# XSCAPE

## The Challenge

With brand-new slopes, rock climbing walls, mini-golf, indoor bowling, multiplex cinemas, bars, restaurants and retail outlets, Xscape is a great day out for all the family. But since launching in 2010, their brand hadn't moved on from a masculine, metallic style aimed at extreme sports enthusiasts and adrenalin junkies.

Our task was to redefine their proposition and refresh their visual identity, so they could reconnect with all ages and show people what a brilliant family entertainment experience they really were.

FILM

## The Approach

We took Xscape though our Brandschool® workshop process and drilled down into what makes them so special. We wanted to also help them create a real sense of anticipation about going to Xscape and that families left it with all sorts of great memories. So we put this human experience at the heart of our strategy.

"Make Great Your Xscape" became our central positioning and this led us to a flexible, creative style that used expressive facial photography, dynamic graphics and an energetic tone of voice to embody the excitement and anticipation of a day out at Xscape.

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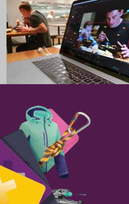
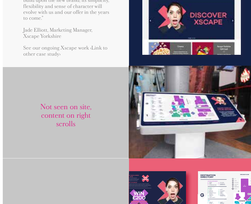




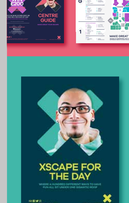
## The Result

Since helping Xscape rebrand to Xscape, we've worked on all their communications, using our energetic new style across all sorts of seasonal and tactical campaign messages everywhere from printed on-site banners to films on facebook.

"The rebrand journey was an education and discovery piece for everyone involved. We've come out the other end with a bold, punchy brand that captures the sense of fun and excitement our customers visit us to experience. We're keen to nurture and build upon the new brand, to simplify, modernise and refresh it as we look to evolve with us and our offer in the years to come."

Jade Elliott, Marketing Manager, Xscape Yorkshire

See our ongoing Xscape work (link to other case study)

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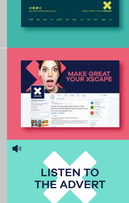

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Next case study

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