

WANDA®  
Hotels & Resorts  
万达酒店及度假村

## 品牌介绍 - 万达锦华

### 品牌定位

为时尚新贵，提供灵活、智能的服务和设施，并带来新奇乐活体验的精选酒店品牌。

### 品牌理念

乐无限，心彩纷呈。

### 核心价值

新潮睿酷 - 缤纷时尚的设计，轻松活泼的氛围。

智慧便捷 - 智能科技，创新快捷。

尽享意趣 - 自由灵动，新奇乐活。

### 品牌色彩诠释

用相对有活力的橙色，表现锦华充满欢乐的氛围，在不失年轻自由的同时，凸显时尚感。

### 广告创意诠释

万达锦华品牌崇尚新奇乐活体验，所以我们用缤纷的色彩和充满朝气的形象从各个维度，呈现锦华灵活智能的服务为他们带来的欢乐瞬间，表达“乐无限，心彩纷呈”的品牌理念。

## Brand Positioning – Wanda Jin

### Brand Positioning

Wanda Jin is a choice hotel brand offering customized services and smart facilities that deliver vibrancy for trendsetters.

### Brand Belief

Colorful Moments

### Core Values

Fresh trends - stylish design in a vibrant atmosphere.

Smart - intelligent technology and innovation at every turn.

Live it up - new experiences designed to add flavor and vitality to every stay.

### Colour Identity

A dynamic shade of orange is used to bring Wanda Jin's "Colorful Moments" and joyful ambience to life, showing its youthful yet chic brand personality.

### Creative Interpretation

To express the innovative and fun-embracing spirit of Wanda Jin, we incorporated into our creative work a range of dynamic colors that reflects its youthfulness and playfulness – as well as a series of joyful mid-air poses of our Wanda Jin guests. This is to signify the "Colorful Moments" brought to them through our smart and flexible service offerings.