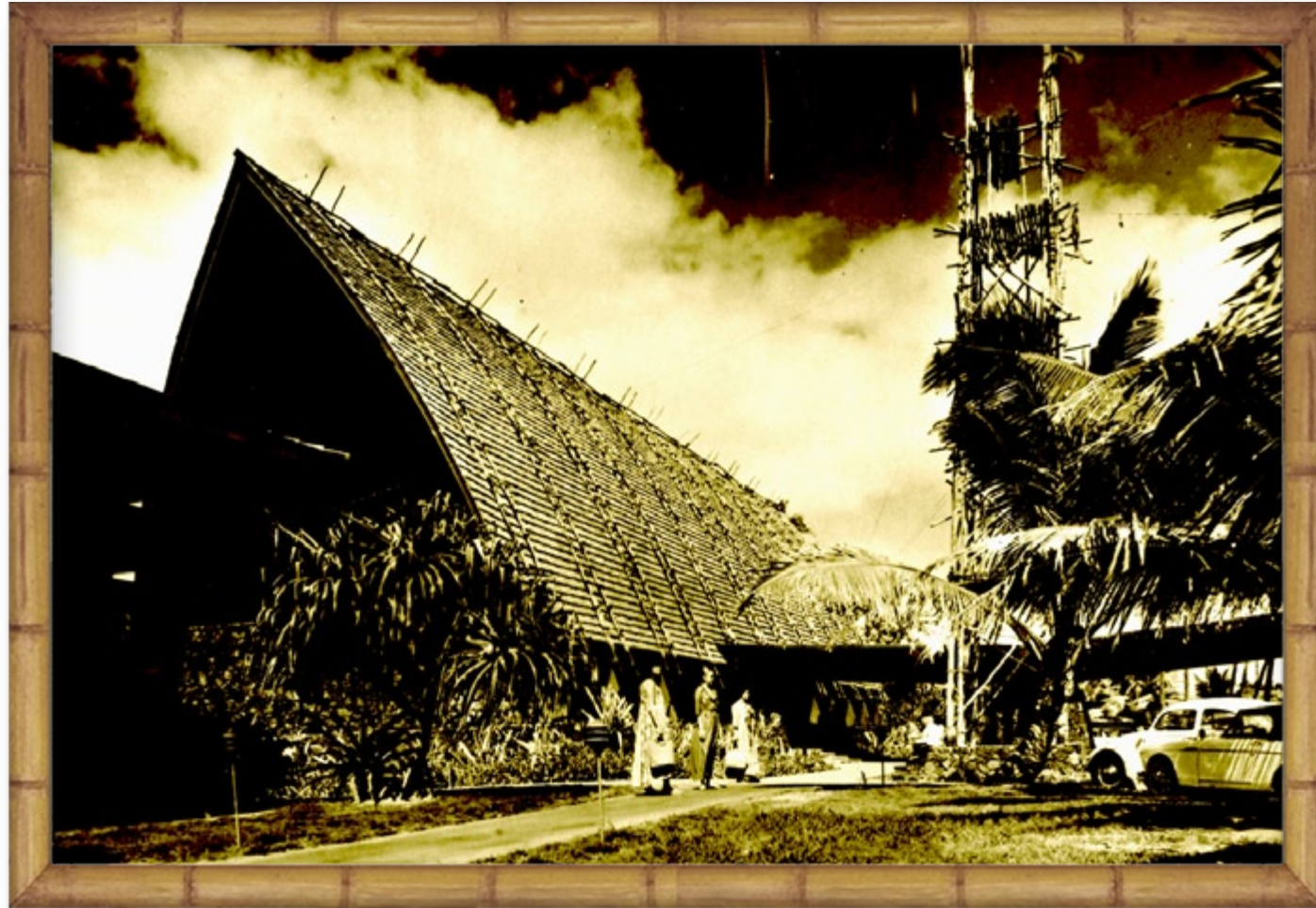


## Coco Palms

The rebirth of the legendary resort on Kaua'i



- Research
- Community outreach
- Local and mainland consultant education
- Review and critique of the resort plan
- Story and positioning
- Marketing collateral
- Website design
- Sales center story-line and display
- Sales center DVD
- Print, in-flight and in-room print  
and television advertising
- Photography

**Our full scope of work included:**

- Critique of the resort master plan, framed from the perspective leveraging the mythic brand equity of the Coco Palms.
- Identity, print and motion advertising, collateral, direct mail, sales center and interactive DVD and the web site.



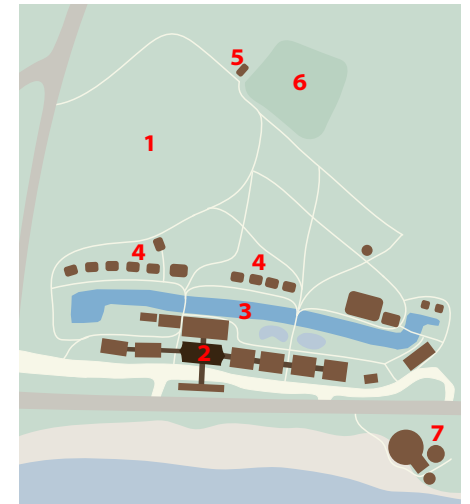
*Upon arriving at the entrance hall of the Coco palms you instantly knew you were in a special place.*

**The legendary Coco Palms**

The Coco Palms is a legendary resort known throughout the world for its authentic and gracious form of Polynesian hospitality, its nightly torch-lighting ceremony and the giant clamshell sinks in its guest rooms. Visitors returned for decades and counted amongst them kings, rascals, movie stars and residents of the islands. It was a delightful and engaging world unto itself, with its own ceremonies, rituals, and traditions.

In September of 1992 Hurricane Iniki, the strongest hurricane to sweep through Hawaii in recorded history caused \$1.8 billion of damage to the island of Kaua'i and shut down the resort.

Info Grafik was brought onboard in the fall of 2006 to help relaunch the Coco Palms Resort, which would tear down the existing structure and rebuild it with approximately 200 condominium residences and 100 hotel bungalows.



The Coco Palms Resort Plan in 1992

The resort first opened in 1953 with only 53 rooms. Over the years the resort grew until it had 400 rooms at its peak.

1. Coconut Tree Grove
2. Hotel Reception Hall
3. Lagoon
4. Hotel Bungalows
5. Fitness Center



### Mrs. Guslander's Vision

The equity of the brand was locked up in the memories of the resort held in the hearts of former guests, residents, and employees. These memories helped the Coco Palms build a lasting reputation around the world.

The first phase of our engagement was to research the history of the resort and the island. We met with and interviewed individuals and groups with direct experiences with the resort and with Mrs. Grace Guslander, the equally legendary hotelier who created Coco Palms. We had the privilege to sort through her personal archives which, in combination with personal interviews, helped us to see and appreciate the history of the Resort, Wailua and Kaua'i. With this background, and by spending a lot of time on the property, we formed a clear understanding of what had made the resort successful.



*Life at Coco Palms was centered around the nightly Call to Feast and the Torch lighting Ceremony. It was a complex community, a veritable tribe that grew over the years out of the ceremonies, rituals and parties that Mrs. Guslander gave to draw people together and bind them to the place and to each other.*

## The Legacy Brand vs. New Resort Plan

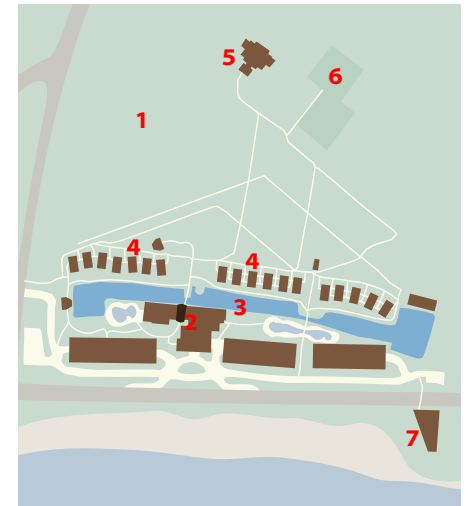
We were asked to examine the preliminary design and guest experience of the new resort plan through the lens of the Coco Palms brand. Our assessment noted some key issues relating to the density, placement of buildings, spa and the architectural design of the plan. As a result, changes were made to the plan that would bring the plan and brand into closer alignment.



*The early-stage renderings and site plan focused the community on the Lagoon. The 2,000-tree Coconut Grove, a key component to the guest experience and mystique of the resort, hadn't yet been integrated into the plan.*

After examining the plan, our general conclusions were these:

1. The Coconut Grove needed to be incorporated into the overall plan and not cut off from the flow of daily and nocturnal life.
2. The key individual and communal guest experiences revolved around the interaction between the grove, lagoon, restaurants, and bars.
3. The current design of the resort needed to be modified to serve the equity of the brand, provide for the best guest experiences and maximize the ROI for the project owners.



Original redevelopment plan

1. Coconut Tree Grove
2. Hotel Reception Hall
3. Lagoon
4. Hotel Bungalows
5. Fitness Center
6. Tennis Courts
7. Seashell Restaurant



### **A Wall of Bungalows**

The increase in the size and number of bungalows on the mauka side of the lagoon denied the Coconut Grove participation in the resort. The architecture of the buildings and the lagoon area needed to be softened to better evoke the sensuality of a Polynesian hideaway.

### **The Coconut Grove**

With all the bungalows designed facing the lagoon, the interaction with the Coconut Grove was lost. The spirit of the grove has always been at the center of the Coco Palms spirit.



### **Diminished Entrance**

The grand entrance hall that once greeted visitors from around the world was replaced by a smaller and less compelling version. The sense a magnificent arrival was diminished.

### **Hard Landscaping**

The concrete or stone planters and concrete pathways were at odds with the natural sensuality of the property and the brand equity.

### **Spa and Treatment Center**

The Spa was initially conceived as one building thereby limiting the interaction with the environment and the realm of fantasy.



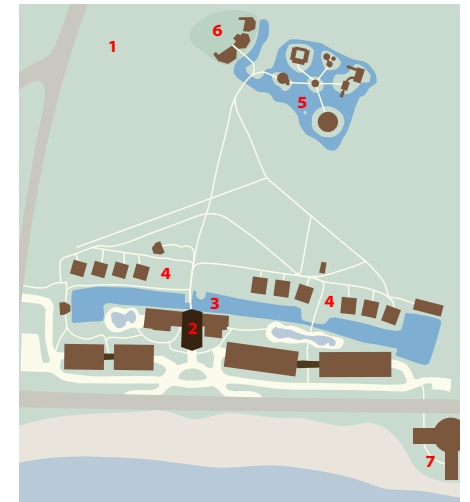
The Bungalow concept changed to a Proto-Polynesian village. By consolidating some units and breaking apart others we opened up the access to the grove so that the overall environment of the resort now included it as a key component. The landscaping was softened and the entrance to the Bungalow was relocated to the grove side of the structure.

### The Resort: Conceptual Exploration

Part of our branding assignment was to explore the idea of what Mrs. Guslander might have done if she were to rebuild the Coco Palms today. We followed the basic rules of the entitlements and zoning codes but let the insights we had learned from our research and interviews have free play.

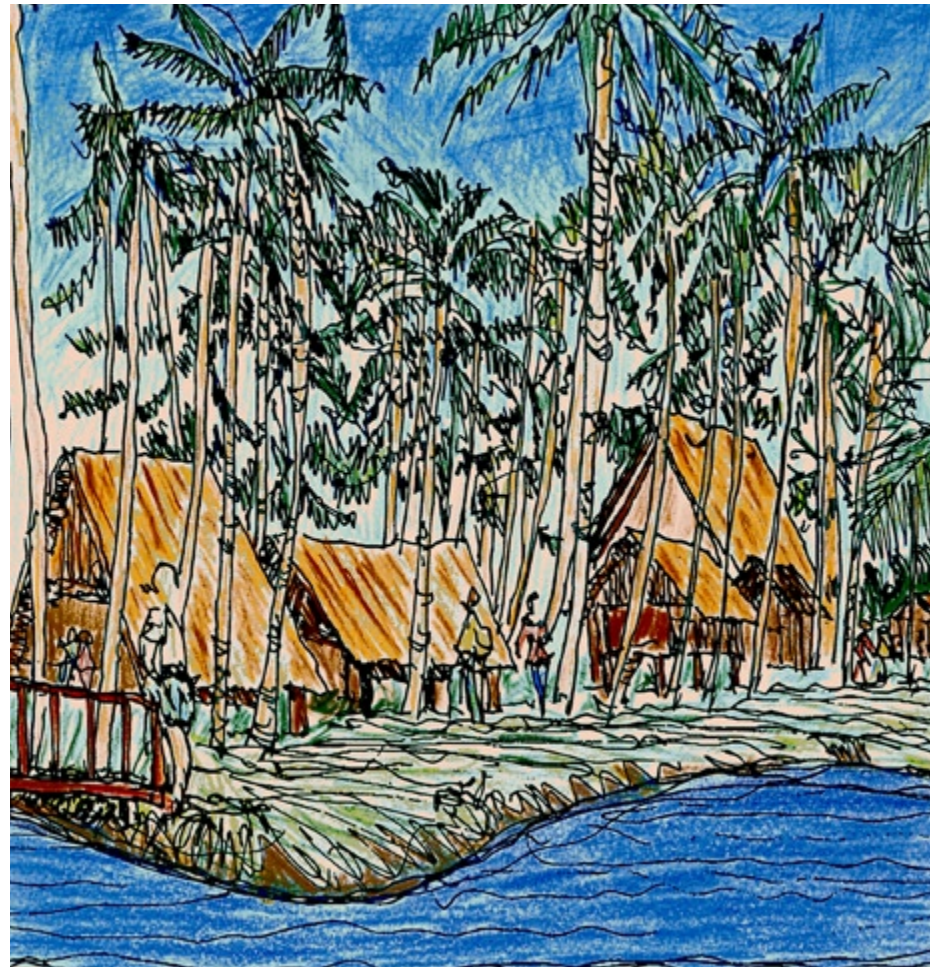
### Basic Recommendations

1. Redesign bungalows so that they blend into the overall resort rather than dominate the lagoon.
2. If the bungalows can't be redesigned, then change the architectural surfaces to downplay their presence and remove the intrusive concrete elements.
3. Tell a story with the spa and bring it to life as a pleasurable destination in the far reaches of the mysterious grove.
4. Take a look at the overall resort design and find for ways of activating the equity in a contemporary and captivating manner.



Our approach re-organized the bungalows on the mauka side of the lagoon and opened up access to the power and mystery of the Coconut Grove. The Spa, now called The Islands of Pleasure & Health became an interesting destination.

1. Coconut Tree Grove
2. Hotel Reception Hall
3. Lagoon
4. Hotel Bungalows
5. Islands of Pleasure & Health
6. Tennis Courts
7. Seashell Restaurant



**The Islands of Pleasure and Health**

We evolved the Spa concept from a one-building service center to a romantic and evocative destination on the far side of the grove. The concept was modeled on the Hawaiian Island archipelago with a variety of experiences related to the different personalities of each island. For instance Kaua'i would be more calming and meditative while Hawai'i would be for more active pursuits like aerobic fitness.



*The top image is of a hut that was built at Coco Palms for one of the many Hollywood movies filmed at Coco Palms. It evoked the dream that the resort symbolized.*

*The conical hut at left belonged to a Chief in New Caledonia. Mrs. Guslander positioned Coco Palms as a Polynesian Resort and we thought that by invoking a variety of Pacific references we would honor the brand and differentiate the product from the branding efforts of likely competitors.*



**Coco Palms**  
ISLAND OF KAUA'I

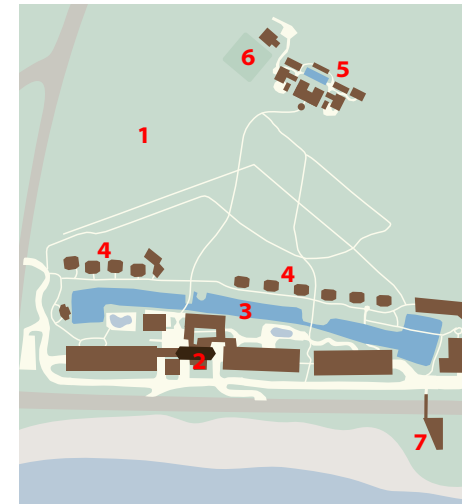
We re-drew the iconic Coco Palms identity and added "Island of Kaua'i" to help locate it for off-island buyers.



*Kalani Vierra, Kaua'i native, became the new poster child for the resort. His graciousness, clarity and willingness to help had a great impact on the power of the imagery developed for the project. Oren Schlieman, Info Grafik's President and Creative Director, took this signature photograph.*

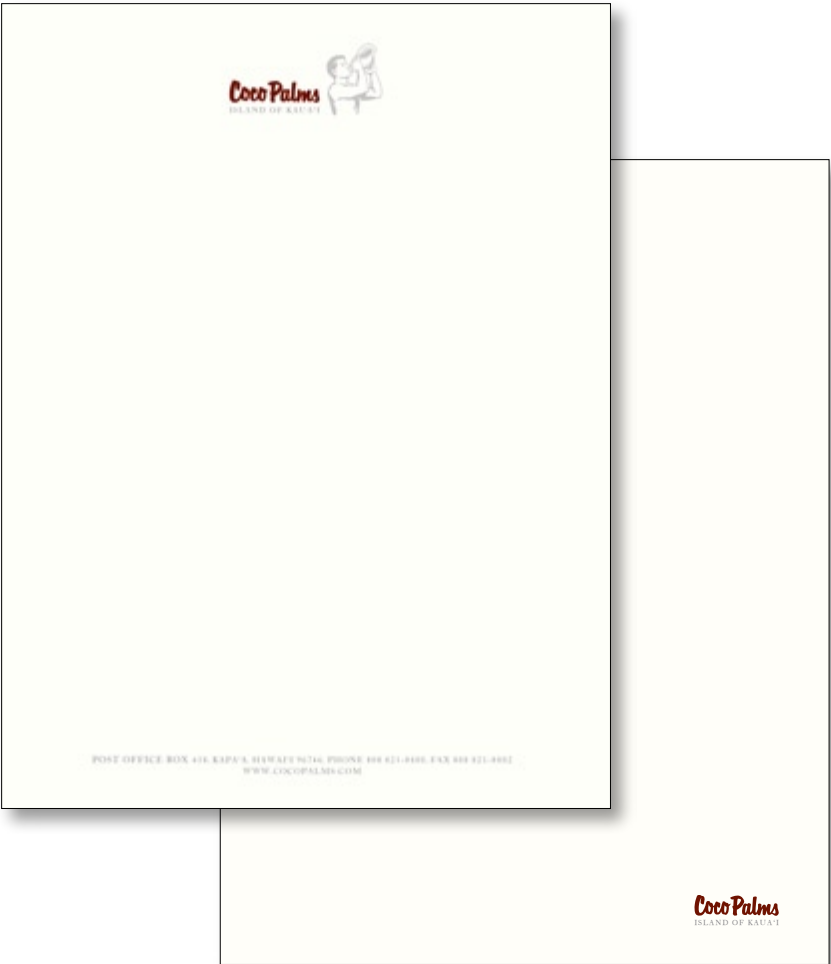
### Bringing the Brand Story to Life

The challenge was to tell a story that evoked the experiences of the past while opening the door to new ones. With the resort in tatters and without any conceptual renderings we used a combination of archival and new photography to re-launch the story. We re-enacted the torch-lighting ceremony, brought the Flame Bar back to life and spent a week on the grounds and Wailua Bay.



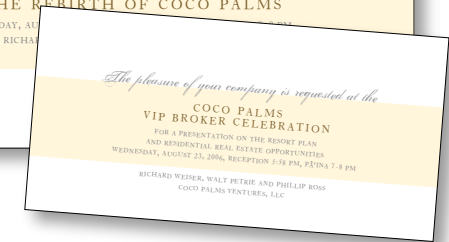
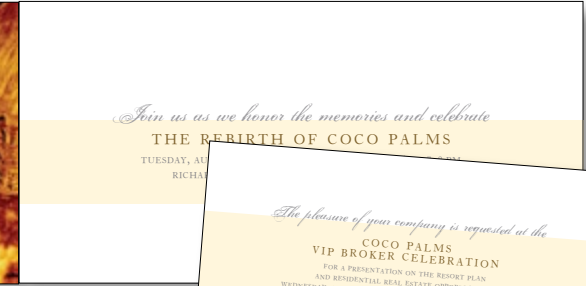
The final site plan incorporated many of the broad-brush recommendations we suggested. The number of bungalows were reduced and the channel to the Coconut Grove was re-established. The Spa was broken out into various components and the bungalows were re-oriented toward the grove.

1. Coconut Tree Grove
2. Hotel Reception Hall
3. Lagoon
4. Hotel Bungalows
5. Fitness Center
6. Tennis Courts
7. Seashell Restaurant





Invitation



### A Graceful Start

The spirit of Grace was the heartbeat of the launch party. Residents, dignitaries, former employees and new prospects gathered on the grounds for a memorable evening of entertainment and lively conversation.

**Sales Collateral**

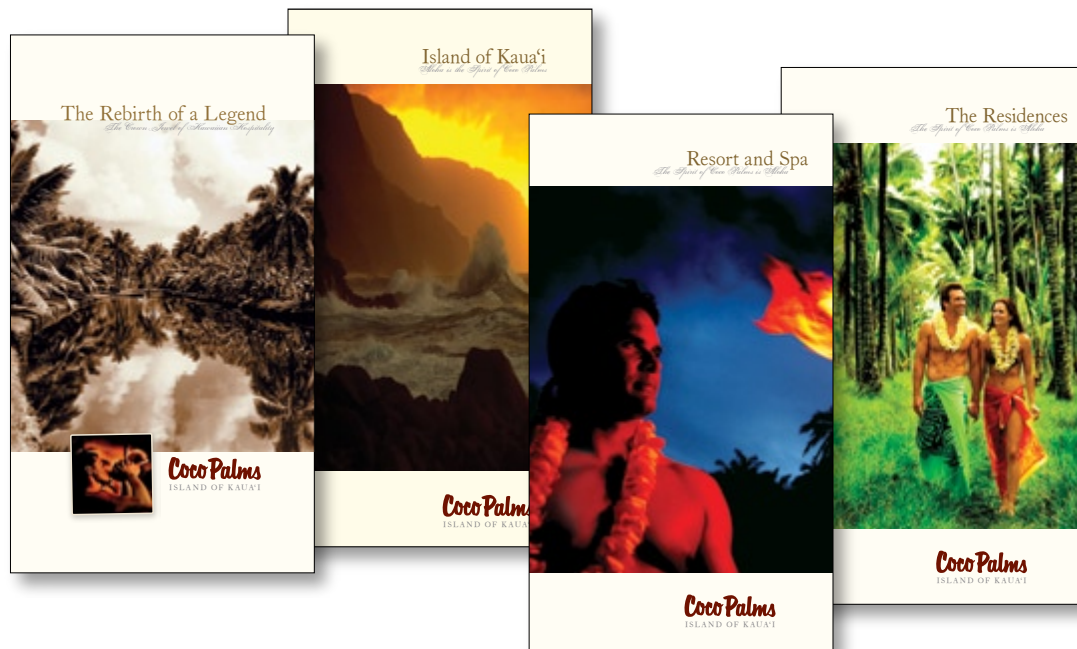
The sales kit unfolded with mystery, texture and bold colors. Rich materials would sometimes glitter and sometimes seem like they were made from the coconut leaves on the property.



Mailing Envelope



Brochure folder



Brochures



Notecards for the sales staff



Pre-stamped postcards for prospects



Above: The brochures used rich imagery from today and cross-pollinated it with the archival images from our research.

Left: The new advertising effort invoked the fantasies of the past while offering a bridge to enjoying them today.

Below: A still from video.

Fantasy is Reality

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*The Luxury Residences at Coco Palms*

The dream of a Polynesian paradise is one of the enduring myths of the world. It is a dream about to be reborn at the legendary Coco Palms. A limited number of luxury residences within the 35 acre resort are being designed to blend the natural tranquility of the grounds with the necessities of a contemporary Polynesian lifestyle. May all your fantasies come true.

888 321-2626 [COCOPALMS.COM/CN](http://COCOPALMS.COM/CN)

All information contained herein is illustrative only and is subject to change without notice. It is not intended to be and does not constitute an offer or solicitation to sell. It shall not be used in any state where prohibited by law or where registration requirements have not been met. Grandfront Realty International Inc., Coco Palms Hospitality Center, P.O. Box 458, Kapoʻa, Hawaii 96746, Coco Palms Ventures, LLC

**Coco Palms**  
ISLAND OF KAUAI

Rebirth of a Legend

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*The Luxury Residences at Coco Palms*

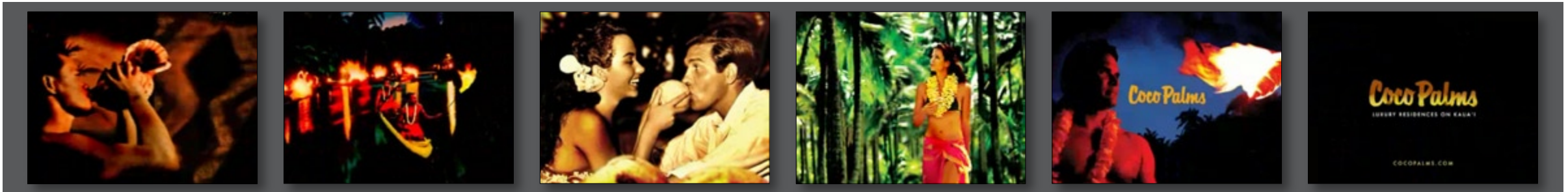
The Coco Palms is legendary for bringing to life the dreams and passions of its guests. It is a dream about to be reborn. A limited number of luxury residences within the 35 acre resort are being designed to blend the natural tranquility of the grounds with the necessities of a contemporary Polynesian lifestyle. May all your fantasies come true.

888 321-2626 [COCOPALMS.COM/HM](http://COCOPALMS.COM/HM)

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**Coco Palms**  
ISLAND OF KAUAI



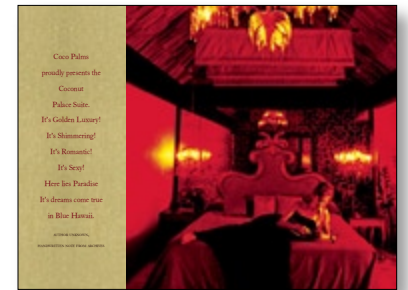
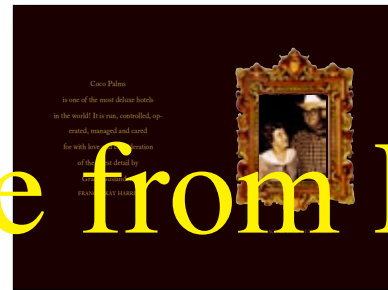
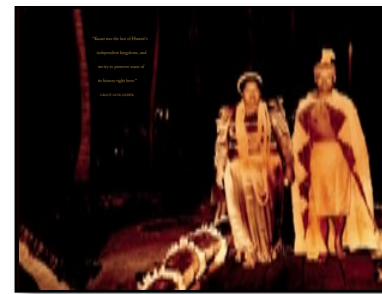
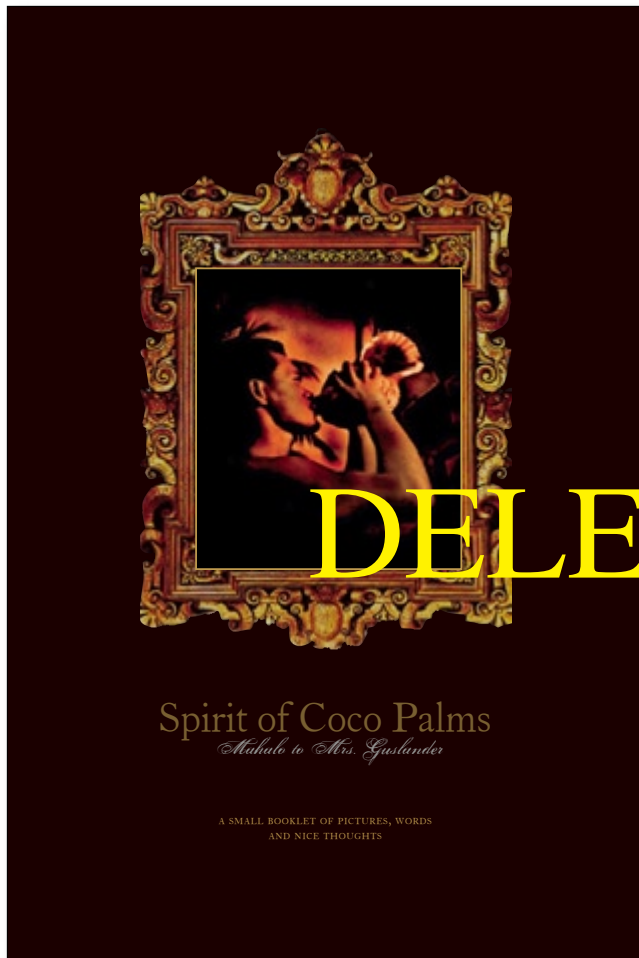


30 and 60 second commercials aired on inbound flights, the in-room network on Kaua'i and the Coco Palms sales center.



Interactive Sales DVD

The web site included an interactive component for selecting a condo and floor plan.



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Coconut Gift