



Pressure cooker - Case 01

> The Background

Pan Pacific Hotels and Resorts was one of several leading hotel companies involved in a bid to partner with The H.N. and Frances C. Berger Foundation to build and manage a \$160 million dollar Five-Star resort in Palm Springs Desert Cities, California. Pan Pacific had spent many months preparing the main body of their presentation which would take the form of a large three-ring binder. The decision was made to also include an accompanying “beauty” piece in order to set Pan Pacific’s presentation above all its competitors’.

> The Problem

The above-mentioned decision was taken on a Thursday and the entire presentation was to leave for California on the following Tuesday morning. Serengeti was asked to explore what would be possible under such an unbelievably tight deadline.

> The Solution

After brain-storming the problem, it was decided that Serengeti would create 15 handcrafted brochures using the tools available in the office. We would order-in a beautiful duplex cover stock to create the slightly over sized cover for the brochure. We would use our high-end, ink-jet printer to output all the pages, french fold them and wire-bound them into the cover.

> The Process

On Thursday afternoon, cover stock were sourced that matched the Pan Pacific’s colour scheme as set out in the standards manual. A small amount of draft text was sent to Serengeti so we could start the process of designing the page layout. On Friday morning, the idea was presented and approved. On Friday evening, we received the first full text draft which allowed us to determine the final size would be 20 pages.

Saturday was spent refining the initial design, preparing the artwork and incorporating some client revisions to the text. Three stock photos

also had to be sourced to supplement the Pan Pacific’s image library. On Saturday night, a PDF of the complete document was sent for client review. The work on scoring and folding the cover stock also began.

Sunday afternoon was spent making the client’s remaining changes to the text. At 5:00pm, the artwork was finally ready for output. The ink-jet printer was fired up and ran for the next 20 hours straight. As each set were complete, they were folded, collated and bound into the awaiting covers. At 5:00pm on Monday afternoon, the 15 brochures were delivered to a much appreciative client.

> The Result

Ichigo Umehara, President, Pan Pacific Hotels and Resorts was involved in the final presentation to the Berger Foundation. He said the brochure was the best that the Pan Pacific had ever had produced and it should set the standard for all other presentations in the future.

Pan Pacific Hotels and Resorts America, Inc.

Pan Pacific Hotels and Resorts is a hotel management company with a difference. Pan Pacific’s business strategy takes pride in balancing the needs of all the company’s stakeholders: owners, guests, associates and the communities in which it operates. Pan Pacific believes in personalized care, and delivers this through a focused and detailed approach to operations and management, which sets Pan Pacific Hotels and Resorts apart from other companies.