



## Case Study

Beechworth Lake Sambell Caravan Park

# Brand overhaul: Connecting with your passion



Since 2006, Roger and Sue Humphris have worked hard to create a memorable holiday destination for their guests. They have become leaders in their industry, continually improving and redesigning the customer experience.

Whether your holiday includes sightseeing, enjoying local food, swimming, fishing, golfing, bike riding, touring the wineries or just plain relaxing, you'll find it all at Beechworth Lake Sambell Caravan Park. A destination where you can experience the great outdoors or just relax in one of their fully self-contained ensuite cabins or enjoy powered or unpowered camping.

WWW.ART had proudly worked with the previous owners of the caravan park and, Roger and Sue chose to keep the continuity of that relationship. As technology changed and the caravan park evolved, we worked with Sue to develop a new website every five years based on the original branding they inherited. In 2019 after the completion of an Annual Health Check the decision was made to implement a brand that was more meaningful and reflective of their business today.

"We have worked with Fiona and her team for over 10 years and again they have proved they are experts in their field.

Our new brand is consistent, making it easier to manage the office. We no longer go looking for files and the brand style guide ensures our staff develop any in-house material on-brand. Even our socials have the same consistent look and have been professionally setup. Our website is clear, precise, full of information and photographs, and we are often complimented on how it looks and how easy it is to navigate. Fiona manages our online assets including our domain names, Office 365 email system and website hosting. She and her team provide us with exceptional service and updates to our website are always completed promptly.

Since implementing the new brand, we have noticed a decline in the number of guests booking the wrong Beechworth caravan park. The new branding is making a difference. I would highly recommend WWART Design Services to anyone looking for the implementation of a new brand and a first-class website to be designed, built and maintained."

Sue Humphris • Beechworth Lake Sambell CP

## ✓ The Challenge

During our Annual Health Check, we established that there was a lack of consistency when promoting the business across different platforms. There were numerous versions of the logo, an inconsistent colour palette, messaging that wasn't cohesive and a website that needed new technology.

We also identified that there was a lack of differentiation between the two caravan parks in Beechworth, as neither brand was distinctive or representative of their different offerings.

Undergoing a brand change takes time, costs money and comes with its challenges. Sue's challenge was convincing Roger that branding is as important as infrastructure: that developing a strong consistent brand improves brand recognition, customer confidence and loyalty.

They wanted to create a brand that was reflective of their vision. One that they owned and were connected to. One that they could be proud of and that their staff and customers would embrace.

## ✓ The Approach

When working with couples, it is our experience that we get our best results when we meet with both parties to work through the brand strategy briefing.

During this initial consultation each member can discuss their concerns, goals, likes and dislikes. We can work through the strengths of the business and the enhancements wanting to be achieved from each parties' perspective. When both business owners attend, the same information is received, there is less confusion and it helps with informed decision making. Often what happens after the initial consultation is that one person drives the project but both parties appreciate what is being achieved and the direction being taken.

Upon Roger and Sue meeting with us and working on their brand strategy, Roger was able to see the benefits rebranding could bring to the business. He also undertook some research of his own to be more convinced about the process and benefits of branding. With everyone on the same page, we got to work on developing concepts that showcased the lake, had an autumn theme and would appeal to both families and retirees.

## Results

Over a twelve month period WWWART developed:

- A new logo
- Business card
- Loyalty card
- Letterhead
- Email signature
- Brochure
- Magazine advertisement
- Presentation folder
- Pull up banner
- PowerPoint template
- Bookmark
- Stubbie holders
- Signage & Flags
- Cabin decals
- Storytelling discs
- Social media branding including Facebook, Instagram and Google My Business
- Email newsletter template
- Website

"Producing a strong consistent brand has developed excellent brand awareness and consistency throughout all our promotional assets.

We can now professionally promote our caravan park offering, up-coming events and seasonal specials quickly and easily on all our social media platforms, ensuring a consistent message to our target audience at all times."

**Sue Humphris**

Beechworth Lake Sambell Caravan Park

## ✔ Website Stats



## ✔ Return on Investment

The new brand is modern, professional, consistent and edgy. Brand awareness has increased with the lake position being highlighted. There is now a clear point of difference between the two Beechworth caravan parks.

