

## CASE HISTORY

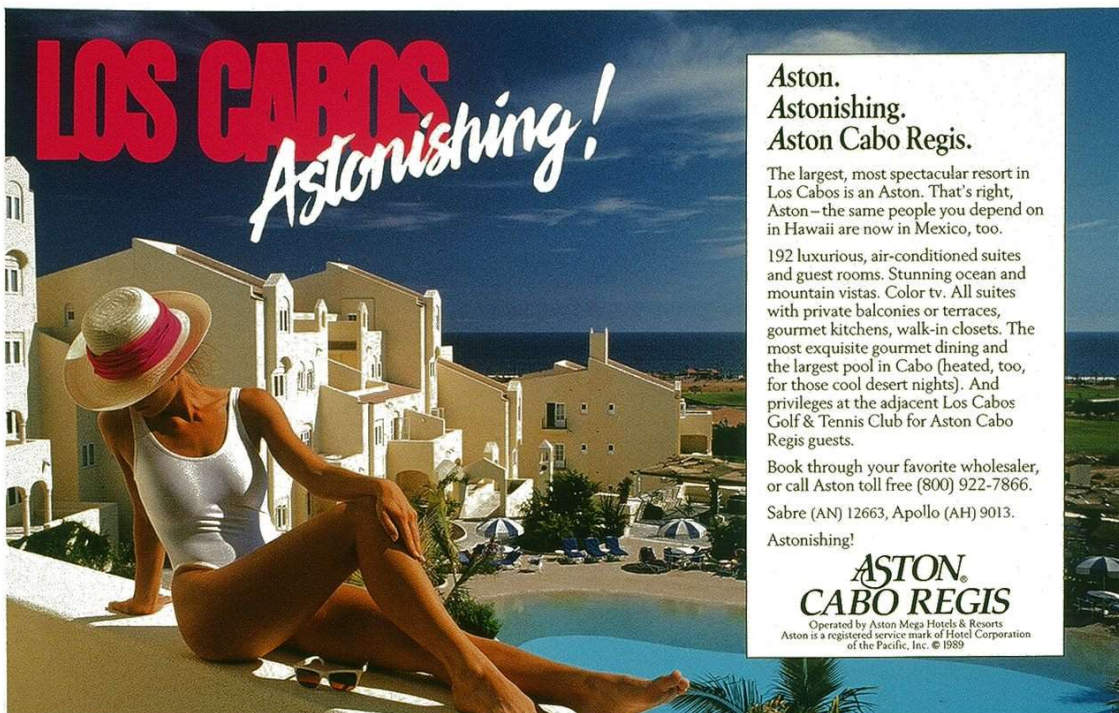
**Synopsis:** *Developing a new theme, logo, and personality for a major line extension and international expansion of a 40-year-old brand.*

**Client:** **Aston Hotels & Resorts**

**Situation:** Long known as the Hotel Corporation of the Pacific, this Hawaii-based hospitality brand became Aston Hotels & Resorts in honor of its founder and president, Andre S. Tatibouet, as the company expanded its operations to include condominium and resort management in addition to hotels. The company then made a major strategic decision: To expand beyond the comfortable shores of Hawaii, where it had become the islands' largest condominium management company with more than 2,000 units on four islands. Aston selected advertising veteran Barry J. Parrish to lead his agency team in the company's foreign expansion. In addition, he was charged with developing a theme which would set Aston apart from its competition, be easily recognizable and memorable, and most of all which would be uniquely Aston's and not copyable by other resort companies.

**Solution:** Creating an additional blend of words, I created the "*Astonishing!*" theme for Aston resorts. Because the theme utilized the Aston brand name, it could not be usurped by competitive hotel companies, and thus fulfilled the objective of being uniquely Aston's. Additionally, the theme applied to virtually all Aston resorts, as there was something unique and *Astonishing* about them – whether in architecture (Aston Cabo Regis in Los Cabos), concept (Aston Genesis Wellness Resort in Salt Lake City), location (Aston Kaanapali Shores on Maui), amenities (Aston Waikiki Beach Tower on Oahu) and many others. Thus, unlike many campaign themes, the product actually fulfilled the promise of the theme and was supportable by each resort.

**Results:** The new "*Astonishing*" theme developed by became Aston's most recognizable theme among travel agents (Aston's prime target) in the company's 40+ year history, according to *Questex* research, and was adapted for use among all Aston properties, including those on Maui, Oahu, Kauai and Molokai, as well as in Mexico, San Francisco and Salt Lake City. Aston continued use of the *Astonishing* theme for more than 25 years, making it one of the oldest and most durable themes in the hospitality industry.



**LOS CABOS**  
*Astonishing!*

**Aston.  
Astonishing.  
Aston Cabo Regis.**

The largest, most spectacular resort in Los Cabos is an Aston. That's right, Aston – the same people you depend on in Hawaii are now in Mexico, too.

192 luxurious, air-conditioned suites and guest rooms. Stunning ocean and mountain vistas. Color tv. All suites with private balconies or terraces, gourmet kitchens, walk-in closets. The most exquisite gourmet dining and the largest pool in Cabo (heated, too, for those cool desert nights). And privileges at the adjacent Los Cabos Golf & Tennis Club for Aston Cabo Regis guests.

Book through your favorite wholesaler, or call Aston toll free (800) 922-7866.

Sabre (AN) 12663, Apollo (AH) 9013.

Astonishing!

**ASTON.  
CABO REGIS**

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