

THE HOSPITALITY STUDIO by SEVERS&JANSEN

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Four Seasons Quality, De Kwakel, The Netherlands

Story line & Marketing communications





PROJECT

Update the corporate identity with a new storyline, and create matching marketing communication tools for client Four Seasons Quality, importer and exporter of Premium Ecuador Roses.



APPROACH

FSQ's twenty years of dedication for importing and exporting premium Ecuador roses, was a key point in our narrative. The companies strength discovering new rose varieties, its sustainable business, and personal client approach, were main communication points.



PROCESS

We interviewed the founder and his management team to expose the soul of FSQ, and to clarify its competitive strength. In addition, we have identified the unique values for Ecuador roses and interpreted these values in the companies new story line, and communication tools.



OUTCOME

We delivered an updated narrative about Four Seasons Quality, matching its refreshed corporate identity. In addition to this story line, we created content for the companies new website, a mini documentary about the company, and we provided creative input for the 2018 International Floriculture Trade Fair.



SEVERS



FSQ FOCUS POINTS

STORYTELLING
CONTENT CREATION
PROJECTMANAGEMENT

JANSEN



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