

Press Release

Cologne, 27.10.2015

"Transforming a special place into an experience" – identity-based strategy for the vigilius mountain resort

The vigilius mountain resort, a 5-star hotel in South Tyrol, has launched its new market presence. The basis for this was the further development of the hotel's corporate identity, becoming apparent both in its culture and organisation as well as its new marketing measures.

Petershagen Kommunikation, business consultancy for identity-based communication headquartered in Cologne, Germany developed an integral, multilevel strategy at behavioural and communication levels for the purpose, aimed at all target groups of the vigilius mountain resort. Also included was the "simply: be." creative concept that provides the basis for the new market presence.

"The task was to specifically develop the corporate culture and organisational structure, and a communicative framework had to be created that is perceivable and meaningful for the complete range of target groups," explained Jens Petershagen, Managing Partner of Petershagen Kommunikation. "In short – this special place should be experienced in a very special way."

"simply: be.": identity in a nutshell

Petershagen Kommunikation, along with a specialist team of consultants and creative employees, began where authentic and long-term sustainable perception is rooted: the definition of the corporate identity. Based on values, vision, mission and a stance derived from the identity itself, the inner life of vigilius mountain resort was made tangible. With its claim of "simply: be.", the location formulates its unique position as a concise, unmistakable promise of service and performance, implemented across various media such as the new corporate design, new stationery, a new online presence as well as a wide range of print measures.

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"What's important for us" – an employee guide provides orientation

An individualised employee guide called "What's important for us" underlines the innate values of the hotel and highlights concise examples of behaviour, providing orientation since the spring of 2015 for all employees. "At the same time it underlines the attitude of employees seeing themselves as an important part of the vigilius mountain resort," said Jens Petershagen. This guide for employees was signed and personally presented on the occasion of a gathering of employees in May 2015 by the owner, Mr. Ulrich Ladurner and the Hotel Director, Claudia Tessaro.

Leadership and attitude newly defined.

The identity-based organisational development of vigilius mountain resort was also initiated prior to the relaunch of the marketing presence. A new leadership concept brings all employees together with the identity of the hotel for example, both as an attitude and a directive for action. The hotel management also follows a new concept – Claudia Tessaro, Director of the hotel, carries out her duties on a part-time basis, and the various team leaders of vigilius mountain resort have therefore been given additional responsibility.

"We've succeeded in making the very soul of our hotel perceptible"

"This hotel is a matter of the heart. Jens Petershagen and his team have certainly managed to bring the soul of the hotel to the surface," stated Ulrich Ladurner, the owner of vigilius mountain resort. "We aim to be the island in the mountains that offers sophisticated people a sense of calm, space and sensorial experience to benefit their inner selves. The strategy developed by Petershagen Kommunikation creates exactly the right basis for this – for our guests and employees, and for the business partners, friends and local society here in South Tyrol."

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Team and implementation.

The identity-based strategy and the "simply: be" marketing concept was developed by Petershagen Kommunikation (strategy: Jens Petershagen, consultation: Christin Kaiser) in cooperation with Dagmar König (concept & text), Stefanie Reeb (concept & design) and Christine Vallauré de la Paz (design).

Implementing the new marketing presence was carried out under the leadership of Jens Petershagen in close cooperation with a local team consisting of Ulrike Dubis (text), Graz, Florian Andergassen (photography), Kaltern, Eva Margesin (design), Blauhaus - Visuelle Kommunikation, Bozen and the web agency BrandNamic, Brixen, Meran, Munich (website).

Claudia Tessaro, Hotel Director, and Deborah Gabrielli, Marketing & Sales were responsible on the vigilius mountain resort side.

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About vigilius mountain resort

Vigilius mountain resort is a 5-star design hotel in the car-free Vigiljoch in South Tyrol, near Merano. With its special architecture (architect: Matteo Thun), the vigilius mountain resort consistently follows an ecologically sustainable overall concept for which it has received multiple international awards. The hotel features 41 rooms and suites and is open year-round. Owner and builder of the vigilius mountain resort is Meran entrepreneur Ulrich Ladurner. The hotel has around 50 employees from several nations and is managed by Claudia Tessaro.

Further information at www.vigilius.it

About Petershagen Kommunikation

Petershagen Kommunikation is a corporate consulting partnership for identity-based communication headquartered in Cologne, Germany. Based on an integral consulting approach, Petershagen Kommunikation develops identity-based strategies and authentic communication activities for all stakeholders. Petershagen Kommunikation is mainly commissioned in situations where targeted communication is a critical success factor. This comprises implementing new corporate strategies, internal and external realisation of strategy-based market campaigns, generational transitions within family-owned companies, acquisitions, mergers or phases of restructuring. Founded in 2008, Petershagen Kommunikation is active for customers from highly diverse sectors such as industry, energy, waste disposal, re-cycling, the food industry, traffic, commerce, insurance, the hotel industry as well as law offices and consultation companies.

Further information at www.petershagen-kommunikation.de

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