



CASE STUDY

Travelfresh Brand Development

Client: Travelfresh

Challenge: Create an all-encompassing brand strategy for a new face in the Top End accommodation market.

The owners of Travelfresh had a clear vision of their future when they approached Creative Territory: Transform two 3 star accommodation properties in the Top End and turn them into a surprising, memorable and, above all, fresh experience at the value-for-money end of the market.

Our strategy needed to take into account the future growth potential of the brand including restaurants, tours and anything else to do with travel.

Our fresh approach has led to the development of a brand that is fun, cheeky and definitely fresh. It has allowed the brand to extend into more than the accommodation domain, with the new restaurant brand Basil being a perfect example of this.

Travelfresh was launched in Kunnunurra by the WA Tourism Minister in May and will be unveiled in Darwin later this year.

