

## REINVENTING AN AUSTRALIAN INSTITUTION



### The Client

The Green Family Hotels  
Forbes Hotel - Sydney CBD, Royal Hotel - Paddington,  
Greenwood Hotel - North Sydney

Setting foot in the hallowed Aussie pub was, for some, heaven; but for most, it had become hell. The Green Family was the first to realise that for the Aussie pub to survive and retain its role as a fundamental part of Australian society, it had to be reinvented from the ground up.

The strategy for each of the venues was the same: For the main bar ... present a smart, relaxed and friendly ambience for both men and women; include a more sophisticated cocktail bar in one area; and add to this a restaurant serving good food and wine – and all at reasonable prices. Oh ... and turn each one into a distinctive brand.

### The Challenge

By conducting a great many “tea lady tests” (industry-speak for talking to friends, family and everyday punters), it was decided that each of the hotels needed to reflect itself in a contemporary manner while communicating that it was still a relevant and important part of today’s social fabric for all. All this, while retaining an overall hotel/pub feel in the identity.

### The Solution

We decided that each of the hotels should reflect its location by picking up details of the architecture; moreover, we researched the heritage of the hotel’s name. Bringing these two elements together allowed each hotel to organically develop a unique and relevant identity. We then evolved the imagery to make it what we termed a “contemporary pub”.

The three establishments were subtly tied together with each of the identities being based on a circle, the shape being taken from the top of a drinking glass.

We designed all required and relevant collateral; and each hotel was marketed with a tight budget for a short time prior to official opening.

### The Outcome

When the Royal Hotel at Paddington opened, it repaid the Green family within the first three months. The Forbes remains a charming, very successful and highly profitable hotel. The Greenwood Hotel at North Sydney continues to be the social hub in that part of the world. Try walking from the bar back to your seat on a Friday or Saturday night without spilling a drop!!!