

# AMANPURI

## CREATIVE BRIEF

### TARGET AUDIENCE

18 - 45

**Primary:** USA/ Europe/Australia

**Secondary:** South America/ Middle East/ Asia

The target audience wants an experience that enhances their current lifestyle while escaping their everyday surroundings. This group is seeking a wellness retreat, they want a place that offers them a space to find balance and adventure.

### Problem

Millennials want it all. They want an authentic wellness experience full of nature and cultural immersion. They want VIP treatment and customization. And while Aman is a pioneer and leader in luxury wellness experiences, the expectations for the audience that Aman was built for are not compelling to this new generation of travelers.

### Solution

Our solution is to try a new approach to engage the new target audience, one which activates their imaginations and inspires them to visit Aman. All the while, we want reenergizing the base audience.

### THE BIG IDEA: *What If Aman.*

"What If," is an open-ended question that we will explore through audio-visual poetry in a dynamic and thought-provoking way. From this creative platform we will be able to easily develop themes for Amanpuri's weekly Instagram broadcast.

### OBJECTIVES

Increase brand awareness with millennials (18 – 45) by using frequency through Instagram. This is achieved by telling engaging stories that highlight the benefits that are most compelling to this age group which include redefining luxury wellness.

Tie in the key features and benefits of the core experiences (pavilion, villa, water sports and master craft, weddings and celebrations, family and dining) at Amanpuri to the target audience through craft storytelling.

### FIRST SIX STORY CONCEPTS

- Time (letting go of time)
- Balance/ Harmony (peace)
- Fear (imagination)
- Escape (feeling free)
- Shadow Play (unveiling the mystery)
- Adventure (exhilaration; joy)

### MOOD AND TONE

- Movement and texture
- Light and warm
- Action
- Adventure
- Peace
- Family unity
- Celebrations and occasions
- Energy
- Vibrancy
- Nature