilty spending too much time on herself. Her needs often get pushed to the back burner.

## SOLUTION (PROVIDED BY LOT 850)

Su has discovered Lot 850 after hearing about a trip that her friend and husband took. Her friend returned feeling rejuvenated and looked amazing. Lot 850 had given her friend a comprehensive wellness plan that could be implemented once she was back home. This was appealing to Su as she rarely has time to research what fitness or health regime would be best for her. Having a range of experts all in one place presenting a tailor-made program for her is a new luxury she needs!

Su decides to take action and books a 7-day stay at Lot 850. This is the first time Su will be traveling alone, so the fact that everything she needs is in one spot is extremely important.

## Su's Luxury Wellness Weekend

### FOCUS = Indulgent personal care

#### FEATURES SHE WILL USE

- › Juice Detox
- › Yoga and Pilates Classes
- › Nutritional Consulting
- › Botox Treatments
- › Teeth Whitening
- › Spa Package
- › Health Coaching Sessions
- › Fine dining that is organic, sugar and gluten-free

#### BENEFITS FROM FEATURES

- › Invigoration
- › Sense of peace
- › Feels happy to take care of herself
- › Rest and Relaxation
- › Being more in-control of personal health and wellness
- › Empowered by healthy choices

#### AMENITIES THAT GAIN LOYALTY

- › Personalized Health Program to take home
- › Helpful, understanding, and caring staff
- › Serene pool with private cabanas outfitted with healthy juices and snacks
- › Water delivery to room twice-a-day
- › Extras that are tech-forward
- › Luxurious design that suits her tastes perfectly
- › Calming music that is played throughout property
- › Education on personal health



## YOUNG FAMILY WITH ELDER PARENTS

As consumers in their late-twenties age and start new families, their shopping habits **may become slightly more conservative, though they will still favor high-quality and convenient products** and spend more on groceries than previous generations.

Persons older than 50 will consume **more health-care and entertainment products**, their children will likely buy these products for them.

Source: [www.chinabusinessreview.com](http://www.chinabusinessreview.com)

## THE CHEN FAMILY



### DEMOGRAPHIC SEGMENTATION

AGES › 66, 29, 27, 5, 2

OCCUPATIONS ›

RELATIONSHIP/FAMILY STATUS › Married, 2 Children

ADOPTER TYPES › Mid-Adopter, Late Adopter

### LIFESTYLE

- › Multi-generational, Grandfather lives with family
- › Lives in KL
- › Appreciates traveling within the country to experience all the different cultures in Malaysia
- › Mom is stay-at-home with their 3-year old
- › Kids are already very tech-savvy and try and show their Grandfather how to use the iPad
- › Father works long hours and values his weekends and holidays to spend with his family
- › Grandfather has the final say in most decisions and household budgeting
- › Family uses Western beauty products. Grandfather uses traditional Eastern holistic products

### MUST-HAVES

- iPad
- Family Dinners
- Mother/Daughter Outings
- Nescafe Coffee
- Watch Collection
- Family Museum Outings
- Family TV/Movie Night
- Specilaty Makeup



## THE CHEN FAMILY



"We spend a lot of time together as a family and are very close. Making sure everyone is included in activities is important. With an older parent in the household it can be hard to find a place to vacation that offers something for everyone. We are very concerned with the health of our family and want the very best for everyone."

### PROBLEM

The Chen Family is a close-knit family and enjoy taking multiple vacations a year. Recently there was a health scare when the Grandfather suffered a mild heart-attack. This was an eye opening experience and has the family thinking more than ever about wellness and self-care.

### SOLUTION (PROVIDED BY LOT 850)

A family vacation that also doubles as a wellness experience is needed as the Grandfather can be stubborn about change. The quality experience with self-care he will have at Lot 850 may help to change his ways. The Chen parents are also excited that Lot 850 also provides wellness education, and childcare services for their children. The parents want to use this time to focus on themselves and their individual needs. Lot 850 has a wide range of wellness offerings, everyone in the family will have plenty to do on their vacation.

## The Chen Family Vacation

### **FOCUS = Medical check-ins and teaching children about a healthy lifestyle**

#### FEATURES THEY WILL USE

- › Kid's Programs
- › Personal trainer for Dad, private outdoor yoga lessons for Mom, and Qigong classes for Grandfather
- › Healthy dining choices for the whole family
- › Beauty shopping
- › Medical facilities for checking blood pressure and bone densities
- › Chiropractor
- › Pharmacy

#### BENEFITS FROM FEATURES

- › Kids learn wellness/culture while being entertained
- › Mom and Dad get to do their own thing
- › Peace of mind from getting their Grandfather checked by medical specialist
- › Family bonds over a new vacation experience

#### AMENITIES THAT GAIN LOYALTY

- › Kid's Programs
- › Beauty & Health Retail Spaces
- › Air Purification
- › Complimentary Shuttle Services
- › Tailored Experience Website & App
- › Positive Messaging Collaterals



Note: Tourism from Singapore represents 52% of the tourist market in Malaysia.

## EARLY THIRTIES

Many consumers in this group are well-educated and **grew up in a more open environment than their parents**. Compared with older generations, Chinese in their **thirties save less, spend more on entertainment, and often shop online**. They also pursue value and quality rather than low prices. **These individuals will become the most important consumers in the next decade.**

Source: [www.chinabusinessreview.com](http://www.chinabusinessreview.com)

DAVID OU



DEMOGRAPHIC SEGMENTATION

AGES › 35

OCCUPATIONS › Fashion Photographer

RELATIONSHIP/FAMILY STATUS › Single

ADOPTER TYPES › Early-Adopter

LIFESTYLE

- › Singaporean
- › Attended college in the U.S. for photography
- › Likes to spend weekends trying new restaurants with friends and meeting new chefs
- › Has a good amount of disposable income since he is single and has no children
- › Very ambitious and likes to take risks in business and personal life
- › Doesn't want to fit into the "status quo"
- › Travels frequently on the weekends to locations around Malaysia and surrounding areas
- › Enjoys whiskey tasting, art openings, and being a dapper gentleman
- › A bit of a "ladies man"

MUST-HAVES

- Cannon Camera
- Designer Shoes
- Samsung Watch
- Designer Watches
- Daily Workouts
- Bow Ties
- Pressed Shirts
- Hats



## DAVID OU



"I love exploring and finding new spots before anyone else. I consider myself to be a taste-maker and on-trend. My work schedule is stressful and hectic with lots of early mornings on-set. My outlet for stress is working out and eating healthy. However, I like to indulge in fine dining on the weekends. Traveling through Southeast Asia is a passion of mine and is also a way I get away from it all."

### PROBLEM

As a fashion photographer David has a high-stress and deadline driven career. He is on-set early mornings to late in the evening. He finds he is not bouncing back from the long hours like he used to. So he has started to embark on a more healthy lifestyle. David is looking for a spot to vacation that satisfies his need to de-stress, up his healthy lifestyle game, and is not too far from his home base in Singapore.

### SOLUTION (PROVIDED BY LOT 850)

With a convenient location close to Singapore, Lot 850 is easy for David to get to for a long weekend. This is appealing as he won't have to take time off work to take care of his wellness needs. A serene setting within the hotel is an immediate stress relief for David and he is reminded that it is ok to let down every once and a while. Offering high-quality spa facilities, personal trainers, and healthy cuisine is the main reason David has decided to stay at Lot 850. He also likes that he can try new things, such as, cosmetic procedures without friends at home knowing about it.

# David's Wellness Stay-cation

## **FOCUS = De-stress, relaxation, personal fitness and healthy eating**

### FEATURES HE WILL USE

- › Spa Facilities
- › Cosmetic Procedures
- › Healthy Cuisine/Juice Detox
- › Personal Trainers
- › Yoga Classes
- › Botox Treatments
- › Personalized Wellness Plan

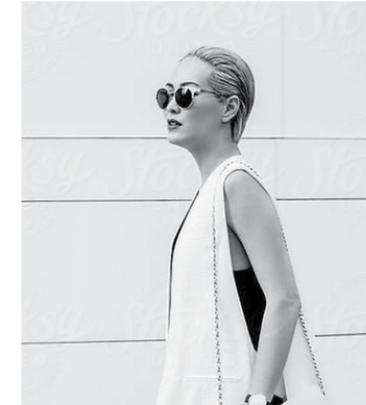
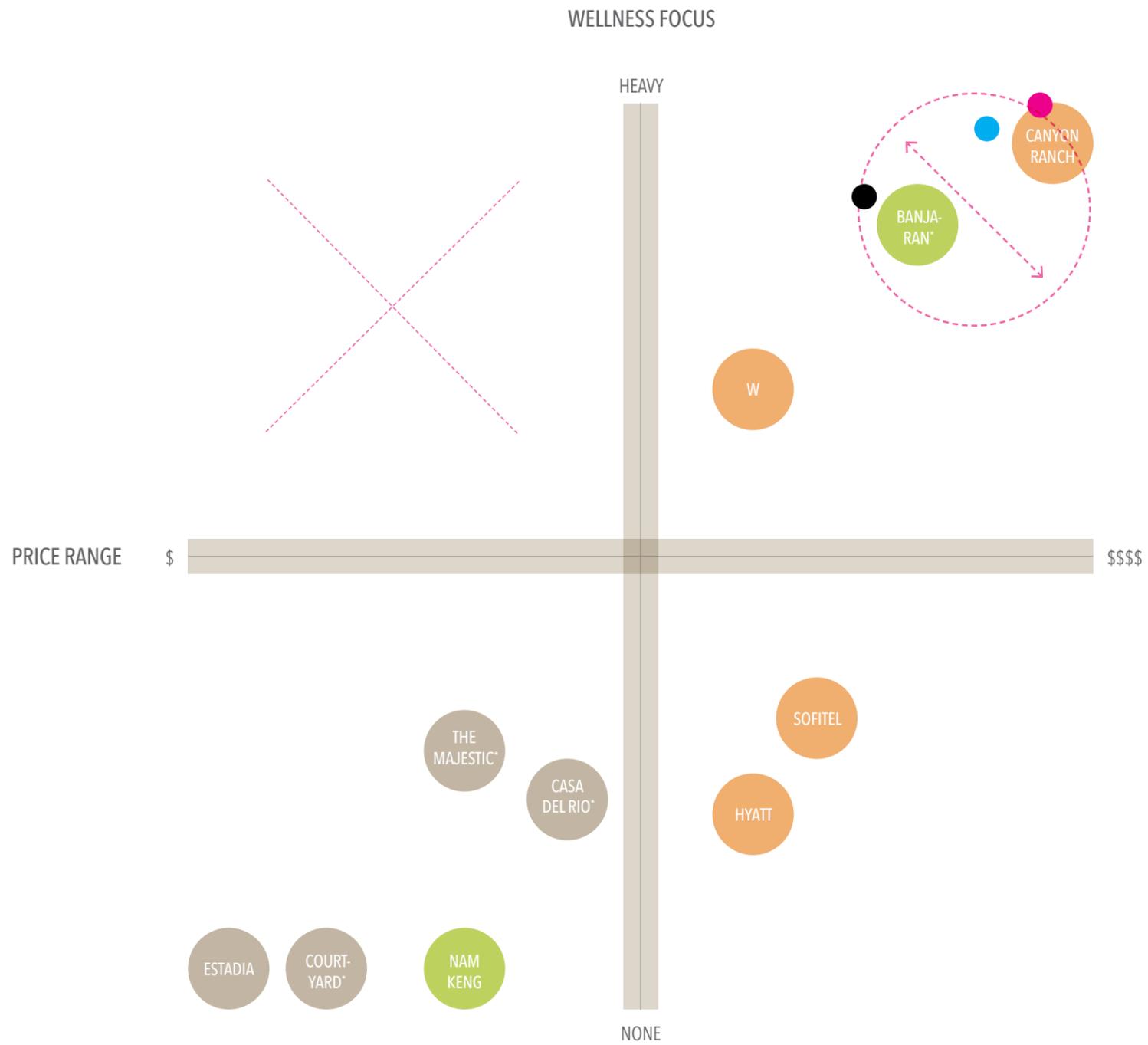
### BENEFITS FROM FEATURES

- › Overall sense of well-being
- › Retreat from daily life
- › Pride in taking care of self
- › De-stress
- › Return to a more balanced life

### AMENITIES THAT GAIN LOYALTY

- › Hotel App
- › Shuttle Service
- › Dedicated Concierge
- › Serene Interiors

CONSUMER ARCHETYPE & POSITIONING



● CONSUMER ARCHETYPE ONE  
› The Luxury Connoisseur



● CONSUMER ARCHETYPE TWO  
› The Tourist Family



● CONSUMER ARCHETYPE THREE  
› The Stay-cationist

STUDIO 360

# PART TWO | BRANDING

CHOSEN CONCEPT

# THEA HOTEL



*Pasithea*  
goddess of  
rest and  
relaxation

Concept Three draws its name from the latter part of Pasithea. Rest and relaxation are crucial parts of one's well-being and thus is focus of this concept. With an increased desire for self-care, the calming nature of this concept is universally appealing. The goal of Lot 850 is to make guests feel good at every touch point. To infuse their stay with rest, so they leave revived.

ART DIRECTION

SPA PHOTOGRAPHY



FITNESS PHOTOGRAPHY



RELAXATION PHOTOGRAPHY



HEALTHY FOOD PHOTOGRAPHY



ART DIRECTION

LIFESTYLE PHOTOGRAPHY

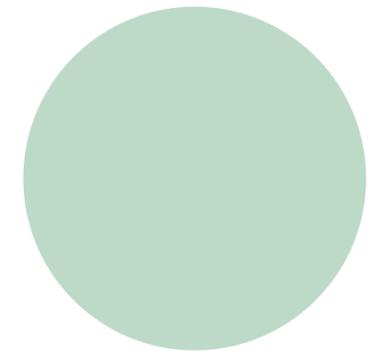
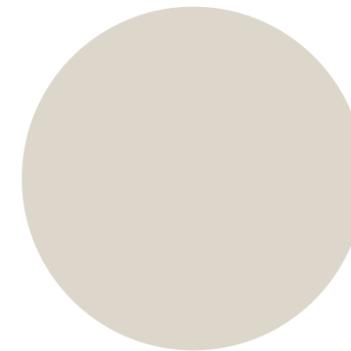
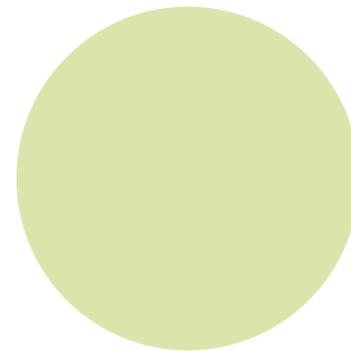
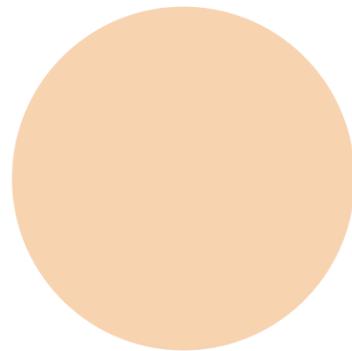
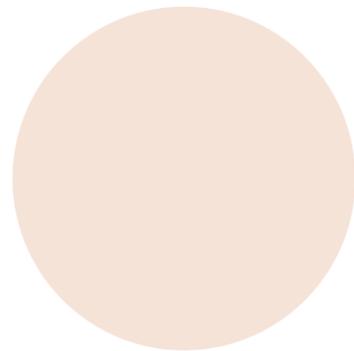
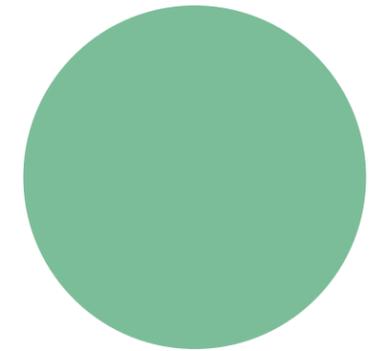
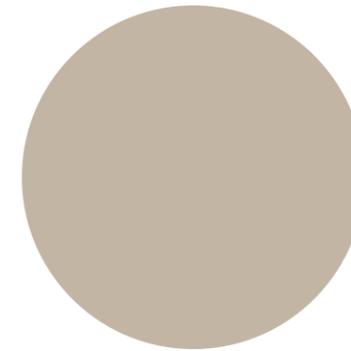
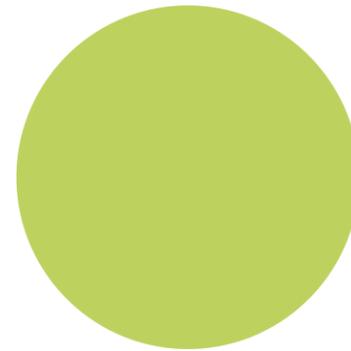
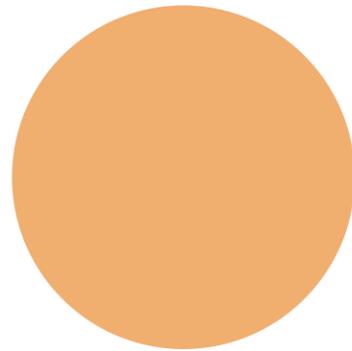
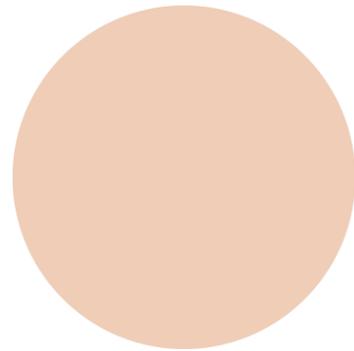


MEDICAL PHOTOGRAPHY



COLOR PALETTE

soft  
ethereal  
serene  
pure  
airy  
tranquil



THEA HOTEL

THEA HOTEL

THEA HOTEL

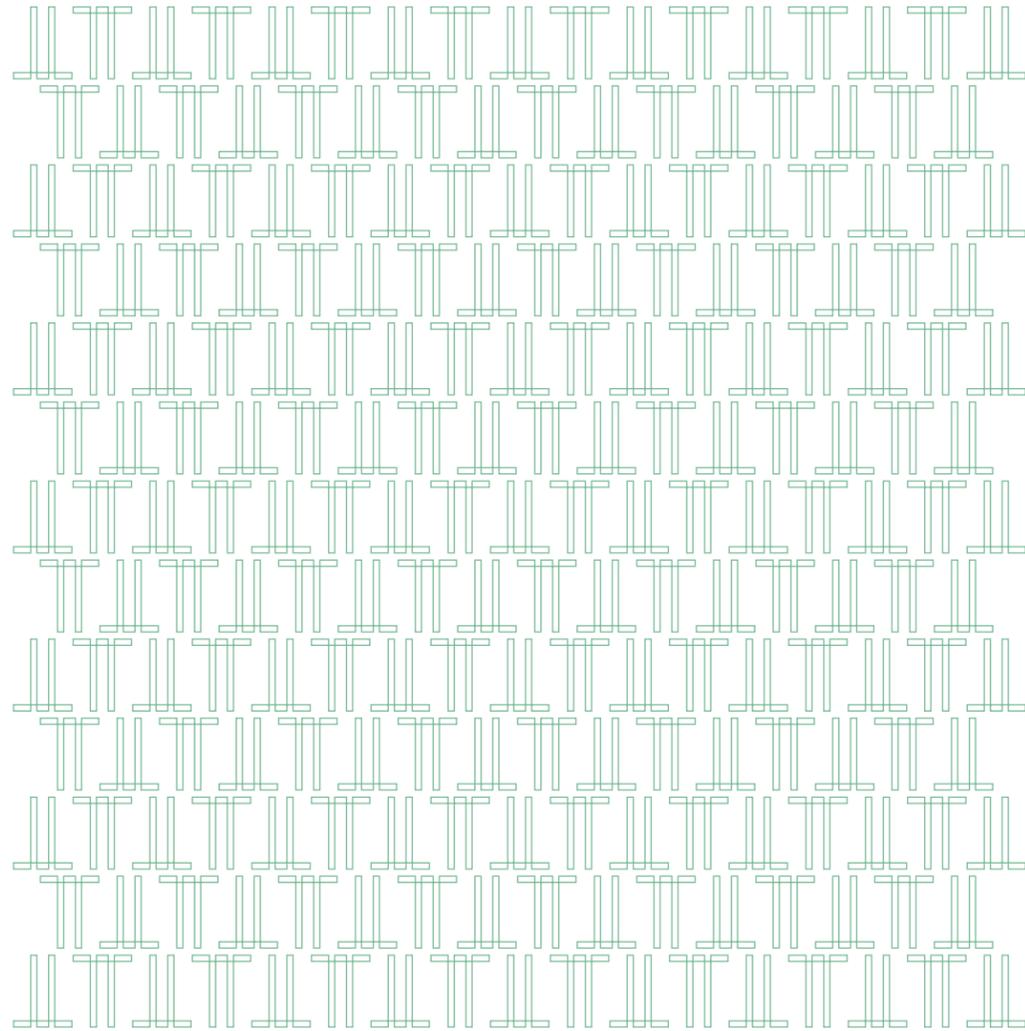
THEA HOTEL

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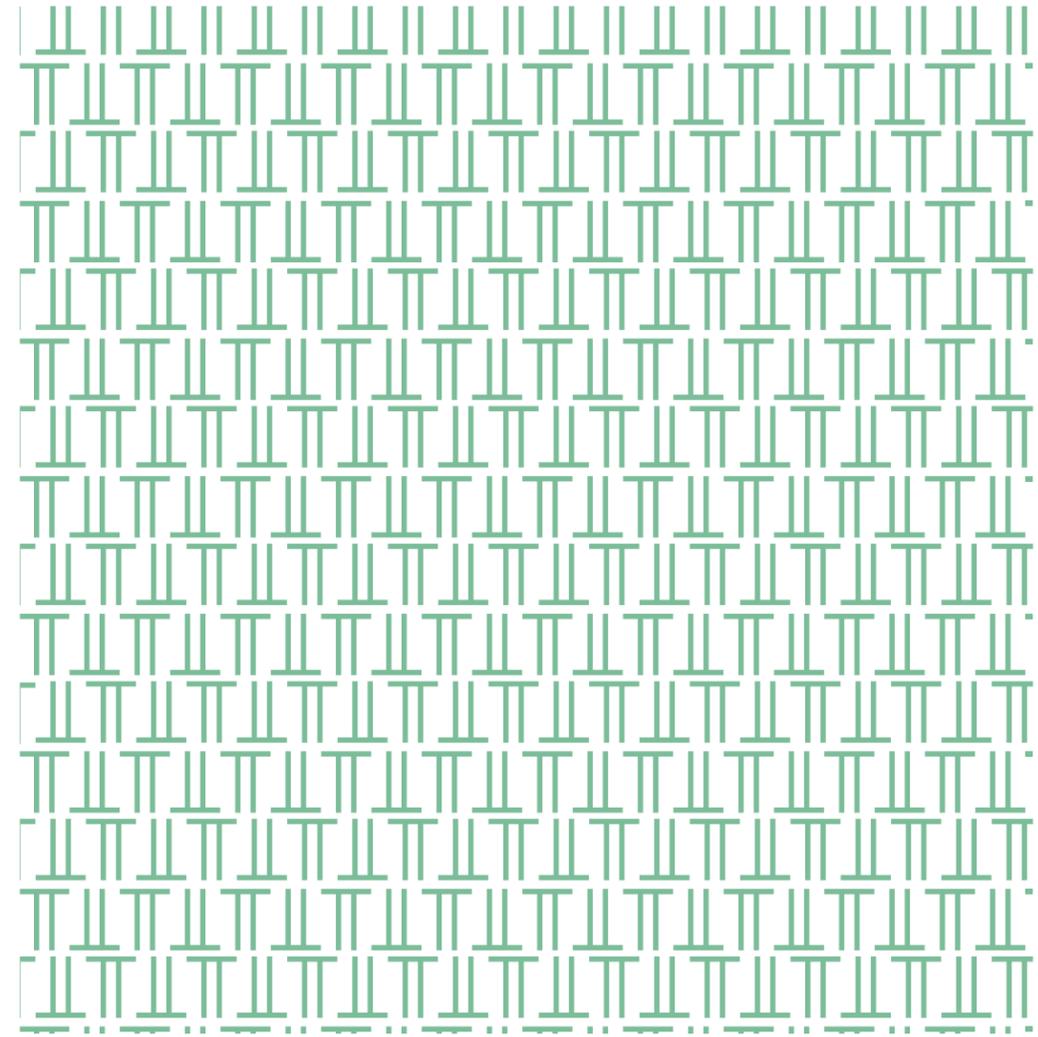
THEA HOTEL

# LOGO CONCEPT ONE MONOGRAM

VERSION ONE



VERSION TWO







# A NICHE MARKET OPPORTUNITY FOR A GROWING TOURIST SEGMENT

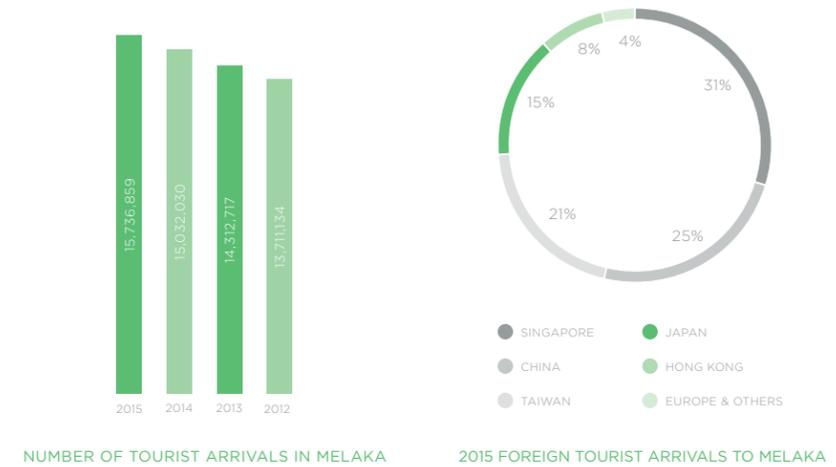
**\$672** BILLION

THE DEMAND FOR INTEGRATED, HEALTH CONSCIOUS, AND WELLNESS FOCUSED RETREATS ARE ON THE RISE. THE WELLNESS TOURISM MARKET IS EXPECTED TO GROW TO A \$672 BILLION U.S. DOLLAR MARKET BY 2017.

**150%+**

WELLNESS TOURISTS SPEND APPROX. 150% MORE THAN OTHER TRAVELERS.

# TOURISM BY THE NUMBERS



# POSITIONED TO BE THE ULTIMATE GETAWAY

Thea is located in Melaka on the western coast of Malaysia and is positioned to attract new markets such as the Middle East and Africa. Melaka recorded a total of 15.7 million domestic and foreign tourist arrivals in 2015. Melaka offers tourists a wide-range of cultural activities with modern city attractions.

# INTRODUCING A NEW HEALTH EXPERIENCE



## THE WELLNESS DESTINATION

Introducing Thea, a wellness destination for the discerning traveler. By thoughtfully combining retail, hotel, and residences Thea is able to offer tourists an elevated and total health experience. Guests can enjoy a sophisticated shopping experience, take advantage of clinical treatments, indulge in luxurious spa sessions, or attend any number of fitness class offerings.

THEA | INTRODUCTION

### THEA RESIDENCES & SUITES

#### 24 TOTAL UNITS

- Sky Deck Restaurant/Bar
- Man-Made Sky Beach
- Spa Rituals Area
- Wellness-Themed Hotel

## 21,562 TOTAL SQ FT

THEA IS THE LARGEST MELAKA AREA MIXED-USE DEVELOPMENTS THAT IS DEVOTED ENTIRELY TO WELLNESS.

## 3 DEVELOPMENTS

THERE ARE THREE MIXED-USE SPACES FOR VISITORS TO ENJOY AND EXPLORE; THEA HOTEL, THEA GALLERIA, AND THEA RESIDENCES & SUITES.

### THEA GALLERIA

#### XX TOTAL RETAIL SPACES

- Healthy Food & Beverage
- Clinical Treatments
- Health & Beauty Shops
- Nutrition Counseling
- Wellness Retail Shops

### THEA HOTEL

#### 45 TOTAL ROOMS

- Fitness Programs
- Holistic Programs
- Lounge Common Space



STUDIO 360

# ADDITIONAL LOGO CONCEPTS



Concept Two is a type-only concept that is inspired by the typography that is popular in high-fashion publications. This will be appealing to the target market and set the tone for the upscale offerings that Lot 850 will provide. The graphic line divider can be used as a signature look on collateral pieces.

*THEA*/HOTEL

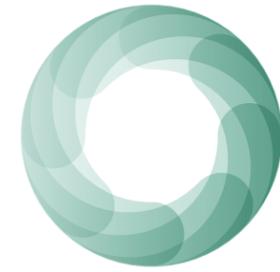
*THEA*/HOTEL



Logo Concept Three is based on the flow and beauty of water. As a fundamental element, water certainly is associated with good health, relaxation, and serenity. Transparent layering give this logo a fluid, fresh, and light feeling. Clean and modern type adds an element of non-traditional sophistication.



THEAHOTEL



THEAHOTEL

THANK YOU!

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