



#### CASE STUDY:

# JAMAICA GRANDE HOTEL AND RESORT

## INTEGRATED BRAND AWARENESS CAMPAIGN

A vibrant beachfront property, the Jamaica Grande Resort boasts an unbeatable location in the heart of Ocho Rios, making it a highly desirable destination for travelers from across the globe.

# Jamaica Grande RESORT



#### INDUSTRY

HOTELS  
TRAVEL & TOURISM  
WEDDINGS



#### AUDIENCE

OFF-SEASON TRAVELERS  
COUPLES PLANNING GETAWAYS  
ADVENTURE ENTHUSIASTS  
RELAXATION FOCUSED TRAVELERS



#### CATEGORY/TACTICS

BRAND STRATEGY  
IDENTITY DEVELOPMENT  
SOCIAL MEDIA MARKETING  
PAID SOCIAL MEDIA ADVERTISING  
INTERACTIVE CAMPAIGNS  
DIGITAL CREATIVE DEVELOPMENT  
CONTENT PRODUCTION  
BRANDED COLLATERAL  
AND REPORTING



## Jamaica Grande Resort Wedding Brochure



## IDEAS.

“The Jamaica Grande”—we wanted this to be the answer on the lips of travelers seeking a destination. Throughout our engagement, our aim was to establish the resort as a true destination in its own right, with its Ocho Rios, Jamaica location being a secondary factor in the decision of travelers.

The all-inclusive, 730-room luxury Jamaican resort offers a slew of amenities fit to cater to the needs of extreme thrill enthusiasts and relaxation seekers alike. While the island’s resort category is anything but sparse, the Jamaica Grande stands out amongst its competitors for its commitment to deliver a truly authentic Jamaican experience, infusing the spirit of the tropical destination into every part of each guest’s stay. Taking notice of this unfaltering dedication to island hospitality, evok crafted a multi-dimensional, cross-platform branding strategy, digital, and interactive experience fit to carry the resort’s messaging to their key audiences.

After separating from the Sunset Resorts chain of properties, the Jamaica Grande Resort knew a reimagining of its current branding and strategies would be necessary in order to fully establish itself as an independent entity while promoting business growth and impacting brand awareness.

Knowing this would require a truly unique brand experience, the resort tapped evok, known for crafting innovative creative campaigns, for support during the transitional period, as well as in creating an immersive brand identity.

## CASE STUDY: JAMAICA GRANDE



### Facebook Promotion



### Jamaica Grande Resort Social Graphic



#### BRAND STRATEGY & IDENTITY

When developing a brand identity capable of conveying the Jamaica Grande's warm and inviting island culture, as well as accurately representing the grounds' lush, lively landscaping, we looked to the resort's tropical location for inspiration. In order to infuse the brand with the resort's personality and flavor, we created a windswept, custom font to be used for the resort's logo, positioning it as a relaxed yet distinctive retreat. With the fun, free-flowing and handcrafted culture of the island in mind, we utilized a symbolic approach to color selection for the brand's collateral, including cool, blue hues reminiscent the serene seaside views offered by the resort, as well as a vibrant accent color fit to represent the island's dynamic nature. Evok further tied in the Jamaica Grande's beachfront location to the branding collateral by designing a 'wave' accent to be used on pieces during the transitional period before the re-brand's official launch.

## SOCIAL MEDIA & INTERACTIVE STRATEGY

With goals of growing brand interaction and following across multiple social media profiles, evok developed and implemented a content strategy that targeted only qualified leads, aiming to bring in fans that would truly be engaged with the brand with an ultimate objective of converting them to resort guests. Upholding the brand's inviting tone and showcasing the resort's various amenities, our team of social media gurus established a posting and monitoring schedule that engaged followers and promoted Jamaica Grande's best features.

As an initiative designed to drive traffic to the brand's Facebook page, evok launched a contest crafted to boost fan base numbers while positioning the Jamaica Grande as the ideal destination for romantic getaways. The "Ring in the New Year Facebook Contest," strategically scheduled to follow the timeframe with the highest engagement rates, invited Jamaica Grande fans and Facebook users, targeted through social media advertising, to submit their engagement story along with a photo of them and their significant other. Entrants were encouraged to have their friends and family vote for them through a custom-created, fan-gated Facebook app that required them to 'Like' the page in order to see the voting module. The entrant receiving the most votes on their story won a romantic getaway package including a 3-night, 4-day stay with airfare plus a lobster dinner on the beach and a couple's massage.

Evok also created a highly targeted Facebook marketplace advertising and promoted post campaign to support the contest efforts. Ads targeted users who were engaged as well as users who listed wedding-related interest categories.



## Jamaica Grande Resort Website

### WEBSITE

Focusing on creating an immersive experience that allowed visitors to feel as if they had just stepped foot on the resort grounds, we crafted an image-driven, fully responsive site with a modern, vibrant design that speaks to the resort's personality while showcasing the updated look and feel of the brand. With the creation of a beautiful and functional photo and video gallery, a dynamic contact form and the inclusion of randomized customer testimonials at the foot of each page, evok's interactive team was able to blend functionality and efficiency with high-concept design.

Our redesign also included an updated, branded booking agent, aiming to increase website leads by 25 percent upon the site's launch, and a news/blog component, set to produce and host fresh content in order to boost search engine ranking.

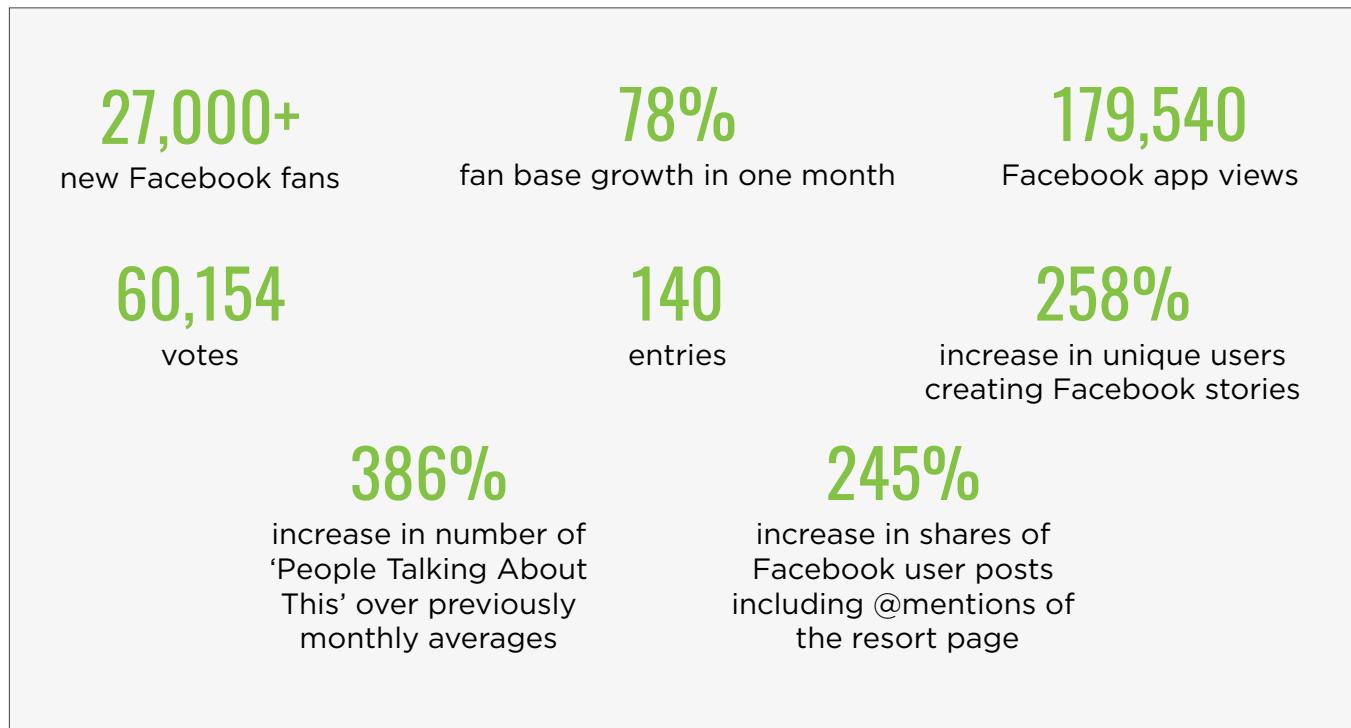


# RESULTS.

The creation of a unique and comprehensive brand look and feel has propelled the Jamaica Grande brand's recognition and awareness. The updated Jamaica Grande identity embodies the spirit of the island while staying true to the resort's inviting nature and vibrant culture, crafting a truly unique brand experience that remains authentically Jamaican.

Our work on behalf of the resort on the social media front has resulted in the astronomical growth of the resort's Facebook fan base from 5,000 to over 62,000 within six months. The "Ring in the New Year Facebook Contest" alone produced the below results.

Our refined skills and extensive understanding of the industry allow us to create highly engaging, unique brand experiences for hospitality and tourism clients, like the Jamaica Grande Resort, with this endeavor further establishing evok as a major force within the industry and highly capable full-service agency.



## KEY TAKEAWAYS

Jamaica Grande Resort's rebranding and digital engagement initiative demonstrates the power of strategic storytelling and interactive design in elevating a hospitality brand. By combining vibrant creative, targeted social campaigns, and a fully immersive web experience, evok advertising transformed Jamaica Grande into a standalone destination brand that embodied the island's culture and energy. The integrated strategy strengthened brand recognition, expanded digital reach, and significantly grew the resort's online following and engagement. This success highlights how thoughtful brand development and audience-focused digital activation can drive measurable awareness, loyalty, and long-term growth within the competitive travel and tourism industry.