

Royal Automobile Club

Brand Strategy | Brand Identity | Design | Messaging |
Tone of Voice | Photography

Project **Restoring an iconic club for a new generation of members**

Challenge **Making heritage relevant to new members**

The club experience was generic and more like that of a boutique hotel, not a world class private member's club. They were stuck in the past and failing to connect with a new generation of members who didn't necessarily share their automotive passions.

Solution **Restore the character of this iconic Club**

We found a way to connect its heritage with modern members. Taking it back to its founding story – as a home for adventurer pioneers seeking challenge - opened up new horizons. The Club has transformed into a welcoming refuge for business pioneers, sports lovers and car enthusiasts.

