

# THE INTERNATIONAL

The International is a four star motel, offering high quality accommodation for over 9 years. Positioned in the picturesque town of Apollo Bay; a major beach holiday and tourist getaway destination.

The International's website is their key marketing and communications tool and the main source of reservation bookings. With this in mind, The International team recognised that their online presence was underdeveloped to meet their needs and the visual aesthetics were outdated.

The International approached us to help them develop a website that was going to enable them to increase online bookings and encourage longevity of stay. They also understood that they needed to offer their client a more visually appealing interface and user friendly website navigation.

The challenge of this project was to appeal to a broad demographic, with potential guests ranging from 25-50 year olds from Victoria, as well as international travelers.

We began by creating a clear picture of the competitive market and their current position within this market.

When creating a visual identity for the website, it was integral to understand the true personality of the accommodation and its surroundings.

Through a brand personality workshop with key stakeholders, we revealed the earthy, homely, practical, and trustworthy elements to the motel; always striving to ensure guests have the best possible stay and thoroughly enjoy sharing their passion for the Great Ocean Road. They understand that the experience is more closely linked with the natural surroundings rather than the accommodation itself.

The strategy behind creating a website that matched the abundance of activities available in Apollo Bay was to offer the clients many deals and options that they could include in their stay at The International. As demonstrated in the creative we felt it was important to show the vast amount of activities and sites to be seen through four categories; In the car, On foot On ya bike and around town. The deals formed a focus point of the website as they can further encourage clients to increase the length of their stay.

The final look and feel embodied a colour palette derived from the natural surroundings; muted, yet fresh, tones of blue and green along with rich earthy browns. The overall interface remained true to the original brief of a user friendly website, whilst offering guests a taste of the accommodation as well as great advice and guidance on how to make the most of the experience.