

# The future of hospitality branding.

**Harrison.**



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**Harrison.**

**The future?**

**Harrison.**

A scenic view of the Gardens by the Bay in Singapore. The image shows several iconic Supertrees with their distinctive red, lattice-like canopies. In the background, the Flower Dome conservatory is visible. The foreground is filled with lush greenery and a white, ornate metal structure. The sky is a clear, bright blue with some light clouds.

**Breathing cleaner air?  
Eating better food?  
Enjoying a stronger sense  
of community?**

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**That isn't the future.  
That was lockdown.**

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**Maybe 'normal'  
isn't good enough  
after all?**

**Harrison.**

**Change is happening  
at an accelerated pace...**

**Harrison.**

**...but how can hospitality brands thrive  
rather than struggle to survive?**



# It's more than plonking a logo on a cup.

Experiencing hospitality brands in a multi-platform world

## Make every touchpoint count.

Your take away packaging may be your main physical touchpoint. Is it working hard enough?



## Think differently.

Think storytelling.  
Think unique shape.  
Think quirky secondary  
purpose.



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## Home invasion.

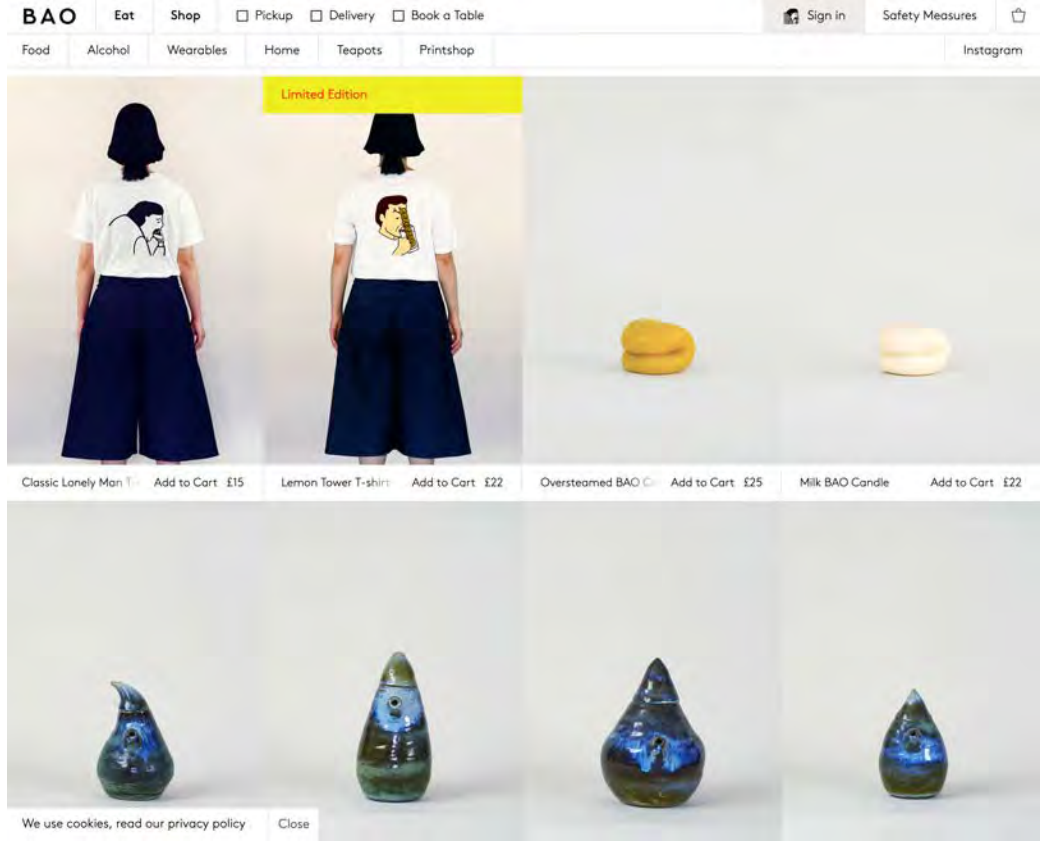
Find opportunities to take your physical brand experience into guests' personal spaces.



As we've seen, to be futureproof,  
agility is the name of the game.



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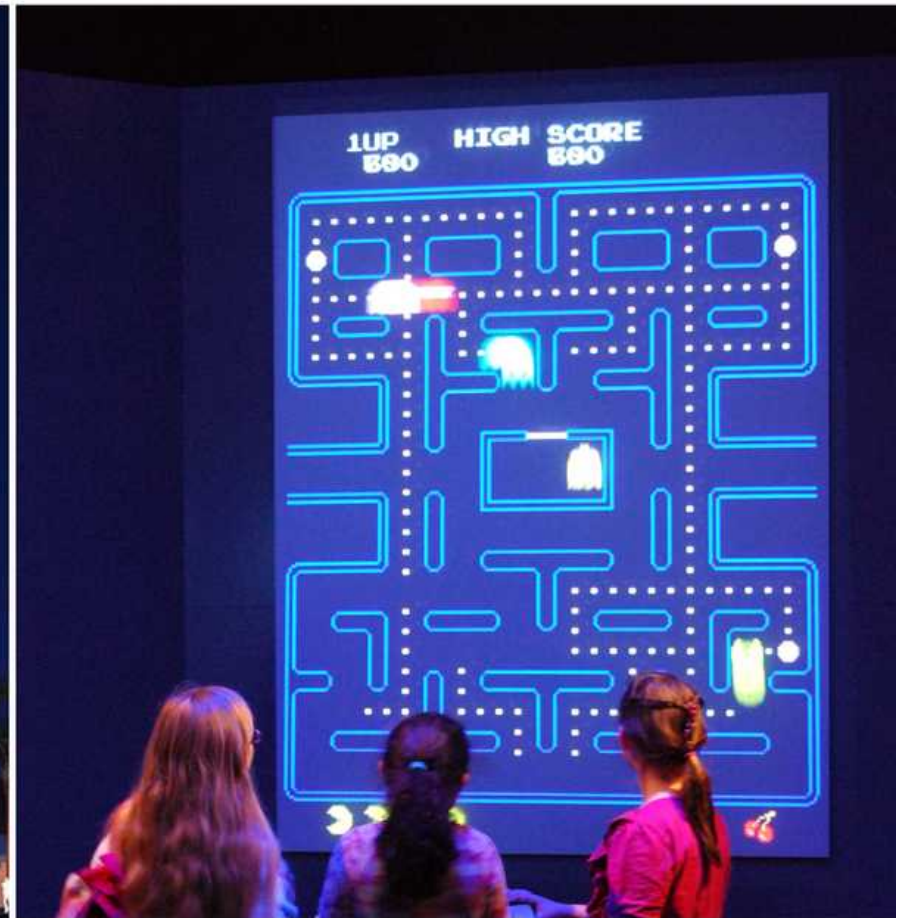
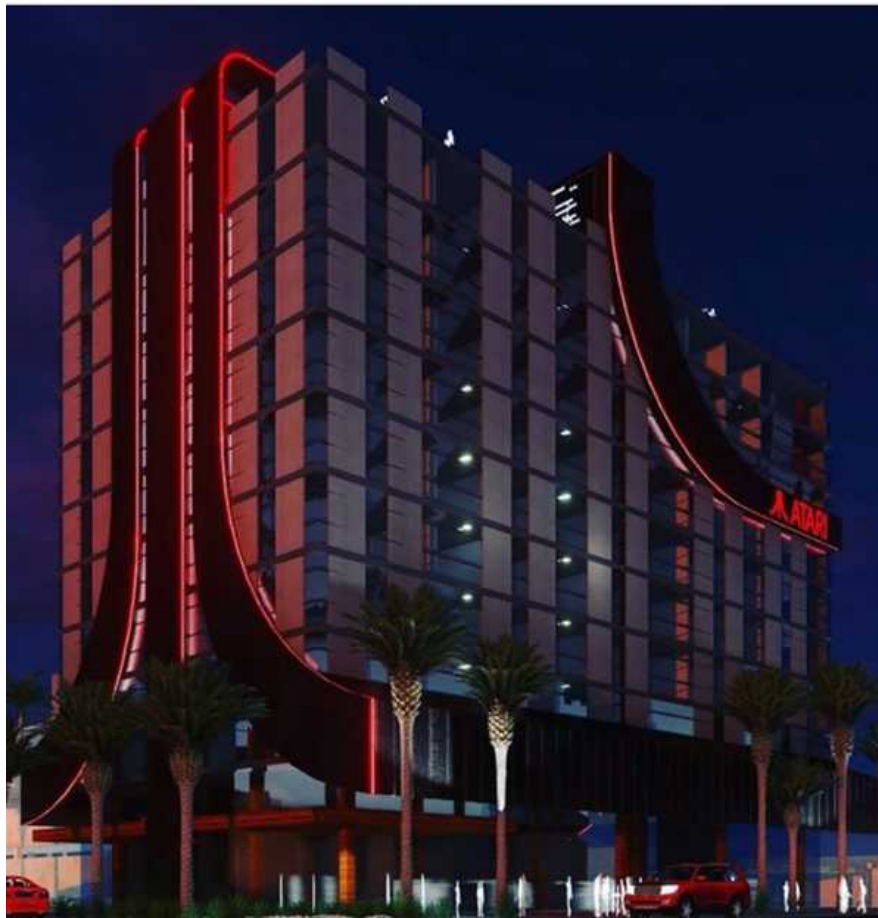


# Hospitality brands are now lifestyle brands.

Record shop, gig venue, art installation? What does your brand stand for and how else can you express your values and purpose?

## Branding 'laterally' opens doors.

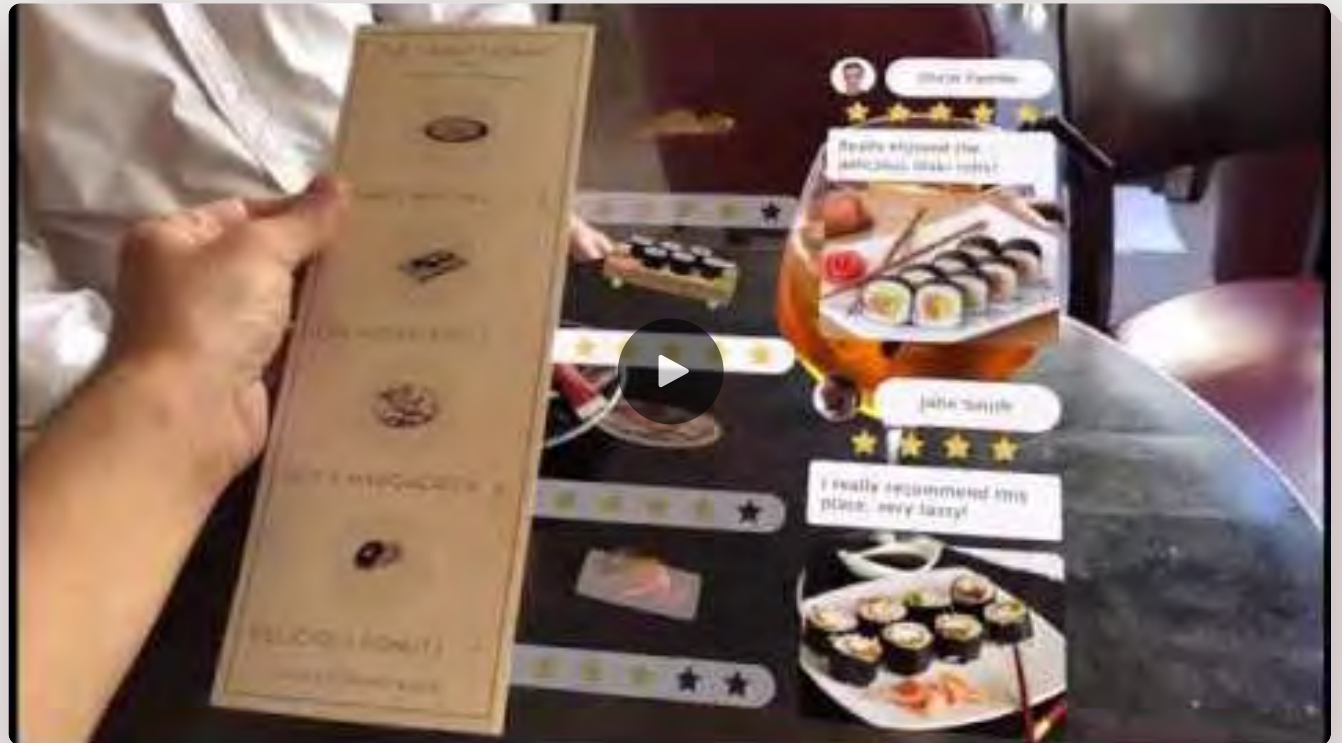
Collaboration is creating opportunities to extend brand worlds and tap into emerging markets.



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## 5G is going to bring brand worlds to life.

Watch a dish being made, or explore the farm where the produce was sourced whilst you wait.







## It's all about telling your story.

The 'Secret Cinema effect' shows guests are willing to pay the 'experience premium'.

Finding new, innovative ways to convey your brand narrative is the challenge.



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**It's all about me, me, me.**

Customising the guest brand experience

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**It's going to take more than a  
"Hi Phil...." email to convince  
guests they are special.**

**Relate.  
Anticipate.  
Curate.**

The next level of brand experience is driven by data.

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If data can tailor cosmetics perfectly your skin,  
it can personalise your food, your hotel room  
– your entire guest experience.



**Harrison.**

But, you'll need to demonstrate how you **deliver value** for your customers' data.

Customers will only share  
if you give them a good reason.



## **Ignore health and wellness at your peril.**

The days of the microwaved veg lasagne as the alternative option are long gone. Healthy, thoughtful eating is here to stay.

**Harrison.**



## Try before you buy.

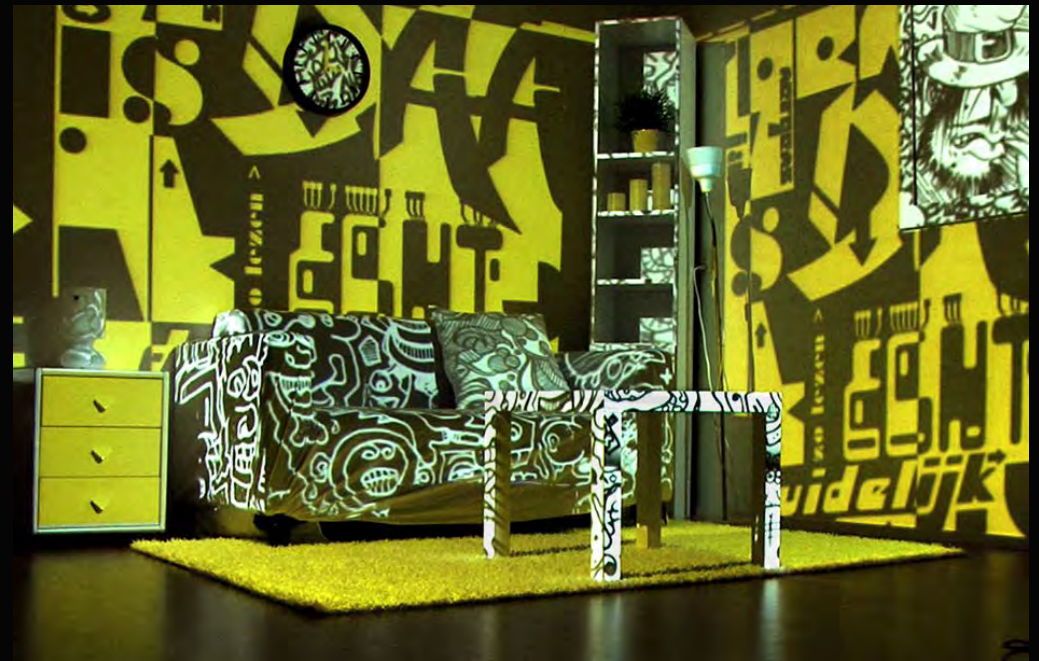
AR and VR technology in the home will make us all more discerning shoppers.

**Harrison.**



## Instant re-branding.

If guests can customise your identity at the press of a button, building brand architecture that can flex and collaborate is key.



## Connection 24/7.

AI opens up possibilities of  
24 hour brand interaction.

But if you don't do it well  
you could drive your  
guests away.





...and don't forget,  
in a world of technology  
guests value  
human interaction.

Digital detoxification could definitely become a trend!

**So...**

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**Is your brand  
ready to step up?**

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- Now is the time to do the leg work and get your house in order.
- A strong clear strategic plan underpins all this.
- It's time to re-evaluate your purpose and impact.
- What story do you want guests to tell about your brand?