

Brand Creation and Brochure
Design for One of China's
Most Prestigious Sporting Venues

GOLDIN
METROPOLITAN
POLO CLUB



Dear Member:

Thank you for accepting our invitation to become a Metropolitan Polo Club member. Your Membership Guidebook for the Metropolitan Polo Club is enclosed.

As a privileged member see for yourself that the Metropolitan Polo Club membership delivers much more than just access to the club – it's a symbol of enduring taste and culture and heritage. We have created something entirely unique – a membership centered around exclusive and unprecedented Sport, Lifestyle, and Entertainment benefits and one-to-one personal service. In addition, you will have access to a highly trained Customer Service team who are available 24 hours a day.

To give you a better idea of what you'll experience as a Metropolitan Polo Club member, please spend some time with the Guidebook that is also enclosed. The details of the conveniences, advantages, and luxuries of membership will unfold before you.

We are excited that you have accepted this unique invitation to become a Metropolitan Polo Club member and look forward to the many ways we will astound you, indulge you, and simply delight you with the added peace of mind as our new relationship progresses.

Welcome.

Sincerely,

Mr. John Smith
Chairman and Chief Executive Officer

Branding and Marketing of an Exclusive Sports Club

The branding of Goldin Metropolitan Polo Club – which features one of the country's most luxurious hotels – hinges on redefining the elite sport in a classic yet contemporary way.

Business Strategy

Brand Strategy

Brand DNA
Brand Differentiation

Design and Touchpoints

Brand Identity
Brand Guides
Brand Grid
Sales Kit Design
Sales Brochure Design
VIP Gift Set

Digital & Social Media

Marketing for a Prestigious Polo Club in China

Brand Creation and Brochure Design for a Premier Sports Club and Hotel



Base Creative helped the company to articulate the exclusive brand essence that perfectly complements its luxurious site. Besides creating the brand through strategic positioning, we also designed and uncovered the tone and voice of the brand in an elegant brochure, presenting the brand to its stakeholders in the most appealing manner.

Scope of Work Business Strategy

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