

CASE STUDY



HARD ROCK INTERNATIONAL

Hard Rock Hotel In-room Collateral

Objective:

Hard Rock International tasked SunDance with creating and engineering a multi-tier brand package including over 20 individual items for their Annual Conference. The collateral will be utilized at 24 Hard Rock Hotels across the globe.

Challenge:

To build custom branded packages for unique and varied property sizes and locations while increasing efficiency of multi-property orders.

Solutions:

SunDance produced an array of branded in-room collateral and set up an online storefront for the items, effectively streamlining the order and fulfillment process for multiple properties while maximizing brand consistency across the board.

Results:

More than 20 hotels adopted the brand shift immediately. The collateral received awards from nationally recognized print associations, including Florida Print Awards. The hotel properties continue to benefit from the online storefront for future ordering needs. SunDance's success led to Hard Rock International introducing SunDance as a preferred partner for all of their properties.

We started with Luxury papers, and evolved into several tiers characterized by high-end, custom finishing techniques. Stunning foil stamps and raised UV brought Logos and text to life... Unique die-cuts and Euro soft-touch laminates/coatings created a brand theme, smooth and silky to the touch. Even the "chords" for the hanging pieces were custom sourced. The new Hard Rock collateral captured the essence of a Bold Brand, while maintaining a smooth, sophisticated look/feel. This was truly a brand package that rocks!

SUNDANCE
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