

## CASE STUDY: MAZAGAN

Industry: Destination

### The story of Mazagan

Mazagan is a brand new resort developed by Kerzner International on the coast of Morocco, 100km from Casablanca. A Euro300 million investment needed a sensitive and imaginative approach to creating the main identity and experiential design for the touchpoints within the resort, which is where we came in.

Mazagan is not a themed resort and so we were free to use a combination of Moroccan style to keep the resort authentic, along with a contemporary, international, cosmopolitan style. Each branded touchpoint needed to offer its own sense of escapism and unique experience. Our challenge was to weave a story that holds together the entire Mazagan Resort experience, with each occasion a separate chapter – a loose golden thread that ties the Mazagan journey together, yet allows each experience to be individually appreciated.



## CASE STUDY: MAZAGAN

Industry: Destination

### Moroccan magic

Drawing from the architecture of authentic Moroccan homes, we contrasted the traditionally understated exteriors with vibrantly coloured and richly textured interiors. This concept was then incorporated into the resort identity, as well as the sub brands.

A neutral foundation for the identity created a blank canvas upon which the sub brands could be brought to life with colour. The result is a traditionally tranquil resort, punctuated by bright, bold experiences that add a touch of Moroccan magic.



## CASE STUDY: MAZAGAN

Industry: Destination

### The Mazagan experience

The result is a Mazagan identity, which, through its design and application, reflects the unique combination of Moroccan and international styles and brings the Mazagan experience to life.

Only one year old, the resort has already won a number of international awards – the future certainly looks bright!

Awards obtained by Mazagan

- The ALM ecology trophy for environmental management, May 2010
- The Oscar d'Or from Voyages & Hôtels de Rêve
- Number 1 beach resort and best location in the Moroccan Hotel Industry 2010 from Voyages & Hôtels de Rêve
- Mazagan Beach ranked 9th most beautiful beach in the world by the French daily magazine La Nouvelle Tribune
- El Jadida and the Resort voted 27th best destination to discover in 2011 by GEO magazine
- Frédéric Picard, GM, nominated at the Worldwide Hospitality Awards 2010 to receive the Trophy of Best General Manager

