

CASE STUDY: BURJ KHALIFA

Industry: Property Development

Shaping the view

Burj Dubai, as Burj Khalifa was once known, is the tallest building in the world and promises grandeur and fantastic quality and finishes – in other words, a physical development. But when the tower was coming close to completion, we were asked to transform the Burj Khalifa from a property brand to an experience brand. We were to take the multitude of visual manifestations of the brand and consolidate and evolve them into a set of Brand Guidelines that would shape the world's view of Burj Khalifa for the years to come.



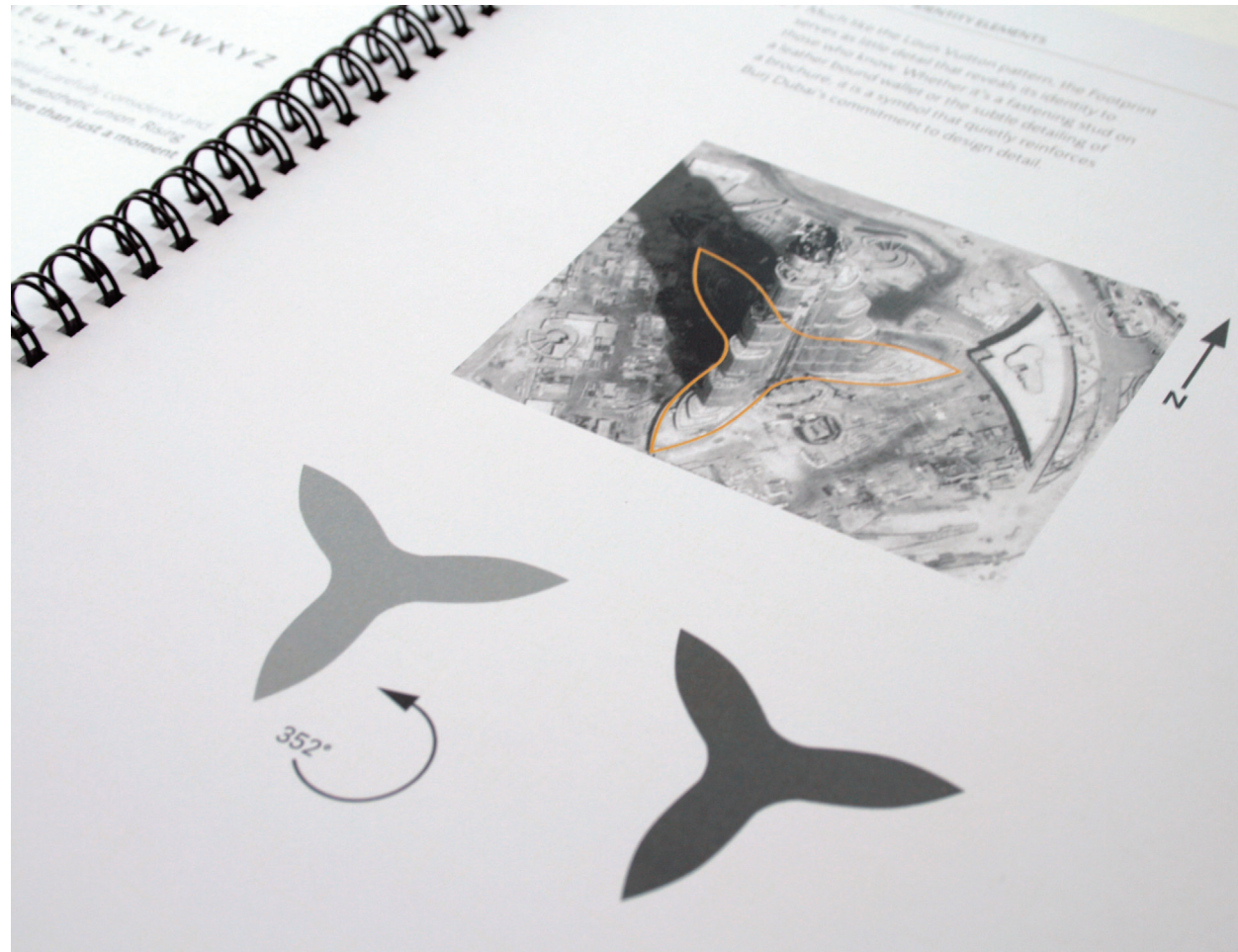
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Burj Khalifa – a living wonder

Looking beyond the physical, we began to unearth the experience that is Burj Khalifa. How will people interact with the tower? What will they remember from their visit? What will their feelings be? By understanding the emotional effect that one of the world's greatest engineering feats will have, we developed the new brand positioning: 'A Living Wonder'. We breathed life into the Burj Khalifa brand, allowing it to rise above just being the world's tallest tower, to connect with people on an emotional and experiential level.

From the development of values to drive the delivery of the experience through the people working at Burj Khalifa, to a brand story to capture a tone of voice and create a more compelling brand world, we gave Burj Khalifa a personality to form the foundation for a more enduring relationship. After all, it might not be the tallest tower forever.



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A brand new start

The final output of the project was a comprehensive set of Brand Guidelines capturing every aspect of the Burj Khalifa refreshed visual language. This document covers everything from the size and colours of the logo, to photography style and name badges, and ensures that the brand promise is delivered with consistency for years to come.

