

New Club Med brand campaign in South Africa

Developed in collaboration with Saatchi & Saatchi and the Duke Agency in France, Club Méditerranée (Club Med) has announced its new global brand campaign and signature tailored for the South African market - 'Where will your imagination take you?'



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The campaign was designed to focus on the brand's heritage and legend, as a provider of premium, all-inclusive holidays over the past 60 years.

"With over 80 resorts in 27 destinations around the world, the new tagline reinforces the club's ability to make a person's dream holiday a reality and connects with customers on an emotional level, placing their needs first," explains Stuart de Bourgogne, MD of Club Med South Africa.



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Imaginary visuals

The campaign will be launched in 47 countries, in 22 languages and consists of 16 visuals, six of which will appear in the South African market. The campaign includes imaginary visuals such as a young woman being pulled along by sea gulls whilst kite surfing and a dance party on the beach lit by a mirror ball mimicking the moon.

The creative treatment emphasises how the club differentiates itself with its informal, chic and friendly spirit. Further emphasised is its capacity to make its guests the main characters, as the club removes all day-to-day limitations through its upscale, all-inclusive offering, bringing its members happiness.

"We are looking forward to introducing the new brand campaign to South Africa as this market remains an integral part of its growth and business strategy going forward. We believe our customers, and general consumers alike, will really connect with the creative and question of 'Where will your imagination take you?'" concludes de Bourgogne.

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