

eden*

Ranch Retreat

Brand Strategy Lab
24 FA | Midterm Presentation

Lucy, Christine, Leah
Team Member

Project Brief

Project Brief

This project aims to create **a herbal retreat experience** that is immersive, communal and wellness-focused.

Our brand will cater to individuals seeking **mental well-being, relaxation, and a break from the demands of modern life.**

By combining **eco-friendly and social innovation practices** as well as **personalized wellness journeys**, we will provide a unique sanctuary for those looking to **reconnect with nature and community.**

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Brand Introduction

Brand Mission

Urbanization has led to escalating mental and physical health challenges, leaving people **increasingly stressed and disconnected from nature**.

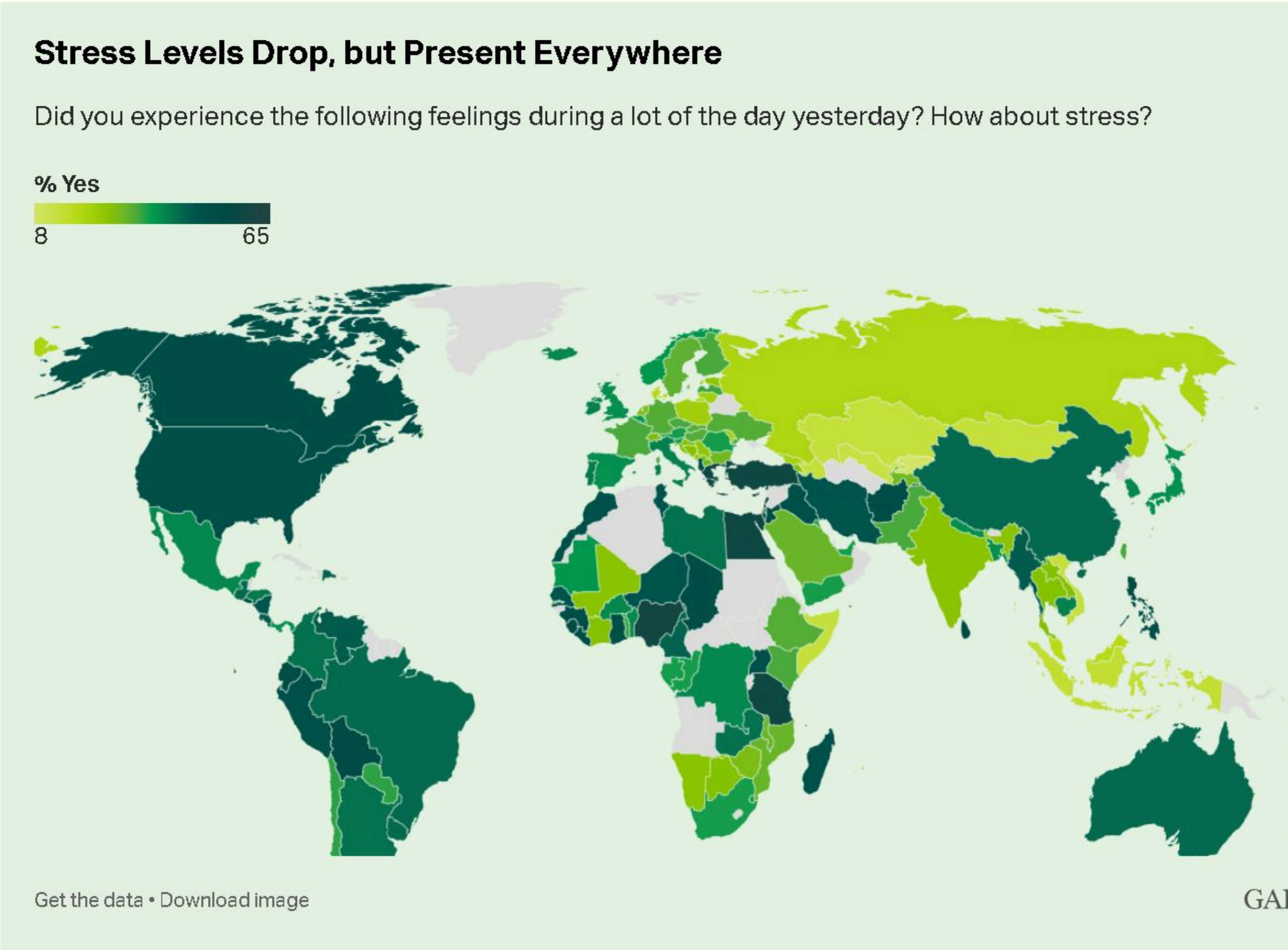
Studies reveal that **herbal remedies and rural experiences** significantly enhance health and well-being.

Our brand seeks to bridge this gap by encouraging individuals to **reconnect with nature and fostering a self-care lifestyle** that empowers them to **effectively manage the pressures of urban living**.

Problem Statement

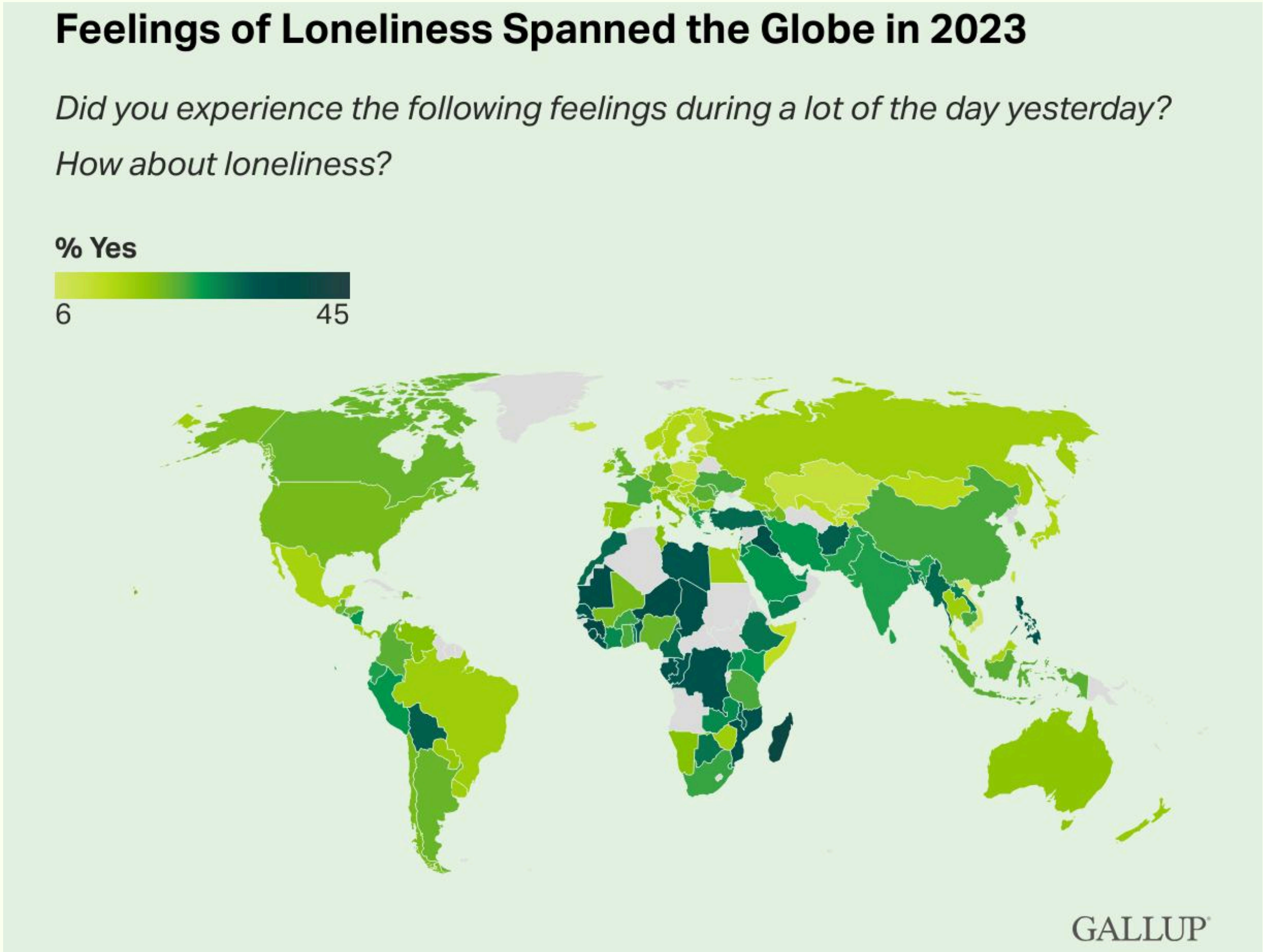
Core Problem: Heightened Stress Level

According to Ipsos, **62%** of people in 31 countries reported that **stress impacted their daily lives** at least once in the past year.
34% said it happened multiple times, and **31%** said they felt **so stressed that they couldn't cope**.



Core Problem: Loneliness

With over **one in five people globally often feeling lonely** (Gallup, 2023), amidst a social recession. Fewer people experience loneliness than **most of the other negative emotions that the World Poll tracks -- which include physical pain, worry, sadness, stress and anger -- but if they do experience loneliness, it makes all of the others worse.**



Core Problem: CONVENIENCE OVER HEALTH

Rising living costs and time shortage have led consumers to **prioritize convenience over nutrition, risking long-term health**. Globally, nearly **600 million people will be chronically undernourished in 2030**.



FUS adults drink caffeinated beverages

Key Business Driver

Market Sector Size: Nature Retreat

Research shows that **green-based leisure activities promote health and well-being**, and spending meaningful time in the countryside helps individuals build resilience, work productively, and contribute to their communities. **Alongside this, time-short lifestyles make for an overwhelmed, frazzled population. This trend is projected to grow by about 5.5% annually through 2027, especially in major cities that appeal to leisure-focused consumers and tourists.**The **two** most popular reasons for travelling now are **disconnecting** from the routine and stresses of home, and **connecting with new people, cultures and ideas.**



<https://www.mdpi.com/2071-1050/13/16/8712#B1-sustainability-13-08712>

\$111.1 BN

BY 2032

64%

FIVE COUNTRIES / GLOBAL MARKET

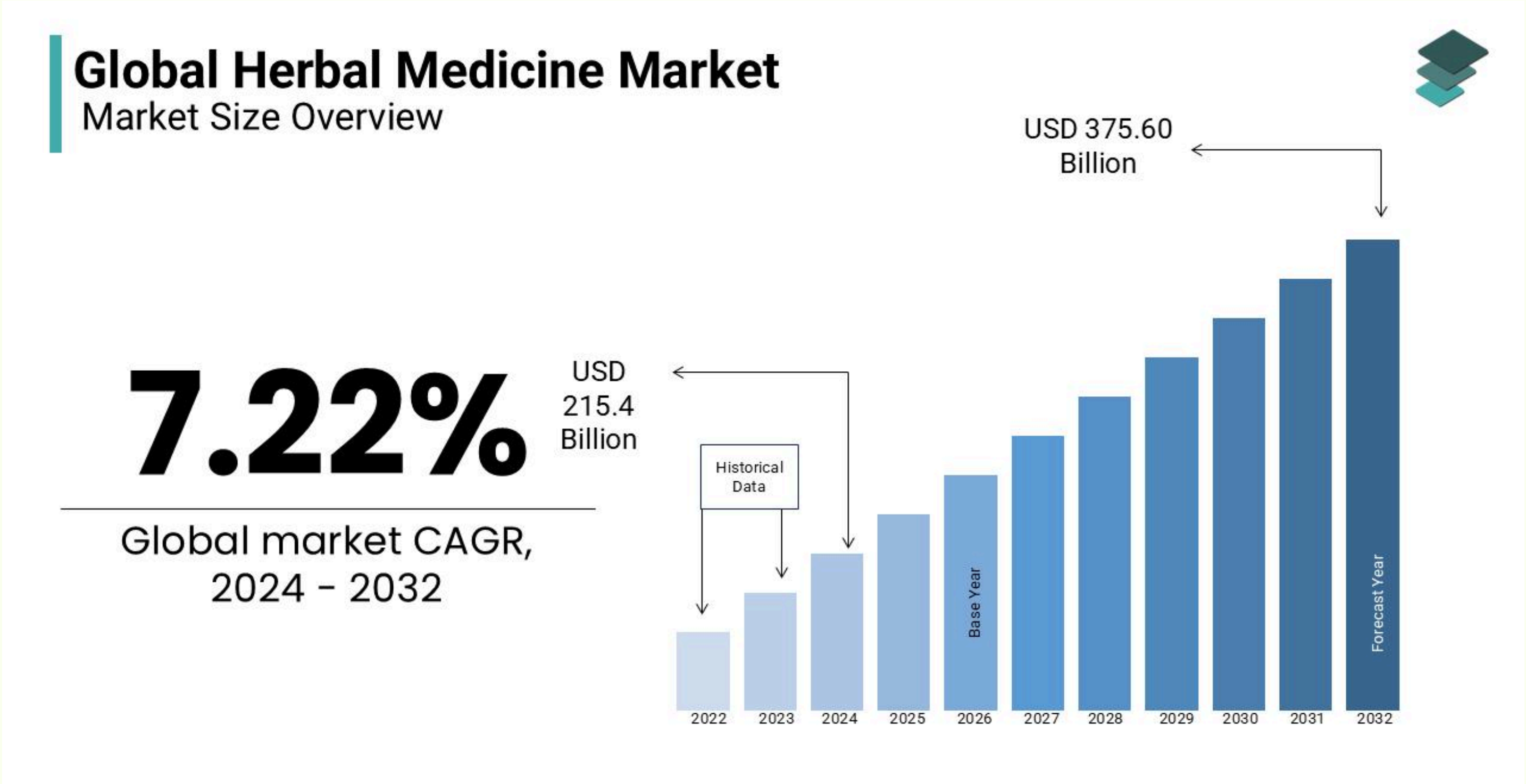
12.5%

COMPOUND ANNUL GROWTH RATE

Market Sector Size: Herb Consumption

The trend toward herbal remedies is reflected in the growing market for herbal supplements. In the United States, annual sales of herbal dietary supplements reached an estimated \$12.551 billion in 2023, marking a 4.4% increase from the previous year.

Globally, the herbal medicine market is projected to grow from \$233.08 billion in 2024 to \$437 billion by 2032, exhibiting a compound annual growth rate (CAGR) of 8.17%.

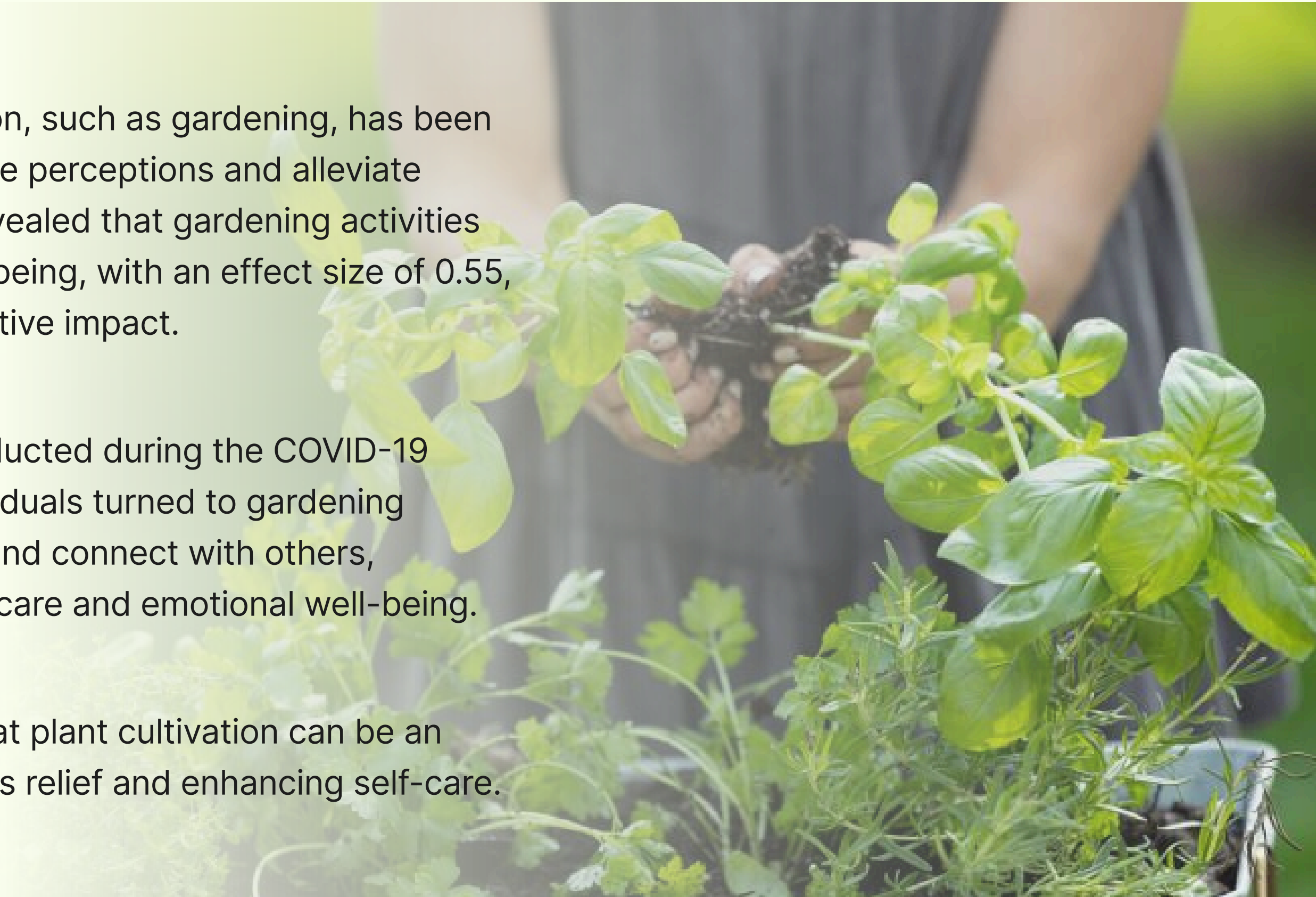


Market Sector Size: Plant Cultivation

Engaging in plant cultivation, such as gardening, has been shown to enhance self-care perceptions and alleviate stress. A meta-analysis revealed that gardening activities significantly improve well-being, with an effect size of 0.55, indicating a moderate positive impact.

Additionally, a survey conducted during the COVID-19 pandemic found that individuals turned to gardening primarily to relieve stress and connect with others, highlighting its role in self-care and emotional well-being.

These findings suggest that plant cultivation can be an effective strategy for stress relief and enhancing self-care.



\$175 BN

BY 2030

70%

CONSUMERS REPORTED SUSTAINED BENEFITS FROM PLANT INTERACTION

7.5%

COMPOUND ANNUL GROWTH RATE

Market Sector Size: Sensory Engagement

Engaging with herbs through smell, touch, and sight provides powerful stress-relief benefits. Aromatherapy with essential oils like lavender and chamomile can reduce stress levels within minutes by influencing brain chemistry. For instance, inhaling lavender essential oil has been shown to lower stress quickly and promote relaxation.

Touching herbs or interacting with plants also reduces stress by creating a physical connection to nature. Studies show that touching plant leaves can calm the mind and body, as it reduces stress-related brain activity. This tactile engagement fosters a sense of relaxation and self-care.

Visual exposure to herbs and greenery further enhances stress relief. Research confirms that viewing plants or natural landscapes lowers blood pressure and heart rate, helping individuals feel calmer and more at ease. Combined, these sensory experiences make herbal interactions a holistic and effective method to combat stress.



\$3.7 BN

BY 2030

68%

WELLNESS CONSUMERS USE HERBAL-BASED PRODUCTS FOR STRESS MANAGEMENT

10.8%

COMPOUND ANNUL GROWTH RATE

Market Sector Size: Nutrition Engagement

Certain herbs provide nutritional benefits that combat stress. Adaptogens such as ashwagandha and rhodiola help the body manage stress by regulating cortisol levels. Clinical trials have demonstrated that ashwagandha supplementation can significantly reduce stress and anxiety scores, with participants reporting improved sleep and focus.



\$23 BN

BY 2030

75%

WELLNESS CONSUMERS USE HERBAL-BASED PRODUCTS FOR STRESS MANAGEMENT

11.1%

COMPOUND ANNUL GROWTH RATE

Brand Strategy

SWOT Analysis

Ultra Luxury, Destination, Wellness & Cultural Resort

AMAN

- Awareness & Consideration**
- Outstanding website visual design
 - Authentic videos and images of resort
 - Emotion and high expectation about the experience
- Acquisition**
- User-friendly booking platform
- Service**
- Location: unique, desirable location with breathtaking views and authentic culture, across the world
 - Facilities: garden, pool, spa, outdoor dining, physical fitness
 - Accommodations: luxury, integrating local culture
 - Sustainable tourism: local heritage, local culture, environment protection and social responsibility
 - Clear contact info on website
- Loyalty**
- Exclusive journey offer in Japan



- Awareness & Consideration**
- Increased demand on wellness retreat
 - Further develop local, authentic, immersive cultural tourism
 - Sustainable travel, eco-friendly resorts, and green initiatives
- Service**
- Digital Marketing: Expanding presence through social media, partner with influencers, local music performance, and history tour
 - Tech-Enabled Experiences: Offering virtual reality tours, AI-powered customer service, or personalized mobile apps



- Consideration**
- Hard to find information about amenities
- Service**
- High Operational Costs: Expensive to maintain luxury amenities or eco-friendly infrastructure
 - Small Guest Capacity: privacy and exclusivity limits scalability
 - Limited regional: Experience depend on location, difficult to replicate to a different region
 - Access Issues: Remote location that requires long travel, or poor transportation infrastructure

- Consideration**
- Vulnerability to Recession: Luxury travel budgets are often among the first to be reduced or eliminated
 - Competition in Luxury & Wellness Segments: The rise of other ultra-luxury brands (e.g., Six Senses, Four Seasons)
 - Changing Consumer Preferences: Shifting preferences toward digital & experiential travel in younger generations
 - Climate Change Impact: Resorts are in environmentally sensitive locations, vulnerable to natural disasters

Luxury, Family & Group, Wellness, Resort

- Awareness**
- Sea island has a long-standing reputation
- Consideration**
- Clear information about resorts, amenities, events, festivals on website
- Acquisition**
- Clear booking button on website
 - Multiple options for booking, satisfying various needs: accommodations, dining, activities, golf
 - A smooth booking flow: choose site, then date, and prices are shown on the calendar before checking out
- Service**
- Location: more accessible locations for resorts
 - Various Facilities: golf course, spa & wellness, water sport, tennis
 - Accommodations: luxury, spacious, elegantly designed
 - Various Styles of resorts
 - Larger guest capacity compared with ultra-luxury resorts



- Awareness**
- Expanding family-oriented programs (kids' clubs, family golf lessons)
 - Attract corporate clients for conferences, retreats, and events by offering high-end meeting spaces, team-building activities, and exclusive corporate packages
- Service**
- Expand group activities to outdoors: ocean, beach, lake
 - Introduce more local culture/experiences: cooking classes featuring Southern cuisine, local music performance, and history tour
 - Adopt more sustainable practices (renewable energy, reducing water usage) and promoting eco-friendly guest (beach clean-ups and wildlife conservation programs)

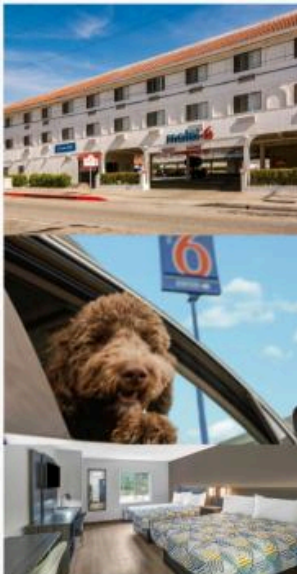


- Consideration**
- Seasonal Occupancy: Golf-Centric limits to non-golfers
 - Acquisition: Limited Digital & Experiential Travel in younger generations
 - High Operational Costs: Expensive to maintain luxury amenities or eco-friendly infrastructure

- Consideration**
- Vulnerability to Recession: Luxury travel budgets are often among the first to be reduced or eliminated
 - Competition in luxury/mid-range budget: cost of services and amenities
 - Climate change (rising sea levels, hurricanes) impacts resort properties

Basic Accommodation near Tourist Attractions

- Awareness**
- Strong brand identity, bright logo, memorable slogan
- Consideration**
- Low cost, affordable to most travelers
 - Widepread & strategically located: convenient to most travelers
- Acquisition**
- Direct room availability check on website
- Service**
- App available
 - Easy to find information on website
 - Pet-friendly



- Awareness & Consideration**
- In the current economic climate, there is an increasing demand for affordable accommodation options, especially for road trippers, solo travelers, and young tourists
- Acquisition**
- Improved Online Booking Systems
- Service**
- Facility Upgrades

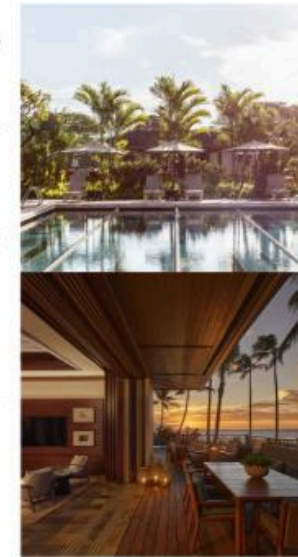


- Consideration**
- Negative Reviews & Safety Concerns: difficult to control quality of alternative lodging like Airbnb or hostels, which can offer more home-like amenities at shared experiences at comparable prices
 - Other budget hotel chains (e.g., Super 8, Red Roof Inn, and La Quinta) as well as platforms like Airbnb, which offer more variety and amenities for budget-conscious travelers

FOUR SEASONS RESORT HUALALAI : WORLD-CLASS BEACHFRONT LUXURY

FOUR SEASONS

- Awareness**
- Global recognition: top awards, media coverage, and social media buzz
 - Authentic and immersive: showcasing local culture and natural beauty
 - High-quality content: professional photography and videography
- Acquisition**
- User-friendly booking platform
 - Clear contact information
- Service**
- Prime location: beachfront, scenic views, and easy access to local attractions
 - World-class amenities: swimming pool, spa, golf course, and fine dining
 - Personalized service: attentive staff and customized experiences
 - Sustainable practices: eco-friendly initiatives and local sourcing



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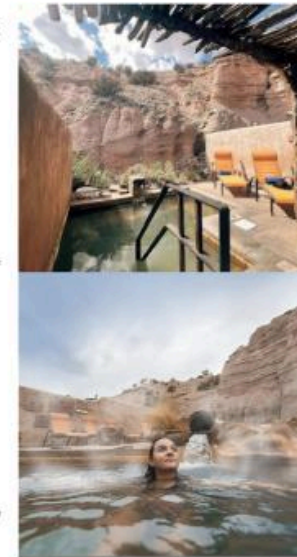
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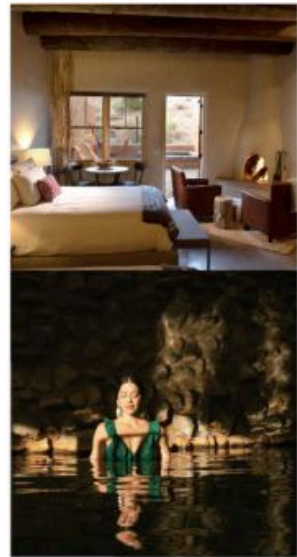
OJO CALIENTE MINERAL SPRINGS RESORT & SPA : MORE AFFORDABLE BOUTIQUE SPA SERVICE

OJO SPA RESORTS

- Awareness**
- High-quality, local products: Recognize & value local craftsmanship and ingredients
 - Authentic and immersive: showcasing local culture and natural beauty
 - High-quality content: professional photography and videography
- Acquisition**
- User-friendly booking platform
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 - Climate change (rising sea levels, hurricanes) impacts resort properties

BLACKBERRY FARM: LUXURY FARM-TO-TABLE DINING AND SUSTAINABLE AGRICULTURE.

BLACKBERRY FARM

- Awareness**
- Strong brand identity, bright logo, memorable slogan
- Consideration**
- Low cost, affordable to most travelers
 - Widepread & strategically located: convenient to most travelers
- Acquisition**
- Direct room availability check on website
- Service**
- App available
 - Easy to find information on website
 - Pet-friendly



- Awareness & Consideration**
- In the current economic climate, there is an increasing demand for affordable accommodation options, especially for road trippers, solo travelers, and young tourists
- Acquisition**
- Improved Online Booking Systems
- Service**
- Facility Upgrades



- Consideration**
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Golden door: all-inclusive, Asian-inspired spa resort

GOLDEN DOOR

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Walt Disney World Resort: Enjoy exciting theme parks, resorts, dining and more

Walt Disney World

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Under Canvas: nation's premier upscale camping experience provider

UNDER CANVAS

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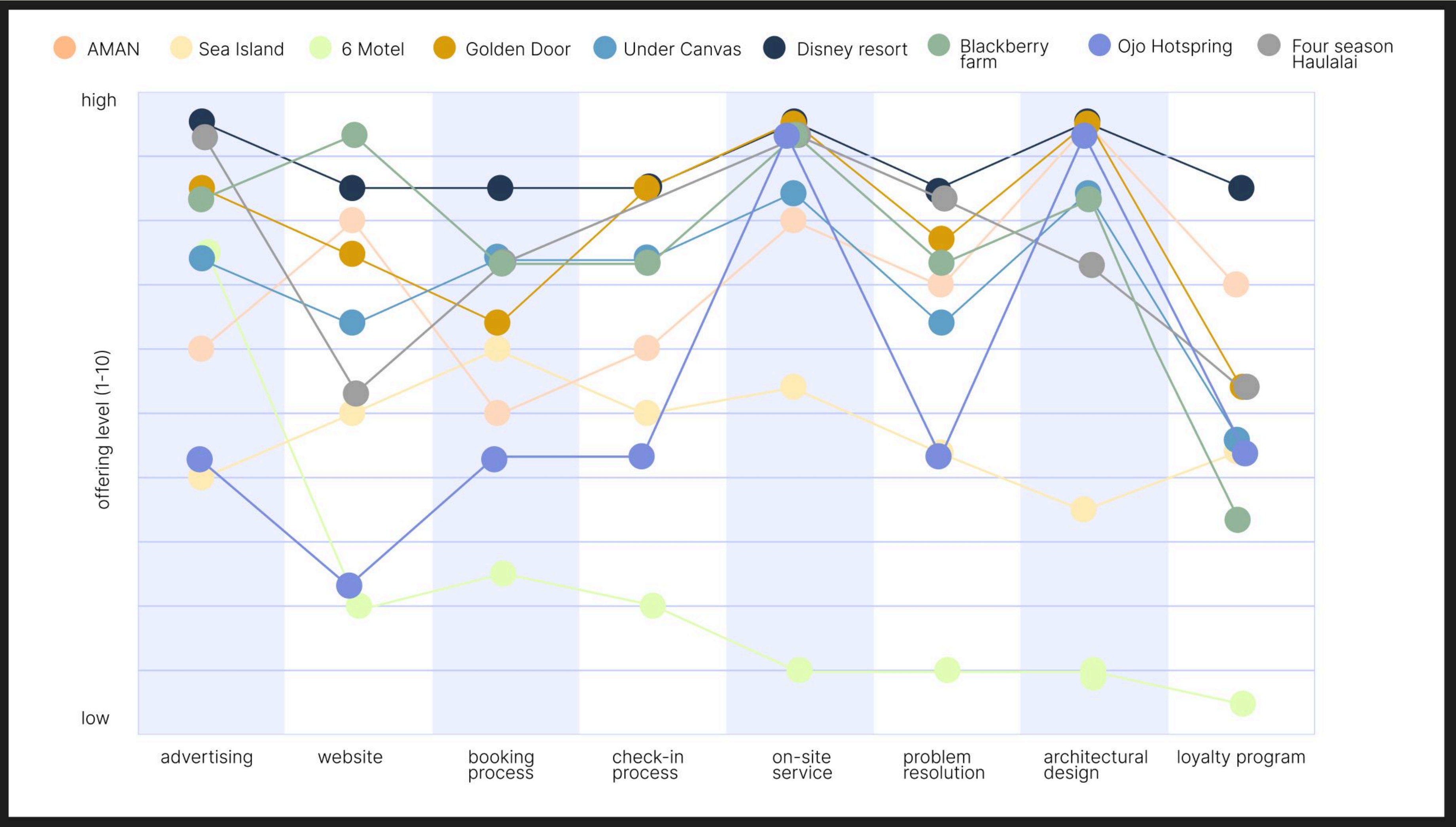
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Blue Ocean Strategy Canvas



Consumer Archetypes

User Research

[illegible]

Four seasons

https://www.gutenberg.org/files/45644/45644-h/45644-h.htm#Page_102
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Positive: Great pool service
Food+
Scenery+
Outdoor activities+
Welcome gifts related to hawaii culture+
Meticulously detailed floor+
Outdoor shower in suite

Negative:
The distance of travel between room and facilities
The temperature and humidity control at night
The safety issue on rocky beach at night
Inconspicuous in room view

Aman

[illegible]

1. extra charge
2. amenity problems
3. delayed service

BlackBerry

https://www.facebook.com/kenner_breeds/2640140410486160

- friendly +
- bad customer service -
- need better real time problem resolution
- better quality on details(services, environment and equipment)

Kenner Breeds
 1,234 reviews

5.0 stars
 123 reviews

I visited Kenner Breeds in October 2019 and was blown away by the quality of the dogs and the staff. The facility was clean and well-maintained, and the staff was friendly and knowledgeable. I highly recommend Kenner Breeds to anyone looking for a new puppy.

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Under canvas

[illegible]

Hill Country Visitor Center, Review #1758, **Reviewed 10/16/2016**

This was our first visit to the visitor center and we were very impressed. The staff was friendly and helpful. We enjoyed the exhibits and the view from the observation deck. The gift shop had some nice items. Overall, a great experience.

Pros:

- Friendly staff
- Great view from observation deck
- Nice gift shop

Cons:

- No hot water
- Need a place to dry swim suit
- Need the guest to obey the whisper rule
- Need more beverage and food option during the hot spring
- Cabin wall is dirty due to direct contact with the ground
- Slow response due to the lack of staff and no professionalism in service

Comments:

The reviewer mentions several issues: "No hot water", "Need a place to dry swim suit", "Need the guest to obey the whisper rule", "Need more beverage and food option during the hot spring", "Cabin wall is dirty due to direct contact with the ground", and "Slow response due to the lack of staff and no professionalism in service".

Hill Country Visitor Center, Review #1759, **Reviewed 10/16/2016**

We went to the visitor center and saw the beautiful views. The staff was very helpful. We enjoyed the exhibits and the view from the observation deck. The gift shop had some nice items. Overall, a great experience.

Pros:

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- Great view from observation deck
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Golden door

1. nice daily routine

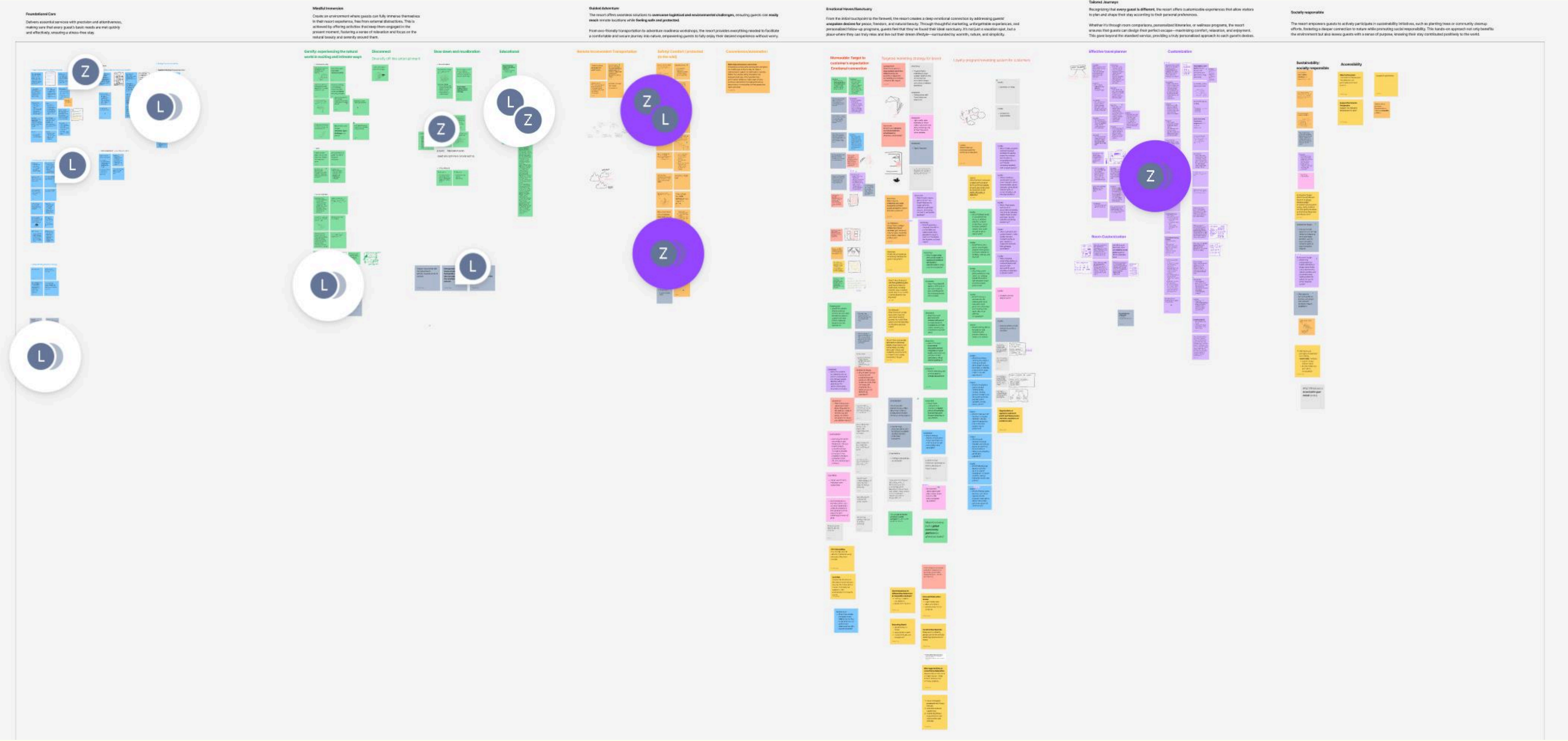
a. morning hike, close to nature, good start of the day

b. daily massage, facial

2. repeat guest priority?

3. needs update for new generation

Affinity Mapping



ERRC

Eliminate	Reduce	Raise	Create
Traditional marketing approaches that <u>lack storytelling or community engagement.</u> Generic offerings that do not align with individual preferences or brand values. <u>Lack of transparency about sustainability practices</u> and community impact. Rigid customer loyalty programs that do not foster genuine relationships.	Over-reliance on print collateral that doesn't resonate with the target audience. Over-standardization of services that <u>diminish the unique and meaningful experience.</u> Infrequent updates on community involvement or environmental initiatives. Slow response times in customer service that detract from the overall experience.	Digital presence with compelling storytelling to highlight immersive experiences. Focus on innovative, self-growth customizable services. Active communication of our social responsibility initiatives and impacts on local economies. Enhanced customer service prioritizing guest satisfaction and community building.	Interactive digital marketing campaigns (e.g., virtual tours, social media challenges). Unique experiences tailored to guest preferences and wellness goals. Highlighting our commitment to sustainable practices. Comprehensive loyalty programs that offer personalized rewards and recognize guest preferences.

Research and Discovery

How might we help customers **relieve everyday stress**
through **creative, personalized, and nurturing**
experiences in a natural setting?

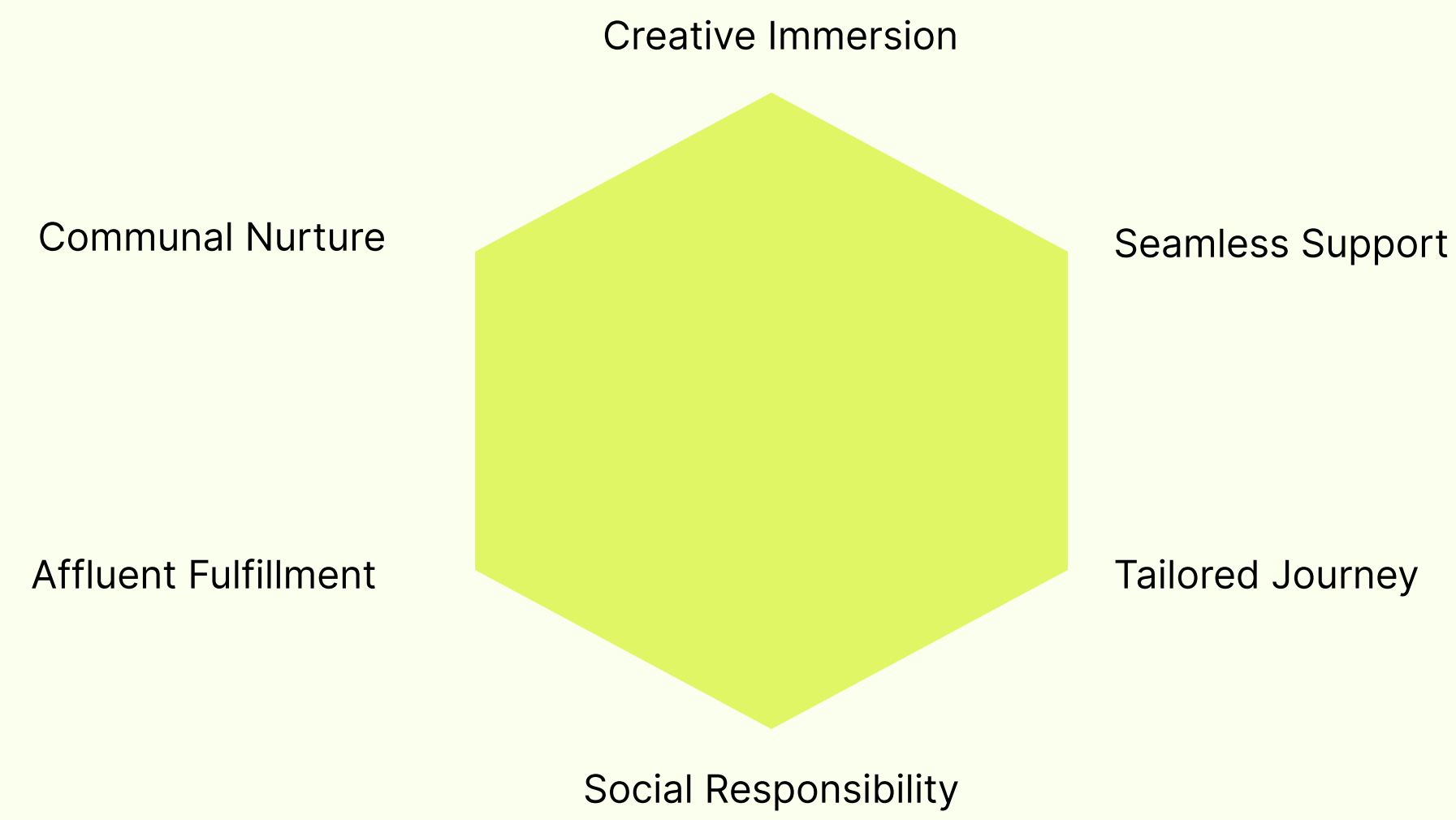
Solution Summary

A nature retreat that offers **creative immersed experience** with **affluent fulfillment, communal nurture, precise customization, seamless support, and socially responsible value**, disconnects the customers from everyday stress and heals them by creating meaningful emotional connection to nature.

eden*

Eden Brand Attributes

6 Attributes



Creative Immersion

Provide a **playful, sensory experience** that helps guests fully engage with the moment.

Communal Nurture

Focus on **making people feel less lonely by fostering a community** where guests experience a sense of belonging and companionship.

Affluent Fulfillment

Allow guests to **achieve emotional reassurance** through personified feedback.

Social Responsibility

Emphasize sustainability and support the local economy, ensuring responsible practices that **benefit the environment**.

Tailored Journey

Offer customizable nutrition intakes that **cater to guests' personalized needs, ensuring each journey feels uniquely designed for them**.

Seamless Support

Ensure that guests are **guided throughout their entire experience**, making sure every aspect is smooth, comfortable, and enriching.



Creative Immersion

Provide a digital-detoxed and gamified, playful immersive experience that helps guests leave anxiety behind and fully engage with the moment.



Socially Responsible

Emphasize sustainability and support the local economy, ensuring responsible practices that benefit both the environment and the community.



Affluent Fulfillment

Utilize semi-automated farming technology and simple, engaging interactions to allow guests to easily achieve mental fulfillment.



Seamless Support

Customizable experiences catering to guests' personalized needs.



Targeted Nutrition

Focus on making people feel less lonely by fostering a community where guests experience a sense of belonging and companionship.



Tailored Journey

Customizable experiences catering to guests' personalized needs.

Brand Attributes

<https://youtu.be/-KkoMgMnm6s>

Value Proposition

Value Proposition

A nature retreat that offers **creative immersed experience** with **affluent fulfillment, communal nurture, precise customization, seamless support, and socially responsible value**, disconnects the customers from everyday stress and heals them by creating meaningful emotional connection to nature.

Brand Positioning Statement

Positioning Statement

Target Customers

- For individuals or groups who feel **disconnected** from nature and community due to busy urban lives.
- Those seeking meaningful experiences that foster **creativity, well-being, and a sense of belonging**.

Market Definition

- A **creative, immersive wellness** retreat combining **sustainable practices, semi-automated farming, and tailored adventure experiences**.
- Our brand offers a **personalized, eco-conscious escape** for those looking to reconnect with nature and community.

Brand Promise

- We promise to provide guests with **immersive, playful experiences** that nourish both mind and body, while **fostering community and sustainability**. Our **guided, customized journeys** allow you to **reconnect with nature** and **feel rejuvenated and fulfilled**.

Reason to Believe

- In a world where **technology dominates and stress levels are high**, our farm retreat offers a much-needed escape into nature.
- With innovative, creative immersion, and sustainable practices, we help guests disconnect from the noise, reconnect with themselves and others, and experience true mental and emotional fulfillment.

Brand Positioning 10+ Years Road Map

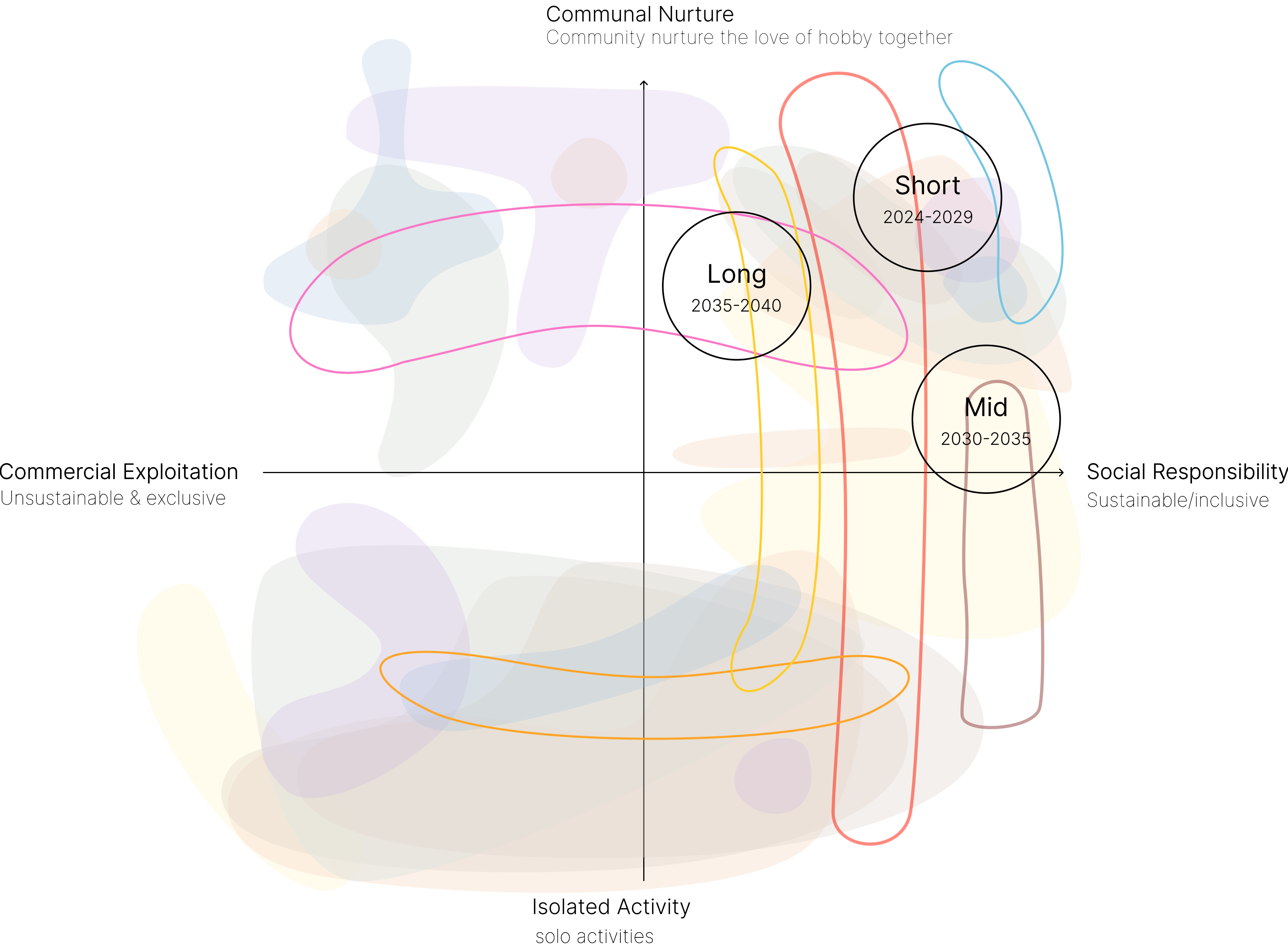
Positioning Matrix

Competitors

- Blackberry
- Calamigo's Retreat
- Twin House
- Wildflower
- Sonblanc house
- Octant

Consumer Archetype

- Early Adopter
- Social Adventurer
- PlayActive Kids
- Early Majority
- Rural Curator
- Adventure enthusiasts
- Late Majority
- Eco Explorer
- Remote Millennials



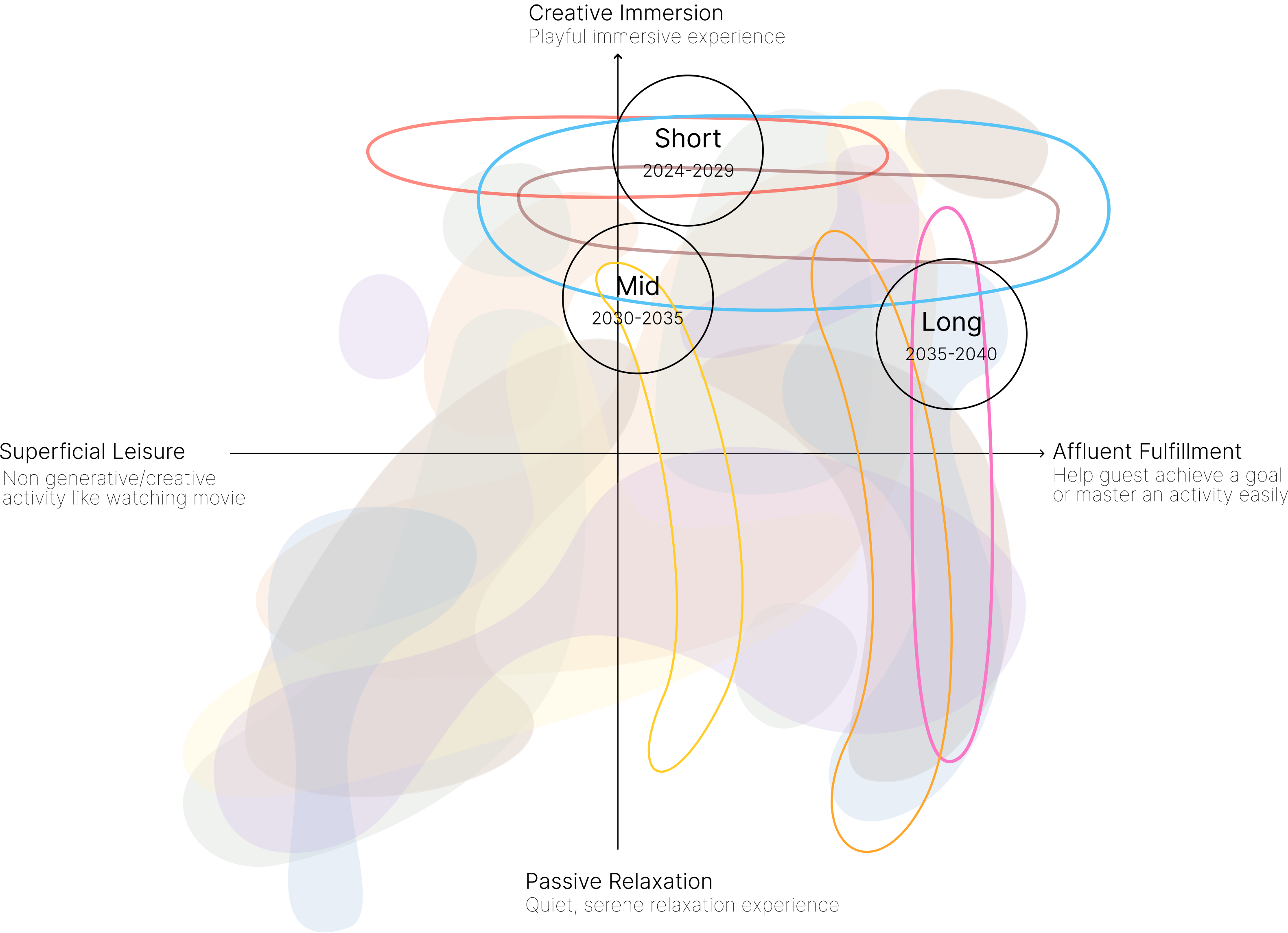
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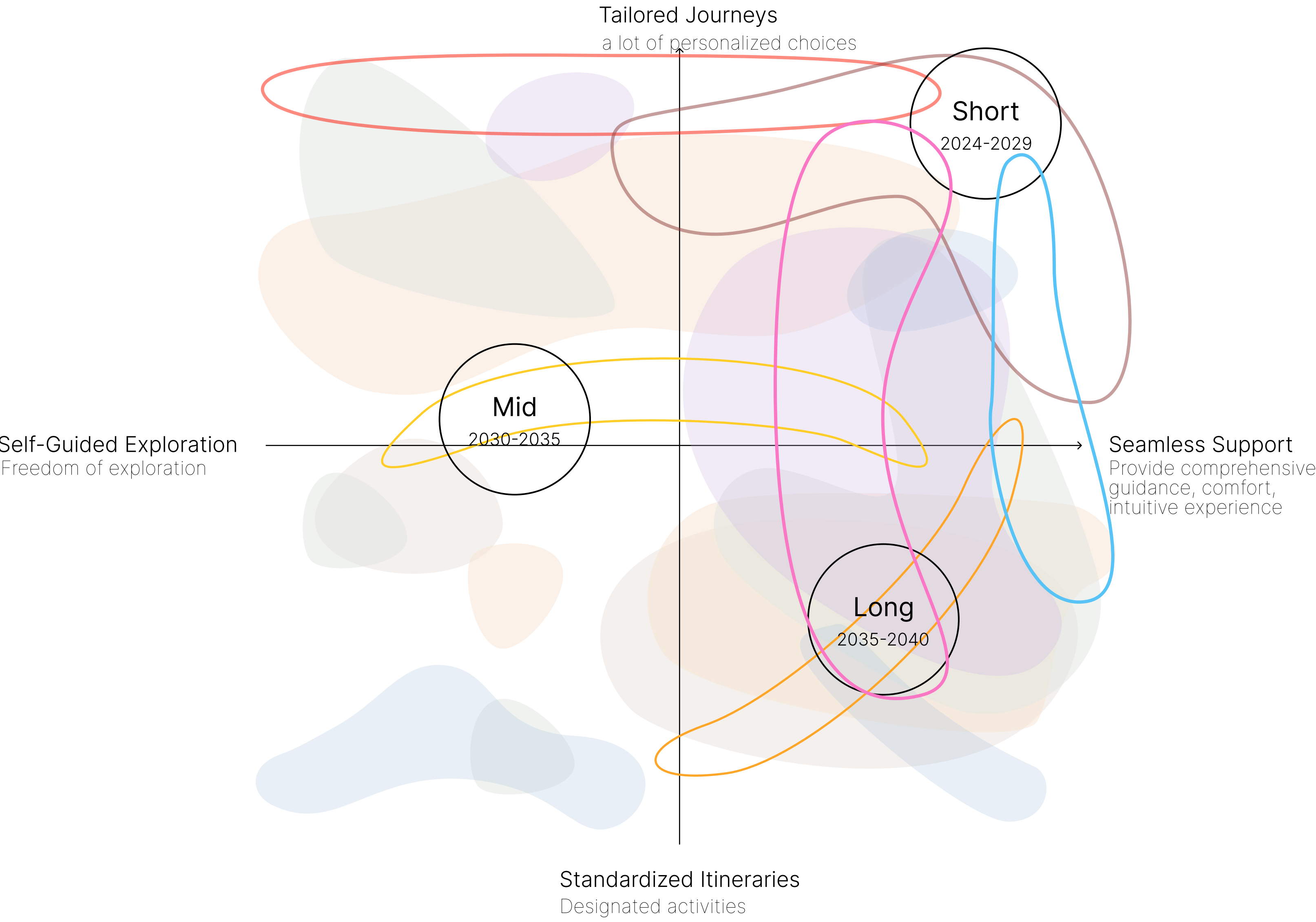
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Road Map

Short Term (2025):

Creating Personalized Wellness Experiences **Launch the first retreat**, focusing on offering personalized, eco-friendly, and creative communal experiences that help guests disconnect from technology and reconnect with nature. **Prioritize building strong customer relationships** through tailored wellness journeys and creative activities.



Mid Term (2030):

Strengthening Local Communities & Expanding Offerings Expand by opening a second location while supporting local communities with sustainable farming and eco-tourism initiatives. Enhance guest offerings by introducing seasonal programs and retreats that involve local artisans and culture, fostering a deeper connection with the land and the community.



Long Term (2035):

Building a Sustainable Brand Network Grow into **a well-established brand with a handful of boutique retreat**, each known for sustainable practices and tailored wellness experiences. Focus on creating lasting guest loyalty and contributing to environmental sustainability by continuously improving eco-friendly initiatives and expanding community involvement.



Let's Meet...

Sam

Sophie

Mike

SAM

Social Adventurer

Gender:	Female
Age:	26
Education:	Graduate's degree
Occupation:	Ameteur film maker/ Instagram influencers
Location:	Los Angeles, California
Status:	Single with Boyfriend
Income:	\$50,000 /year
Personality:	Outgoing, adventurous, spontaneous, curious
Lifestyle:	Digital nomads, traveling around between Europe and Los Angeles. Spend a majority of time seeking inspiration for new videos. Love to hangout with friend in outdoor activities. Always stay up late to edit videos. Don't like to cook but love to eat healthy. Constant health concerns forced her to look into wellness and treatment.
Pain points:	• lack of clipping material • unstable daily routine leads to health concern
Needs:	• healthy lifestyle • video inspirations



Value:	Creativity, playfullness, experience, novelty, well-being, sharing, togetherness
Interests:	Photography, Fashion, home party, skin care, diet, yoga, travel
Opinions:	“Don't worry, optimism will help you go through troubles, everything will be alright in the end.”

Sophie

Eco Explorer

Gender:	Female
Age:	35
Education:	Bachelor's degree
Occupation:	Writer / Freelance novelist
Location:	Los Angeles, California
Status:	Married with no children
Income:	\$60,000 /year
Personality:	Adventurous, reflective, caring, curious, quiet
Lifestyle:	Working at home, early rising and early to bed, abundance in free time in the afternoon, enjoy cooking nutrient, clean and healthy diet, separate garbage for recycling, focus on mental and physical well-being, favor minimalist aesthetics, value longevity and sustainability in items
Pain points:	• lack of green to help her refresh and meditate • loneliness • unhealthy lifestyle
Needs:	• quite space to spend alone time • tranquil meditation • more regular schedule • more inspiration • herbal supplement targeting on health issue



Value:	Sustainability, minimalism, well-being, self disciplined, experiences, authenticity
Interests:	Reading, hiking, cycling, yoga, meditation, Piano, travel
Opinions:	“Spend time in nature to refresh mind after writing, go for a walk in the woods to contemplate the plot..”

Mike

Rural Curator

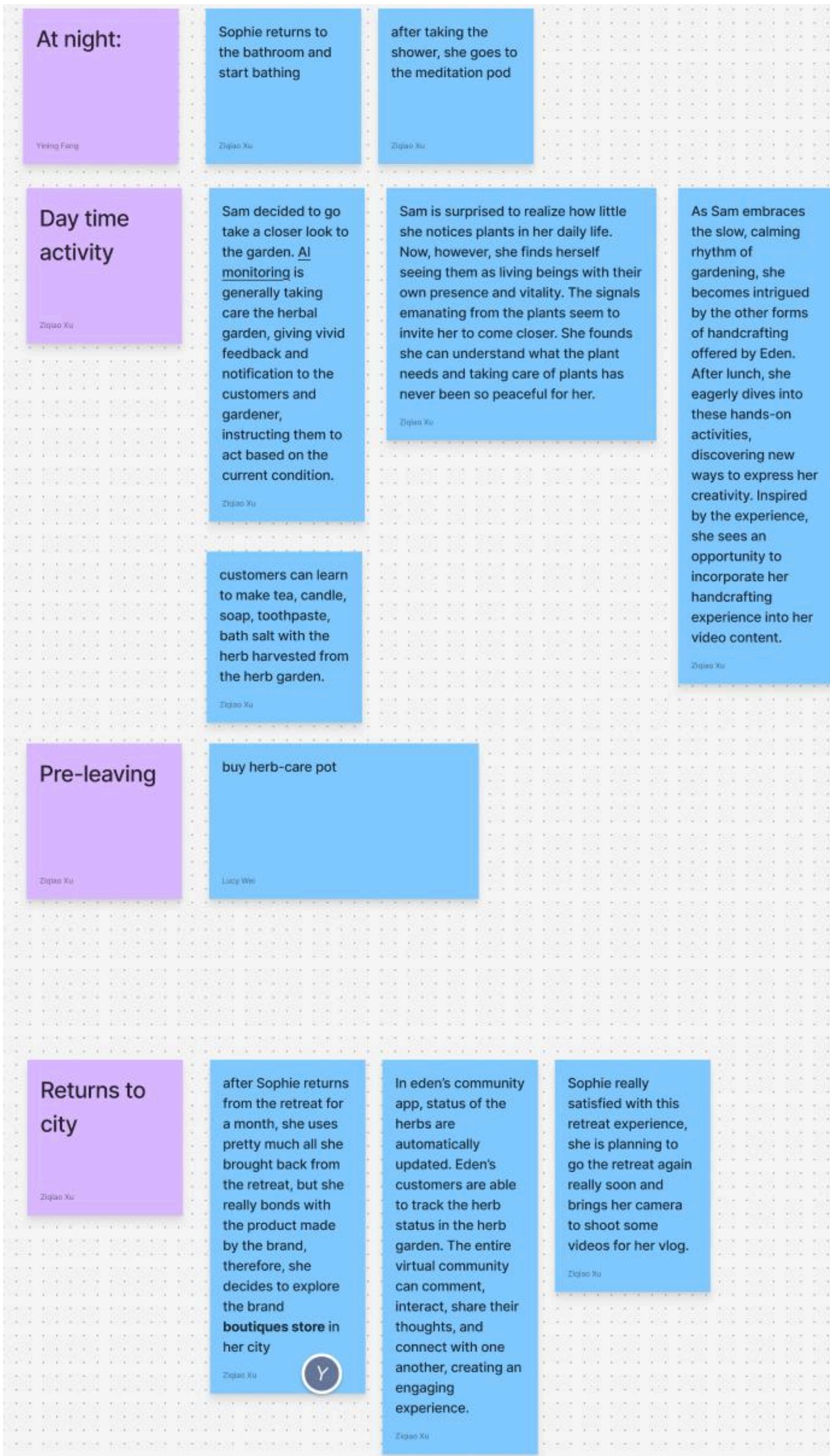
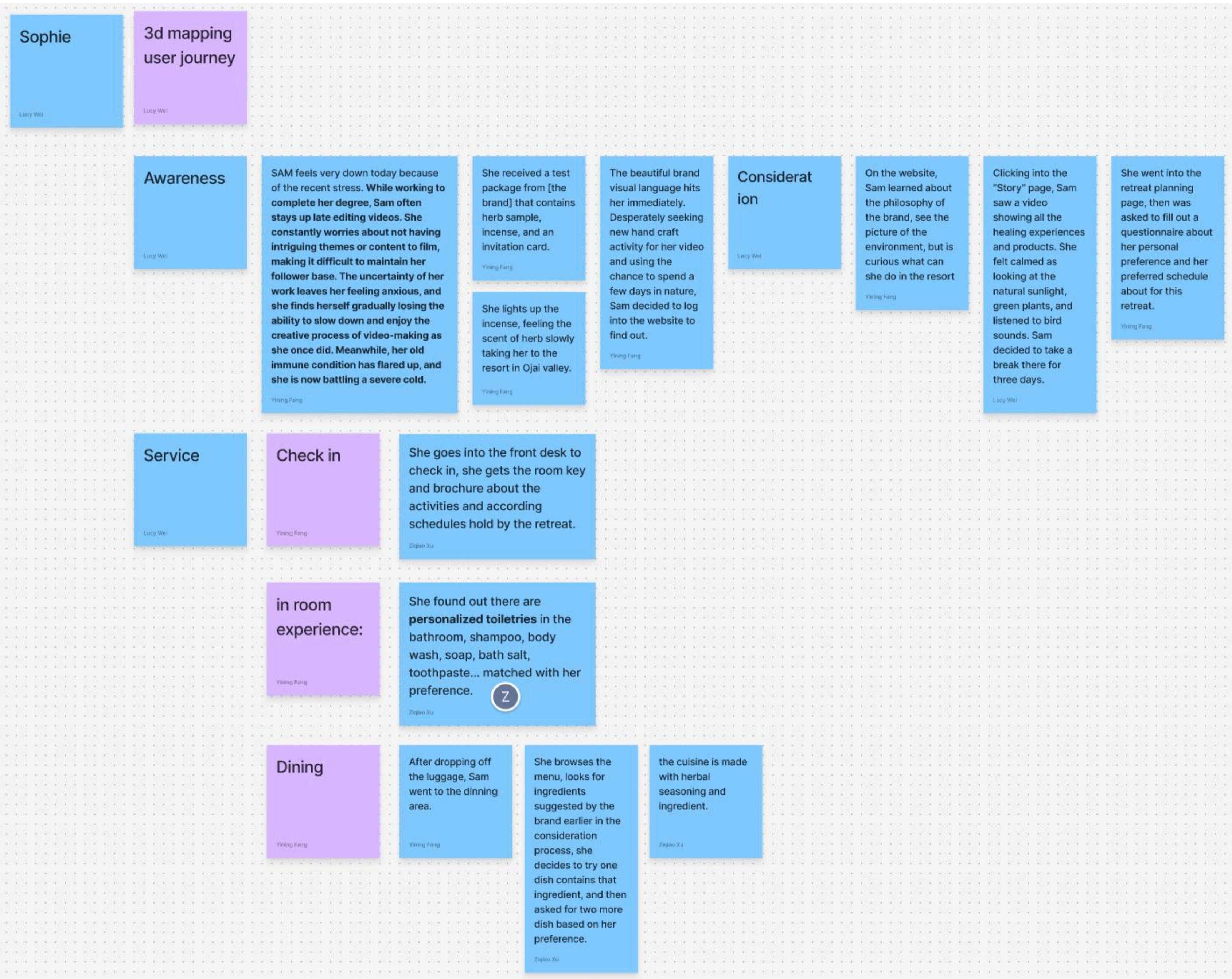
Gender:	Male
Age:	40
Education:	Bachelor's degree
Occupation:	Japanese Teacher
Location:	Irvine, California
Status:	Married with one child
Income:	\$50,000 /year
Personality:	Curious, environmentally conscious, and socially responsible
Lifestyle:	Spend time in nature, seek out educational and experiential travel. Centered around experiences that connect him with nature and cultural immersion, such as farm-to-table dining and agritourism, which aligns with his value of cultural preservation.
Pain points:	• lack of time spending with children • worry about lacking of experience nurturing his kids grow to be a comprehensive person
Needs:	• more educational and collaborative activities with children

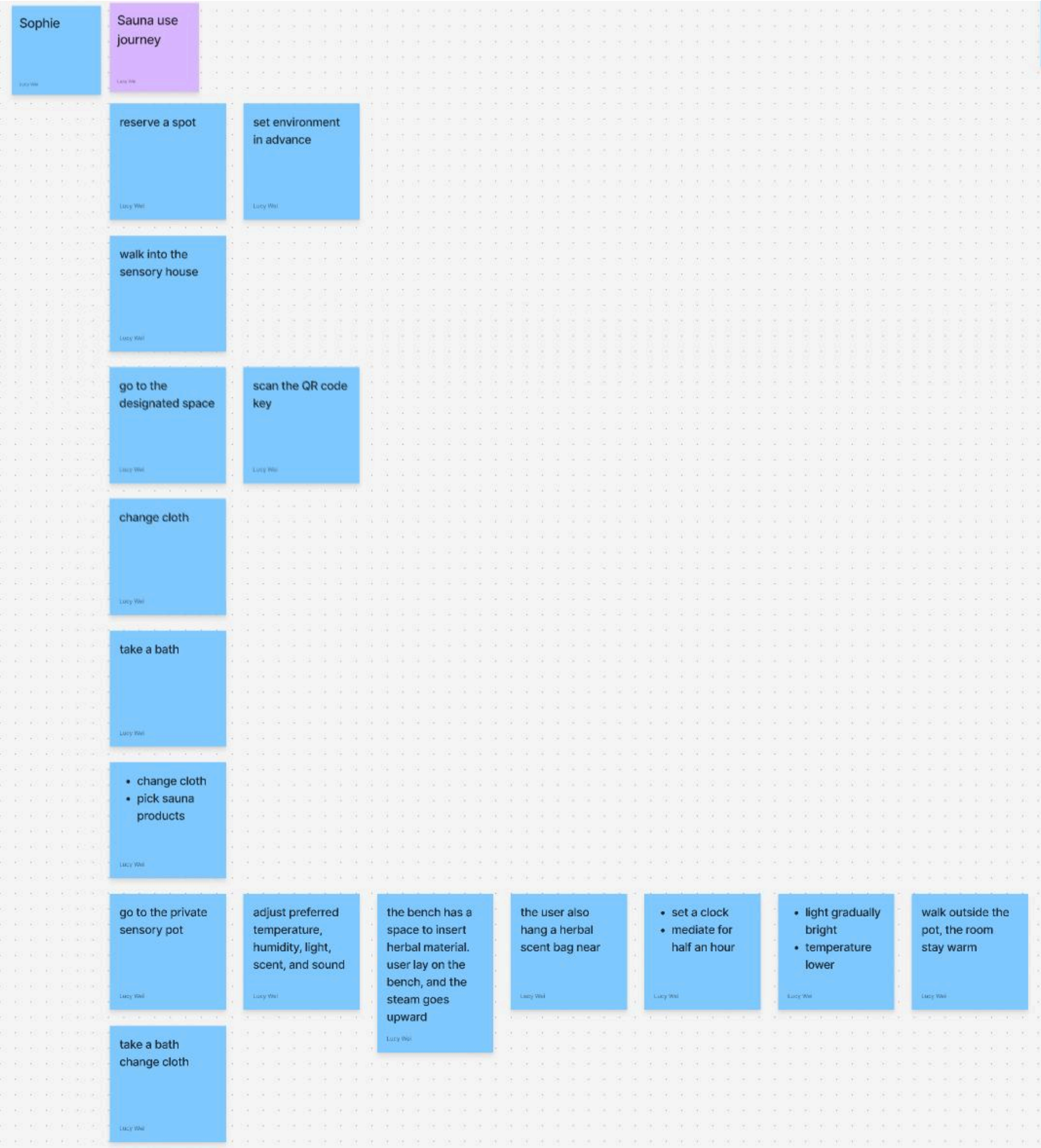


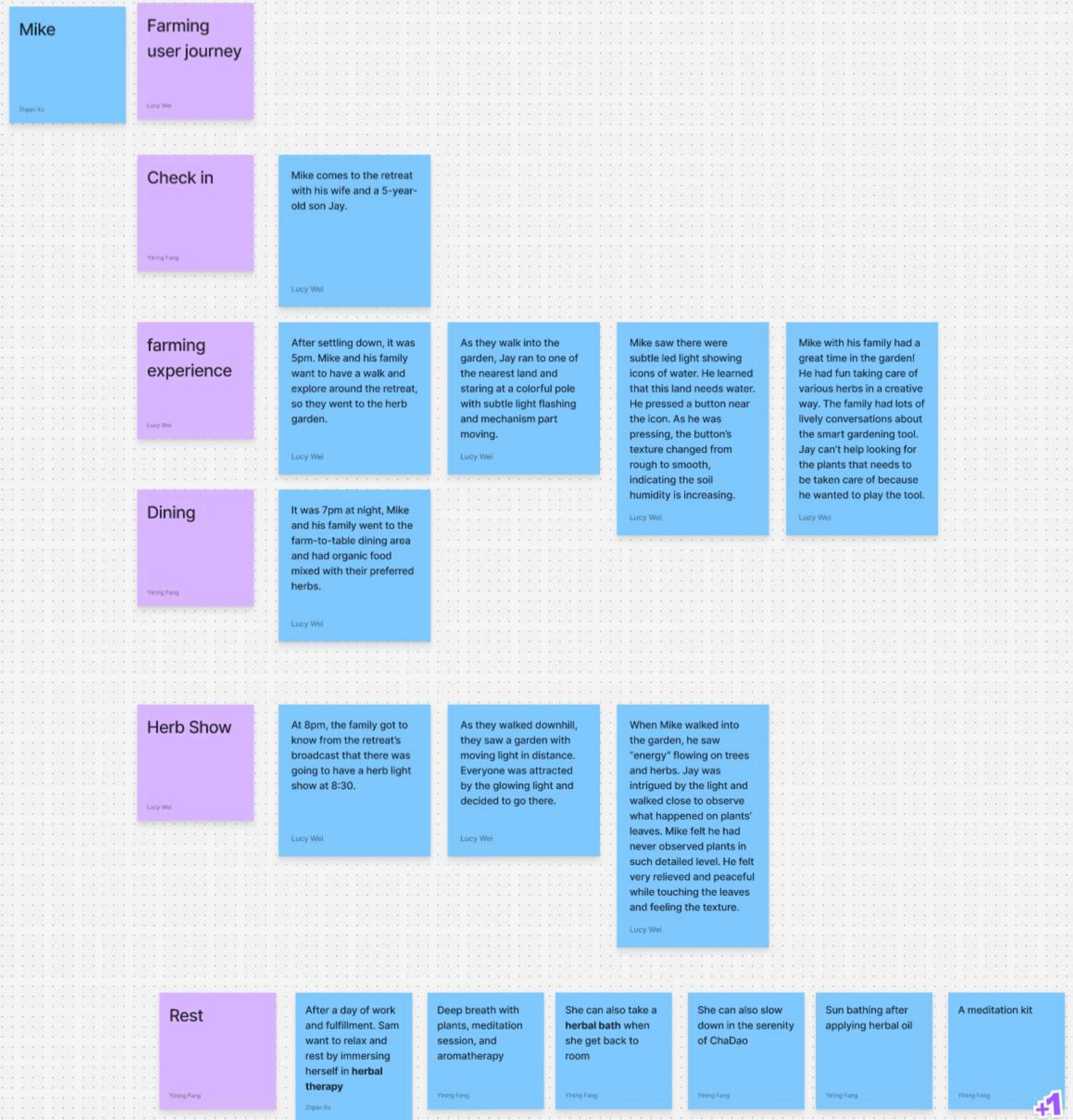
Value:	Environmentalism, sustainability, cultural preservation, and health-conscious living
Interests:	Local food, gardening, rural living, outdoor activities, cultural immersion, farm-to-table dining
Opinions:	“Agritourism offers a rare opportunity to reconnect with the land and nature, something missing in our modern life.”

Customer Journey

<https://youtu.be/2fh7TAJehxE>

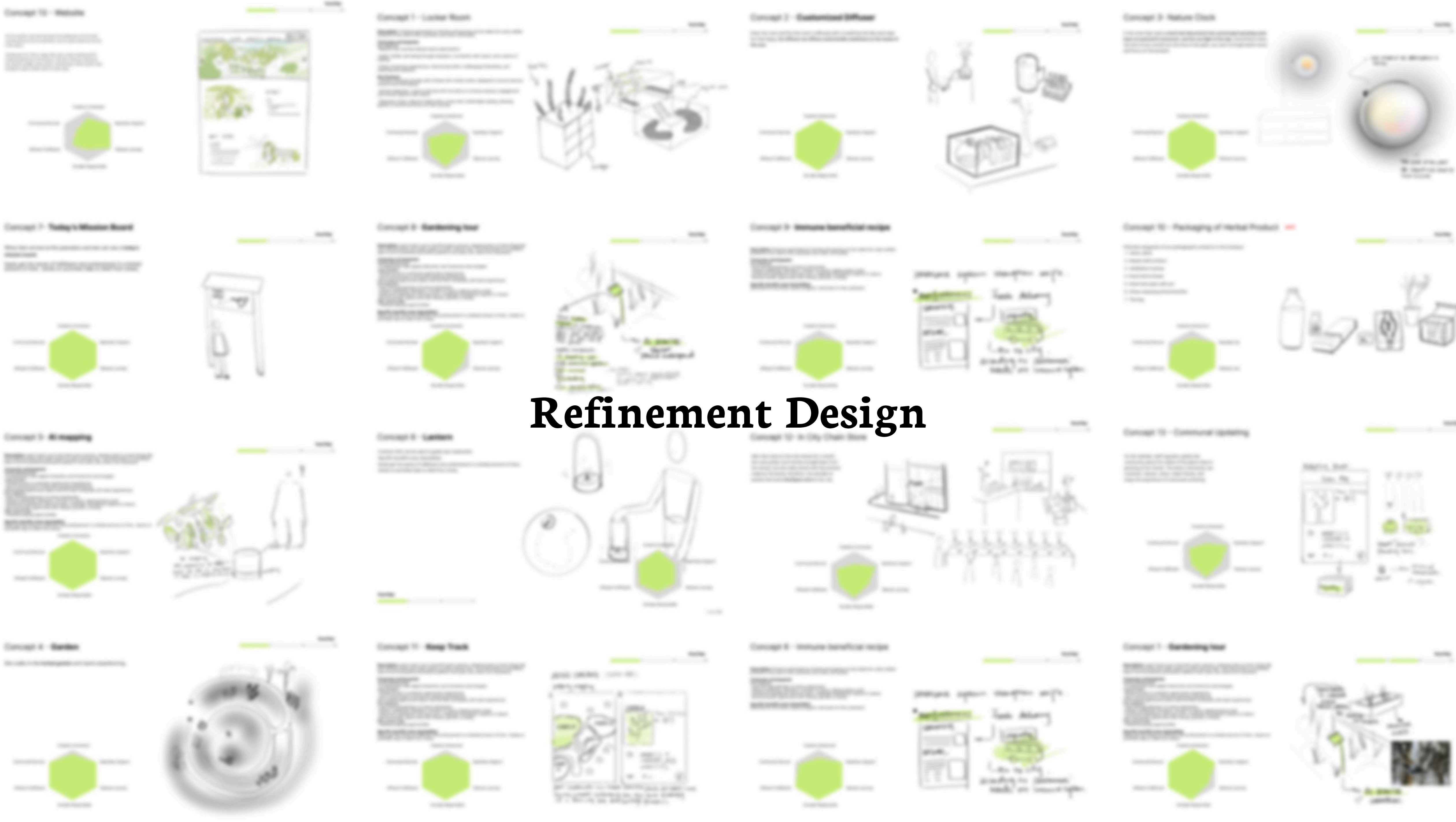






Design Development

Conceptual Design



Refinement Design

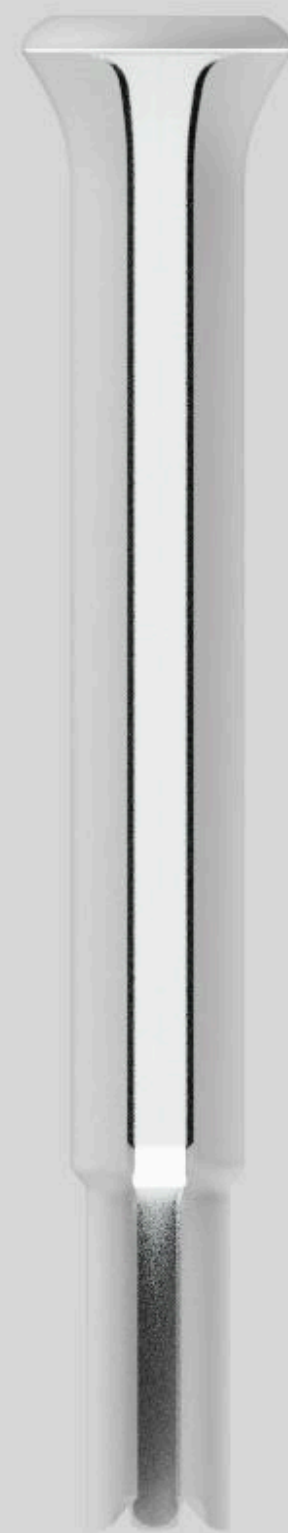
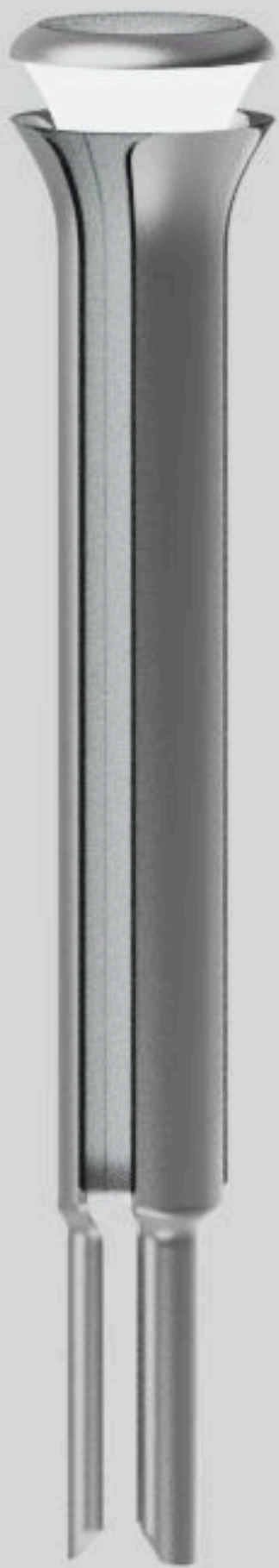
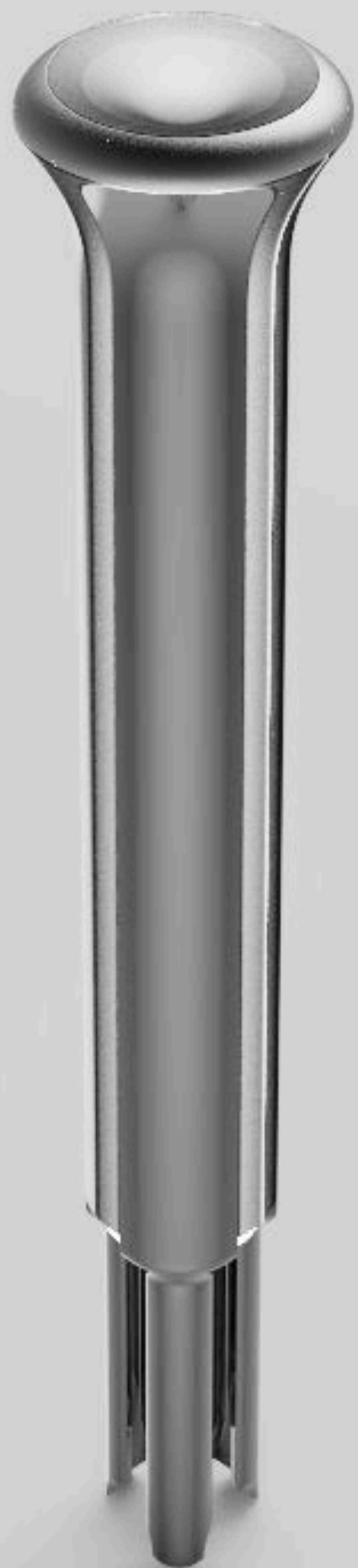
Final Designs

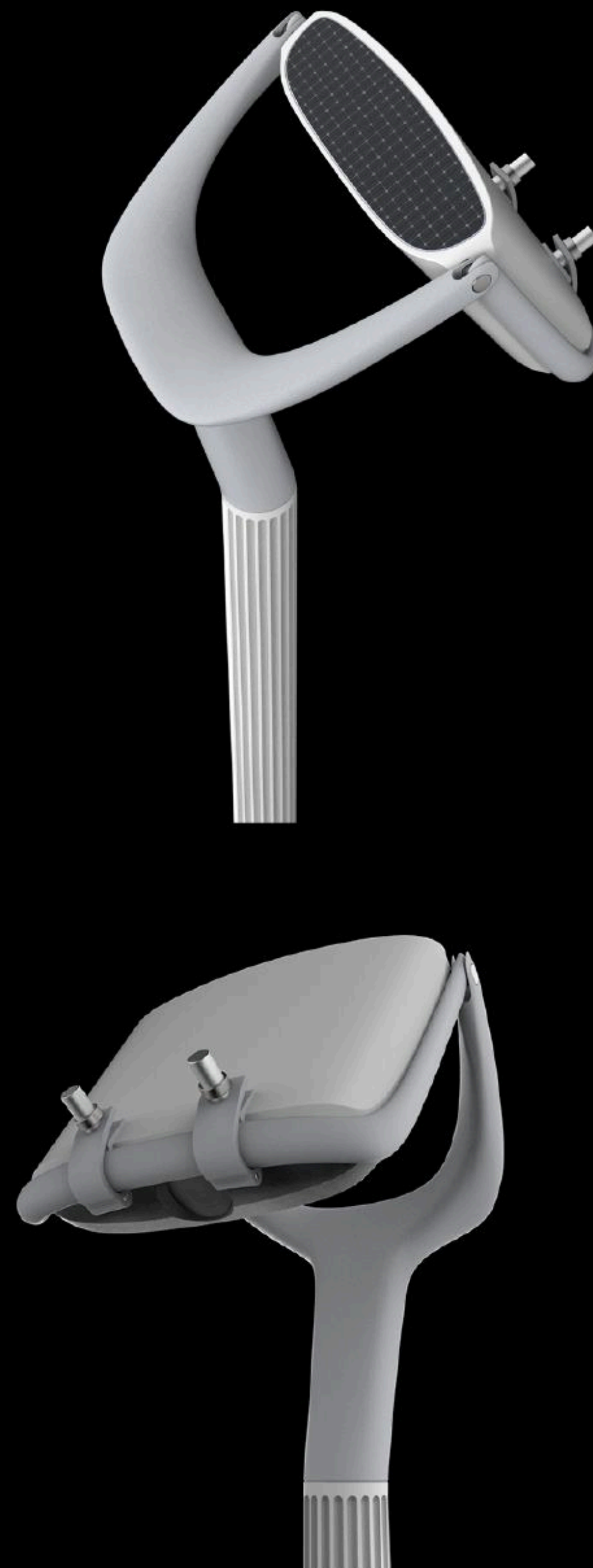
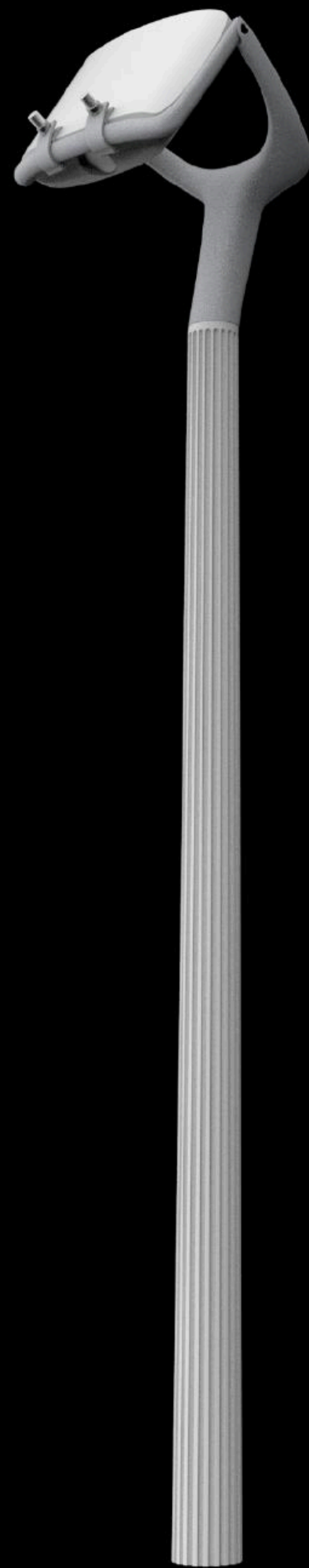
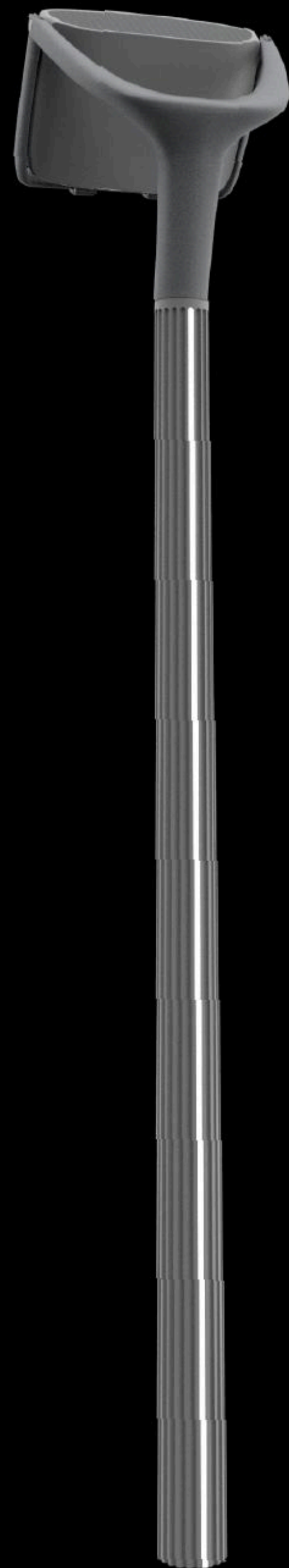
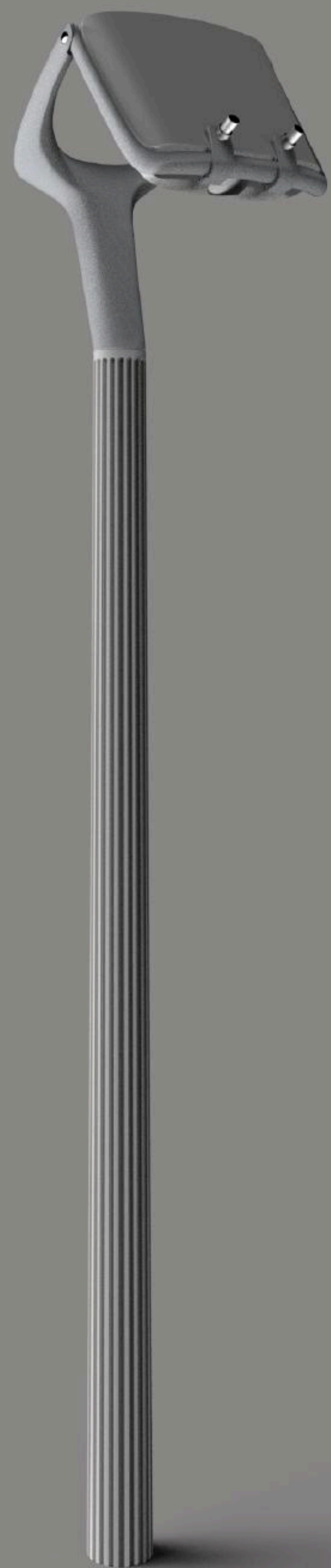


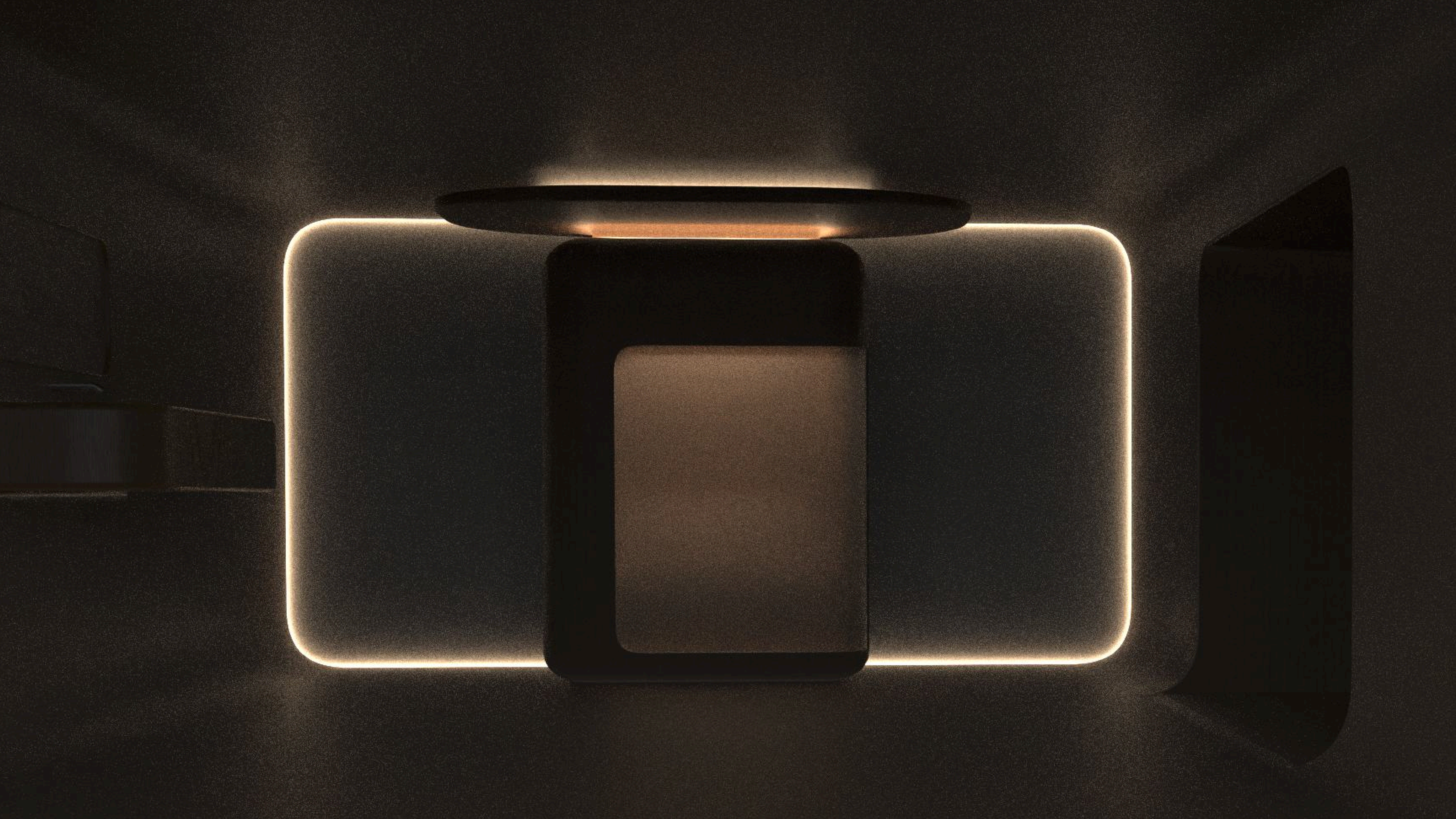


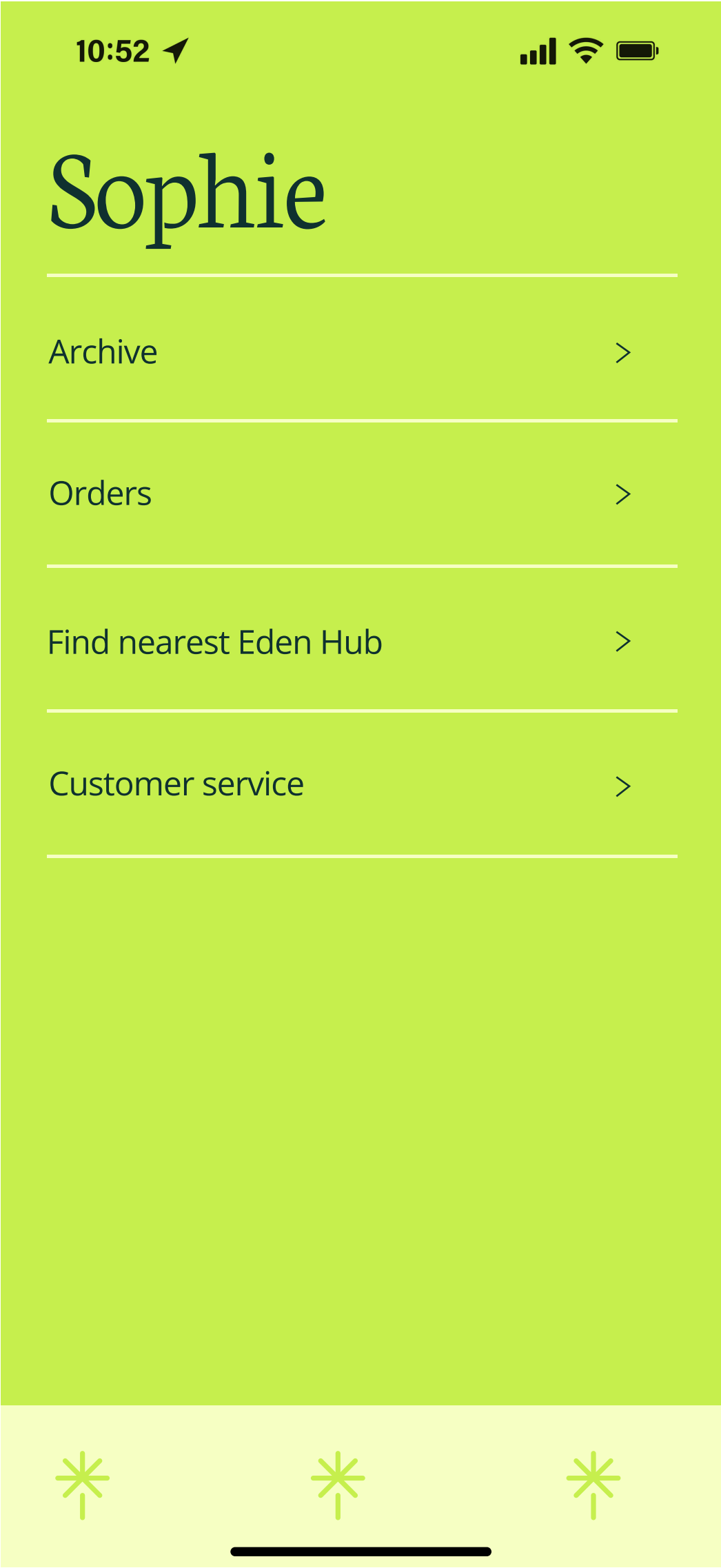
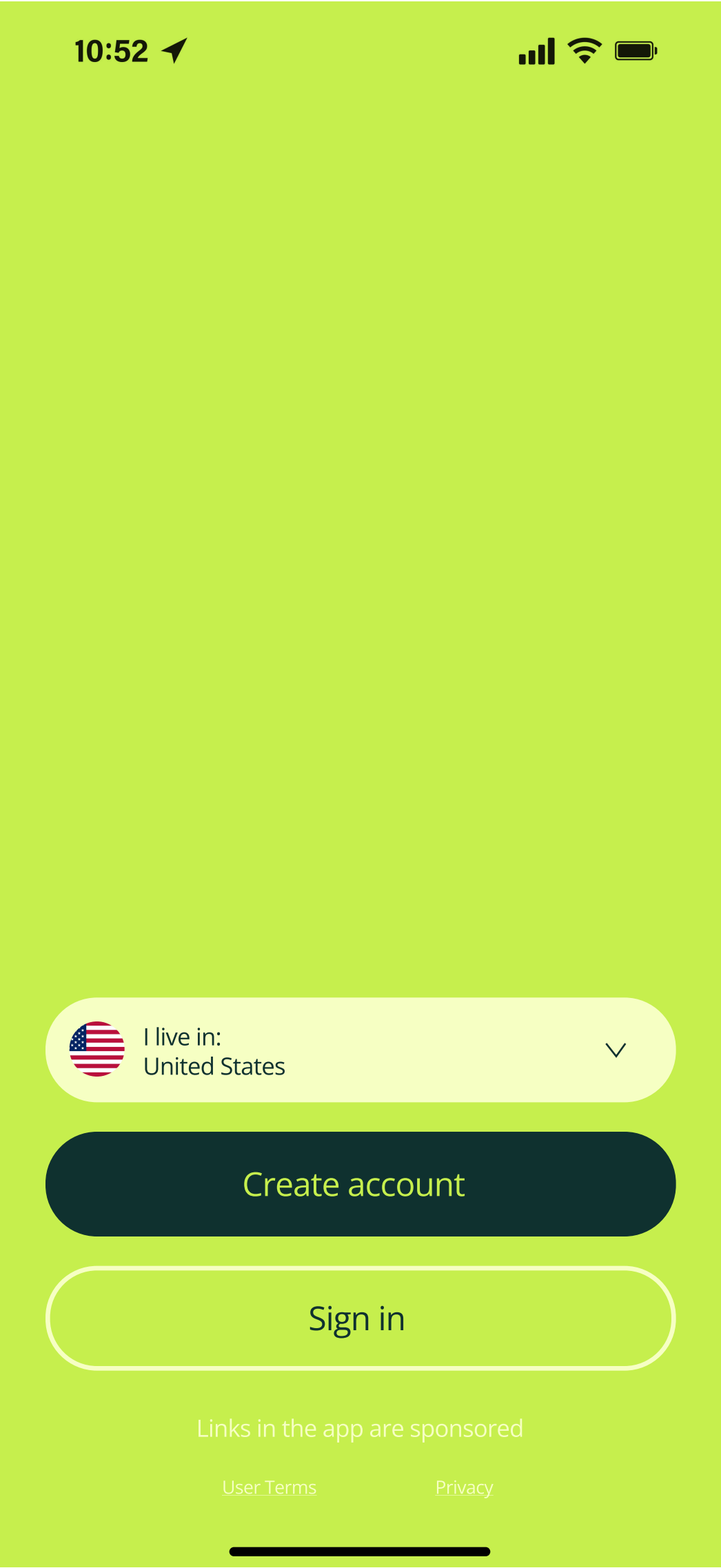


















Summary

Eden wants to empower guests to reconnect with nature, embrace self-care, and find balance through creative, communal, and personalized eco-conscious experiences.