

Edinburgh agency adds luxury to its portfolio

✖ International creative branding agency, threebrand, has been appointed by Turnberry, a Luxury Collection Resort, after a competitive four-way pitch, which included the incumbent agency.

Edinburgh based threebrand will create a range of assets that will communicate the 5 Red Star resort's offering as one of the world's most iconic hotel and golf destinations.

Stephen Walker, Director of Sales and Marketing at Turnberry, commented:- "We were excited by threebrand's approach to the brief and the depth of research undertaken alongside great creative.

"We were seeking a dynamic and responsive creative agency to help push forward our key objectives and refresh our messaging into 2013.

"threebrand met and exceeded this by demonstrating a clear understanding of Turnberry and our luxury hotel and leisure offering."

Situated on the West Coast of Scotland in Ayrshire, Turnberry is part of Starwood Hotels & Resorts much acclaimed Luxury Collection portfolio.

Client Services Director at threebrand, Lisa Gray, said:- “We are delighted to have been appointed by Turnberry.

“Turnberry will extend our client portfolio, joining our other premium clients, such as leading clothing manufacturer, Peter Scott and Sirius Intrepid Whisky Purveyors.

“We see Turnberry as an exciting opportunity to build upon and strengthen our experience within the luxury branding and design sector”.

threebrand is now busily working on its campaign for Turnberry.

For more information on threebrand visit www.threebrand.com

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