

CASE STUDY



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HARD ROCK INTERNATIONAL

Hard Rock International Presentation Binder

Objective:

Hard Rock International needed a unique, top-tier branded print package for high-level global proposal presentations.

Challenge:

SunDance was tasked with developing a set of high-quality, adjustable binders, along with a presentation box to hold the binders and additional contents of the project. We also needed to include envelopes and folded cards that would hold a USB drive. All components of the project needed to come together to create a cohesive and easy-to-use package.

Solutions:

The final product was attractive, sturdy and adhered to Hard Rock's defined brand standards. For wrapping the binders, we used a flexible, pearlescent material. To make sure the piece would be long-lasting, we doubled the thickness of the chipboard and internal pieces. The black logo foil stamps, black-wrapped interior and leather belt on the binder exterior incorporated Hard Rock's distinct brand. The package was ultra-durable, functional items with high-end, tactile look and feel, creating an on-brand, high-quality package for a client that rocks!

Results:

The project fulfilled brand standards and received considerable acclaim from executives and property managers. The program also had a major positive impact on proposal value. Hard Rock executives requested to extend the program.

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