



**VAI**  
RESORT

**VAI Resort Branding**  
**Branding, Persona Development, Design, Creative,**  
**Content, Website, Collateral**

made by VAI Global Development

## OVERVIEW

The new ownership had no previous experience in hospitality and was eager to establish a new identity while eliminating the property's existing identity created by the initial developers.

Having project name that did not reflect the uniqueness of the entire project, ownership engaged **Gas Up Media** to develop a new identity that positioned the \$1 billion resort as exciting, exotic, sexy, and edgy. The resort would compete with major destinations like Las Vegas, Europe, Disney, and other five-star resorts, waterparks in Phoenix including the west coast of the US. The branding needed to be simple, memorable, and emphasize the resort's central feature—a 9 million gallon water feature.

**Gas Up Media** was also tasked with conceiving the themes and personas for the key features of the resort, including a state-of-the-art amphitheater, the largest pool deck in the southwest, a 50,000 square foot party island, a signature steakhouse, hotel towers, logos for the 40-person hot air balloon, nightclub, and other features.

The original developers had already launched a public relations campaign highlighting the project's size, the water feature, and a 150,000 square foot indoor amusement park branded by the world's largest toy manufacturer. For the partner, this will be the first branded amusement park globally. The pressure was on to align the resort with the partner.

Three hotel towers, 14 food & beverage outlets, 9 million gallons of tropical blue water surrounded by pristine white sand, 50,000 sq. foot party island, over 100,000 square feet of event space, aerial features, a concert stage with seating for 7500, multiple moving parts required independent identities and personas. However, they all needed to be synergistic and complementary to the resort brand.

Guest personas were non-existent, operational systems did not exist, digital presence was absent, and a strategic plan to minimize damage control over the original name and developers' reputation needed immediate execution.

**Gas Up Media** was given a blank sheet of paper to craft the needs of ownership

## THE CHALLENGE





## DELIVERABLES

Gas Up Media approached the task with a comprehensive strategy to revamp the VAI Resort brand:

### Brand Identity Creation

- Developed the resort's brand name, VAI Resort, inspired by the Polynesian word "wai," meaning water.
- Designed a logo, color palette, and brand story to reflect the uniqueness and enormity of the project.
- Crafted branding guidelines to maintain consistency across all marketing materials.

### Logo and Persona Development

- Created logos and personas for the resort's main features: party island, performance stage, fine dining steakhouse, hotel towers, water feature, and other key components.
- Ensured each feature had a distinctive identity that complemented the overall resort brand.

# DELIVERABLES

## Digital Presence and Website Development

- Designed and launched a modern, user-friendly website that showcased the resort's amenities and unique features.
- Implemented SEO strategies to enhance online visibility and attract organic traffic.

## Content Creation and Public Relations

- Developed engaging content for various platforms, including high-quality photography and videography to capture the resort's luxurious ambiance.
- Launched public relations campaigns to reintroduce the new brand and manage the transition from the previous developers' identity.

## Operational and IT Systems Integration

- Collaborated on the development of infrastructure, IT, operational, reservation, and POS systems.
- Implemented cashless payment systems and on-site mobile applications to enhance guest experience.



# DELIVERABLES

## Staffing and Management Consulting

- Secured executive positions and developing operational systems to ensure smooth functioning of the resort.

By strategically addressing these challenges and delivering these comprehensive solutions, **Gas Up Media** successfully rebranded VAI Resort, positioning it as a premier luxury destination that stands out in a competitive market. The new branding not only captured the resort's exciting and exotic essence but also ensured a memorable and cohesive identity across all touchpoints, attracting discerning travelers from around the globe.



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