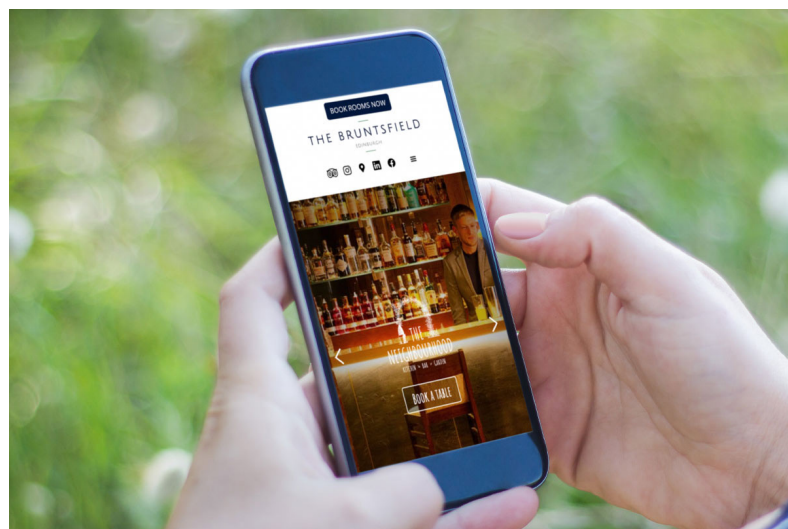
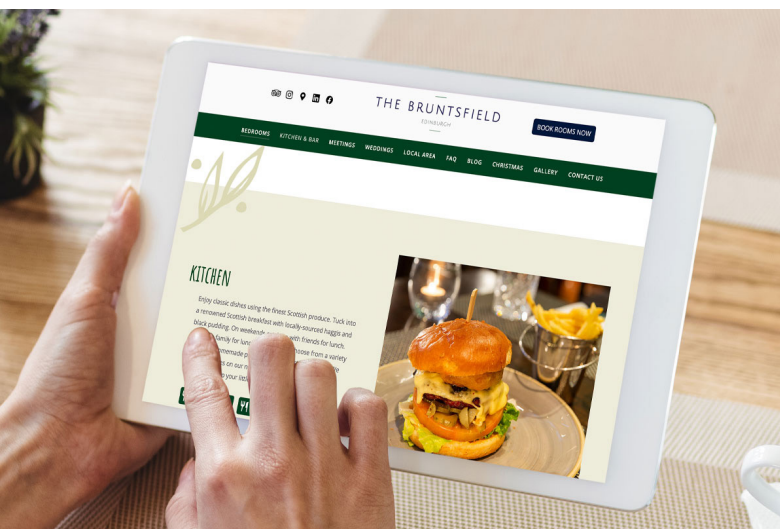
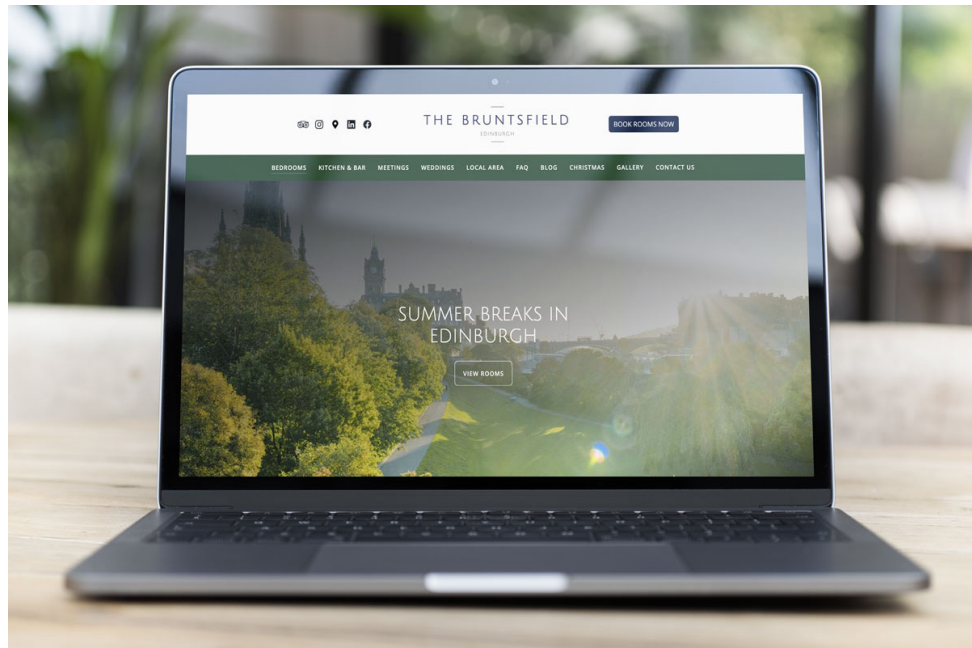


JA Resorts

When JA Resorts took over performance management of The Bruntsfield Hotel in Edinburgh, they turned to Sandlebridge to breathe new life into their online presence.



category

Hotel Marketing




client

Axiom Hospitality









release

December 2021

technologies

-  Webflow
-  Google Maps
-  Google Analytics

services provided

-  Brand design
-  Content Writing
-  Hosting
-  Project Management
-  SEO Consultancy
-  Technical Support
-  Website build
-  Website design

It's been a pleasure working with the team at JA Resorts to introduce a new brand and upgraded website for one of Edinburgh's best-loved hotels.



Phil Holt - Project Lead

VISIT WEBSITE 



full story

background

When you re-imagine a hotel, every aspect of service delivery and design is considered. Sandlebridge partnered with JA Resorts Hospitality to develop a new brand identity for the hotel and its Neighbourhood Kitchen & Bar. This case study is a great example of implementing a new vision for an established hospitality business.

problem to be solved

It's nice to be entrusted by a new owner to continue with the digital marketing work for an existing client account. Starting afresh give us the opportunity to prove our worth and demonstrate new thinking, combined with local knowledge. The team at JA Resorts were keen to make a positive impact in the challenging Edinburgh hotel market and no stone would be left unturned, including a physical refresh of bedrooms, bars and restaurant. We were tasked with developing a new brand image, logo designs for the hotel and its kitchen and bar, together with a complete reworking of the website to showcase the new facilities and management team.

solution

Over a period of several months we presented new brand design concepts and a revised website design. We met with the new owners and senior team to work through our ideas and implement the changes. Our work needed to coincide with a localised PR relaunch of the hotel and so timing was of the essence.

The approved branding work was then implemented into the website and we provided training in the Webflow CMS to ensure the hotel's in-house marketing team could take care of day-to-day content updates. We also updated a range of downloadable assets, such as menus and event information. The site features online booking, visual galleries, integrated Google Maps and social media, response forms and visitor tracking.

As part of our ongoing services we provide technical support, SEO consultancy, analytics/reporting and content marketing.

want to know more?

If you have a similar project to JA Resorts please get in touch with Phil Holt for an informal, and no-obligation chat. We love to solve problems by bringing innovative ideas and thinking to the table.

[GET IN TOUCH ↗](#)