

品牌介绍 - 万达嘉华

品牌定位

为商务旅行及休闲度假宾客，提供品质出众、高效妥贴的国际化服务，并予以安心入住体验的高端酒店品牌。

品牌理念

知所需，心安为嘉。

核心价值

华而不奢 - 国际化标准，设施齐全，风格凝练。

事半功倍 - 高效率、高品质的服务，专业周到。

舒适自然 - 居停于此安心愉悦、一如既往。

品牌色彩诠释

选用偏商务的深蓝色，表现稳重、高效的商务感受，并凸显出安心感。

广告创意诠释

嘉华酒店了解每一位宾客的需求，不管何时何地，始终如一的服务水准和安心体验，是对旅途的一份嘉奖。创意上我们呈现商旅人士在酒店中安心惬意的场景，并用“嘉”字表述酒店为宾客带来的满足感，悉心回应和照顾每一位客人的需求，以彰显“知所需，心安为嘉”的品牌理念。

Brand Positioning – Wanda Realm

Brand Positioning

Wanda Realm is a premium hotel brand built on quality service from the highest international standards for savvy business travelers and vacationers.

Brand Belief

A Reward You Deserve

Core Values

Subtle luxury - simple yet memorable surroundings built to world-class standards.

Less is more - efficient, high-quality service that always delights.

Always at home - feel at ease throughout each unforgettable visit.

Colour Identity

A deep shade of blue is chosen to represent a respectable and reliable hotel brand that caters to business travelers with high efficiency and thoughtfulness.

Creative Interpretation

Wanda Realm understands the needs of every guest. It is always ready to serve anytime, anywhere – to reward you with absolute comfort and a peace of mind.

To showcase this well-deserved time of rest in the Wanda Realm creative work, you can see our business travelers enjoying themselves in the relaxing atmosphere of the hotel. The character “嘉” (jia), which means reward in Chinese, is used to signify the sense of contentment we bring to our guests. It is taking the time to relax and celebrate that truly reflects our brand belief of “A reward you deserve”.