

CASE STUDY

CRAFTING A WELCOMING BRAND FOR A NEW INDEPENDENT BOUTIQUE HOTEL

THE METCALFE HOTEL

In the early 20th century, it was a state-of-art YMCA. In the 21st century, we were asked to brand it as Ottawa's newest boutique hotel.

THE CHALLENGE

In an increasingly competitive Ottawa hotel market, re-imagine a smaller hotel that had been carrying the flag of one of the largest hotel companies in the world. When a well-known global hotel brand comes off the building, how would we ensure that a newly renovated hotel in Ottawa's downtown core was ready to compete for market share? What could be done to position the new boutique hotel brand against boutique brands from out of town?

THE INSIGHT

We held brand discovery sessions and researched the rich history of the building. We then recommended that the brand be based on the rich heritage of the area and the emerging buy local movement. We proposed that the hotel be positioned as the most "Ottawa" of all Ottawa hotels. It would be proudly independent, incorporating local elements such as reclaimed timbers in the renovation, local craft beer and cheeses in its food and beverage operations and friendly, knowledgeable staff who should become local guides for guests.

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McGill Buckley was able to

McGill Buckley was able to quickly capture and articulate a unique vision and exciting look for our new independent hotel brand. Their strategic approach, ability to get who we wanted to be and willingness to roll up their sleeves alongside us made all the difference.

~ Kim Jones, General Manager, The Metcalfe Hotel

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See our creative and design work for The Metcalfe Hotel brand [here](#).
[Contact us](#) to explore what we can do for your brand.