



SOFITEL

LUXURY HOTELS

HOTELS AND MOTELS
NAICS 721110

D DESIRED IDENTITY BRAND IDENTITY

BRAND POSITIONING STATEMENT
I'm the ONLY French luxury hospitality company that provides a contemporary, historical, and glamorous travel experience for the increasingly demanding and versatile customer in nearly 40 countries with 120 locations that wants to influence my guests through the intriguing appeal of the five senses in an era of traditional and repetitive luxury travel.

BRAND HERITAGE
I am from France as a stylish and luxurious hospitality company.

BRAND VISION
I see the future of luxury international travel as one that appeals to the local community while maintaining the global influence of a large scale corporation.

BRAND OFFERING
I offer a luxurious and stylized travel experience with the local, unique and personal character and service of a boutique hotel, appealing to all necessities of my valued guests.

BRAND MISSION ON EARTH
I desire to satisfy my guests through my unique local culture on a large-experiential scale while responsibly following the Planet21 strategy for sustainable development within my business and my impact on the globe.

BRAND AUDIENCE
I cater to the demanding, versatile, and contemporary luxury traveler.

BRAND VALUES/BELIEFS
I strive to appeal to the five senses of my guests, providing a multitude of textures, fragrances, tastes, music, and amenities to create the utmost French lifestyle experience.

BRAND PERSONALITY
I am glamorous, welcoming, cultured, aspirational, and confident.

BRAND BENEFITS
My guests enjoy my *arte de vivre* and 'magnifique' experience of a luxury hotel in France, including tours from my local ambassadors, fine dining, and five star customer service.

BRAND IDENTITY

SERVICE PACKAGE

CORE PRODUCT	FACILITATING SERVICE	ENHANCING SERVICE	FEATURES/BENEFITS
Temporary living space away from home	Concierge Baggage service Food service	Various room types offered Housekeeping Spa Tours Retail	Many easily accessible locations Convenient to major attractions Rewards program

C COMMUNICATED IDENTITY BRAND DELIVERY

VISUAL IDENTITY

VERBAL IDENTITY

BRANDED TOUCHPOINTS

BEFORE

DURING

AFTER

CHARISMATIC ○ ○ ○ ○ ○ ● **SUBDUED**

SOPHISTICATED ○ ● ○ ○ ○ ○ ○ ○ **CASUAL**

INVITING ○ ○ ○ ○ ○ ○ ○ ○ **INTIMIDATING**

CUSTOMER-BASED ● ○ ○ ○ ○ ○ ○ ○ **EXPERIENCE-BASED**

LUXURIOUS ● ○ ○ ○ ○ ○ ○ ○ **STANDARD**

C CONCEIVED IDENTITY BRAND IMAGE

USER PERSPECTIVE

NON-USER PERSPECTIVE

USER PERSPECTIVE POSITIONING MAP

BRAND EQUITY GAPS

A ACTUAL IDENTITY BRAND DELIVERY

Sofitel is a luxury hotel company that originated in France and expanded to forty countries globally as a five star chain.

GLOBAL RESORT

LUXURY HOTEL

BRAND PERFORMANCE

I IDEAL IDENTITY

Sofitel has the potential to influence the world with its over one hundred locations globally. It is a company that prides itself on its responsible practices within as well as providing that unique french boutique hotel experience. Its resorts still remain standard to the luxury chain, so if it could differentiate itself from its competitors to provide world-class luxury experiences on local scales at its locations to a point where a town would benefit economically, equitably, and ecologically from the presence of Sofitel, that would be ideal.

REALIGNMENT

BRAND GAPS

Sofitel is a significantly more exclusive hotel than they desire to be.

COMMUNICATED **ACTUAL** **CONCEIVED** **IDEAL** **DESIRED**

Sofitel would like to portray itself as accommodating to all business and leisure travelers, but their exclusivity is very prevalent and intimidating for certain people.

They are conceived as an extremely high luxury brand that does not accommodate a broad range of travelers.

BRAND PERFORMANCE AUDIT III
CAROLINE INGALLS
SERV 724 SPRING 2014
PROF. ROBERT BAU