

BRAND POSITIONING

PORTFOLIO



SIMON DAVID HARRINGTON



THE STUDENT HOTEL

LOST SOCKS

KISS MY ASS

THE STUDENT HOTEL

GLASSY, SASSY & BAZZY

collab

EVERYBODY SHOULD LIVE EVERYBODY

AUTOMATIC

CHECK IN

CHECK IN

BRIEF

Create (and write) a full brand positioning for The Student Hotel that captures the company's rapid evolution from student accommodation to hybrid hospitality concept, while explaining the company name and origins of the brand and founder.

Use this to create:

- Positioning document
- Brand book
- Written manifesto
- Manifesto film

CHALLENGES

With the brief came a series of challenges:

- A clear vision has never been created for the company
- The brief focused on an emotive positioning, grounded in existing values and ambitions
- Explaining the evolution of The Student Hotel name and concept (it's not just for students)
- Stakeholders were numerous and each had a personal investment in the brand

OUTCOME

With a concrete brand positioning in place, we were able to translate this into a series of effective brand communications, including:

- Brand manifesto movie (winning bronze at ADCN 2020)
- Brand experience book, distributed in our hotel rooms
- New messaging for our new website
- Posters, exhibitions and other physical assets and experiences built from our positioning.

BRAND STORY

OUR STORY



Our tale begins with one simple observation: students deserve better.

This is what a 26-year-old Charlie MacGregor put to some of the biggest investors, property developers and suited big-shots across Europe. It didn't go well.

No one cared about quality student accommodation. In fact, no one really cared about students at all. But he did. They were the future and deserved an inspiring space to realise their potential. So, he didn't take 'no' for an answer.

In 2008, Charlie checked his first guests into The Student Hotel. Amidst teary 'goodbyes', excited 'hellos' and sincere 'thank-yous', he began to understand that this wasn't going to be any ordinary hotel. This was going to be a place with purpose; somewhere that transformed lives. It quickly started happening, blossoming into an inclusive community with a fun-loving, ever-disruptive attitude.

As our people became more diverse, so did we – building boundary blurring spaces, hosting cultural events and leading change initiatives, growing into a complete connected community; attracting the adventurous and venturesome, the anarchic and playful.

And so, our purpose evolved. It evolved from 'students deserve better' to 'we all deserve better.' It grew to include people from all walks of life with an open mind, love of learning and curious nature. Truly, to everybody with a student spirit.

And something incredible is happening. Our community is changing the world. People are exploring their purpose. They're making a difference. It all started with caring for students, but it's become about caring for everyone – connecting, growing, learning. It's become about crafting a better future together. And this is just the beginning.

Because, at The Student Hotel, we're as unfinished as you are.

VISION & MISSION



OUR PLACE IN THE WORLD

VISION

We believe that everybody with a **student spirit** should feel inspired to explore their purpose and **change the world.**



MISSION

We're creating a **complete connected community**, where the curious by nature come together to **make a difference.**



ACTION

We build **physical, digital and cultural spaces** that inspire; where people **learn, stay, work and play**, growing through shared experiences and stories.



VALUES



OUR VALUES

WHAT DEFINES US



OPEN

We're inclusive, approachable and never judge

CURIOUS

We believe in lifelong learning

FUN

We play with a wink and never take life too seriously

UNFINISHED

We're a work-in-progress and encourage learning from failure

CONSCIOUS

We make responsible, purposeful decisions that have a positive impact on people and places

ENTREPRENEURIAL

We take the initiative, challenge the status quo and question things

MANIFESTO

OUR CALL TO ACTION

to: Misha

from: Laura

to: Laura

from: Misha

commitment

*Implement Ateca Open
Source on kesvos and
help during the introduction*

MANIFESTO

Without curiosity and connection,
there's no change.

There's no 'I have a dream', no 'tear
down this wall' and no 'giant leap for
mankind.'

So, let's be curious. Let's connect.

Let's build a world that raises glasses
and questions together; shares
wisdom and foolishness, ideas and
high fives.

Let's check in and stand out. Open
eyes and close doors to boredom and
routine; smash personal records and
egos.

For the impassioned and ever-
questioning, the unrestricted and
unfinished: let's explore.

Today. Now. Because change shouldn't
wait, and neither should we.

Stay curious.

- The Student Hotel -

USAGE

BRAND BOOK

In 2012, Charlie checked his first guests into The Student Hotel. Amidst teary 'goodbyes', excited 'hellos' and sincere 'thank-yous', he began to understand that this wasn't going to be any ordinary hotel. This was going to be a place with purpose: somewhere that transformed lives. It quickly started happening, blossoming into an inclusive community with a fun-loving, ever-disruptive attitude.

We all deserve better

As our people became more diverse, so did we – building boundary blurring spaces, hosting cultural events and leading change initiatives, growing into a complete connected community, attracting the adventurous and venturesome, the energetic.

And so, we deserve better people from all backgrounds and curiosities.

And some is changing. They're mavericks, but they're growing, growing together.

12 – Brand story



Because, at The Student

Our story begins

with one simple observation
– students deserve better.

This is what a 26-year-old Charlie MacGrager put to some of the biggest investors, property developers and suited big-shots across Europe. It didn't go well. No one cared about quality student accommodation. In fact, no one really cared about students at all. But he did. They were the future and deserved an inspiring space to realise their potential. So, he didn't take 'no' for an answer.

Brand story – 11

We take the initiative to challenge the status quo and question the norm.

End

21 – Values

We believe that everybody with a **student spirit** should feel inspired to **explore their purpose** and **change the world.**




Why we're here

18

Vision – 19

POSTERS



WITHOUT CURIOSITY AND CONNECTION, THERE'S NO ~~CHANGE~~. THERE'S NO 'I HAVE A DREAM', NO 'TEAR DOWN THIS WALL' AND NO 'GIANT LEAP FOR MANKIND.' SO, **LET'S BE CURIOUS. LET'S CONNECT.** LET'S BUILD A WORLD THAT RAISES GLASSES AND QUESTIONS TOGETHER; SHARES WISDOM AND FOOLISHNESS, IDEAS AND HIGH FIVES. LET'S CHECK IN AND STAND OUT. OPEN  AND CLOSE DOORS TO BOREDOM AND ROUTINE; SMASH PERSONAL RECORDS AND EGOS. FOR THE IMPASSIONED AND EVER-QUESTIONING, THE UNRESTRICTED AND UNFINISHED: **LET'S EXPLORE. TODAY. NOW.** BECAUSE CHANGE SHOULDN'T WAIT, AND NEITHER SHOULD WE.

Stay curious.

EXHIBITIONS

70 mm 70 mm 70 mm

140 mm 70 mm

185 mm 140 mm

Our story begins
with one simple observation - students deserve better.

We all deserve better

What we're doing
We're creating a complete connected community, where the curious by nature come together to make a difference.

Open
Curious Fun
Unfinished
Conscious
Entrepreneurial

Hybrid Hospitality

Our values are part of our DNA

Brandiverse
We're no ordinary hotel. And we're not just for students.

THE STUDENT HOTEL

CO-WORKING
CO-CONNECTING
CO-CREATING
CO-DOING
CO-MINGLING

CO-LABORATING
CO-OPERATING
CO-THINKING

Think global Act local
Act - Connect - Inspire

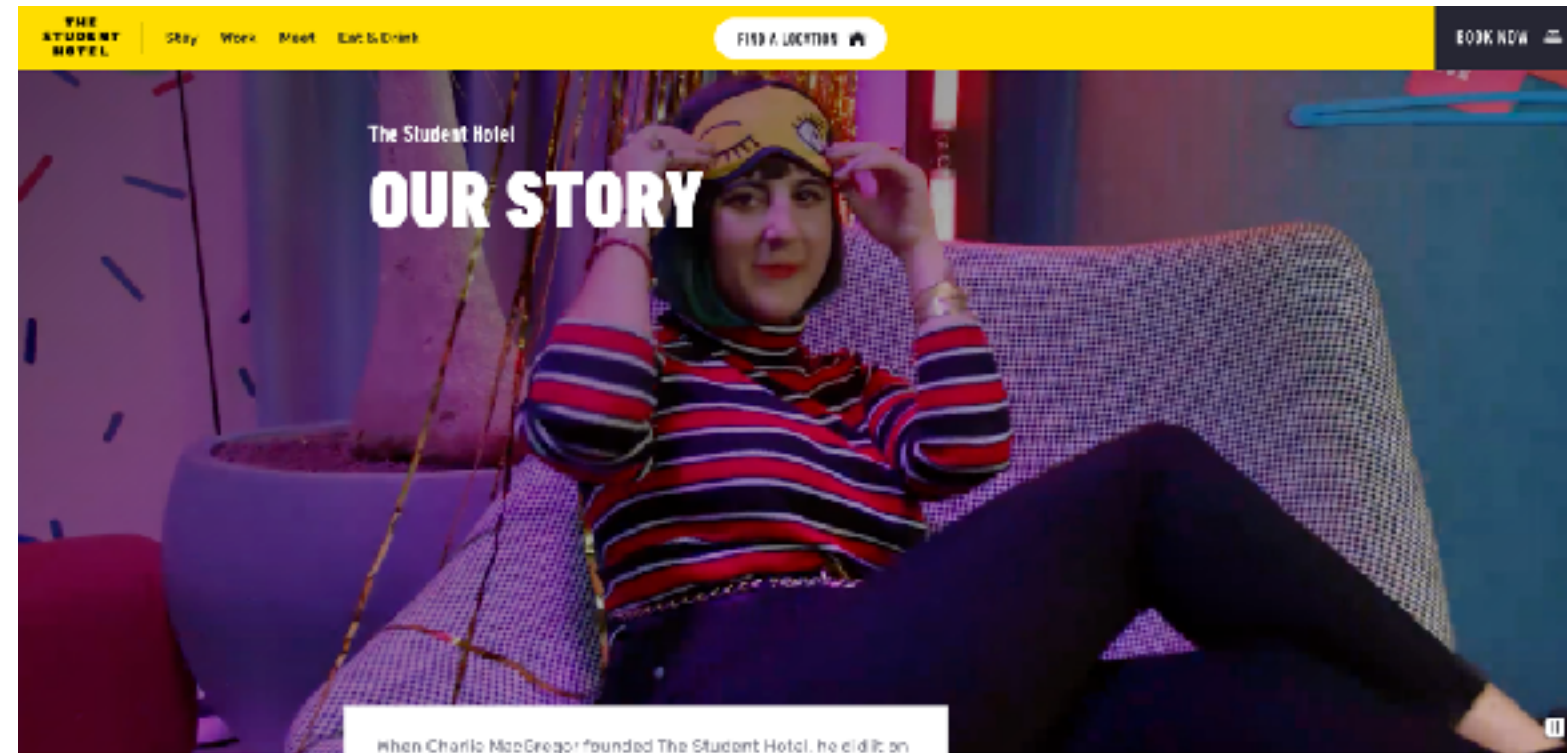
TSH City 2030

All across Europe
Coming to a city near you...

Food, drinks & things in common

185 mm

DIGITAL



OUR STORY

When Charlie MacGregor founded The Student Hotel, he did it on the strong belief that students deserved better. Beyond accommodation, they needed an inspiring space to explore their

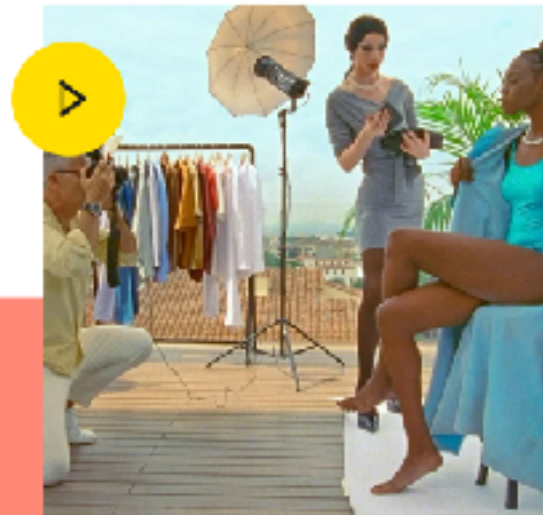
Stay curious.

We not only welcome students, but guests and visitors from all walks of life on our mind: level of learning and various nature: with what we call a student spirit.

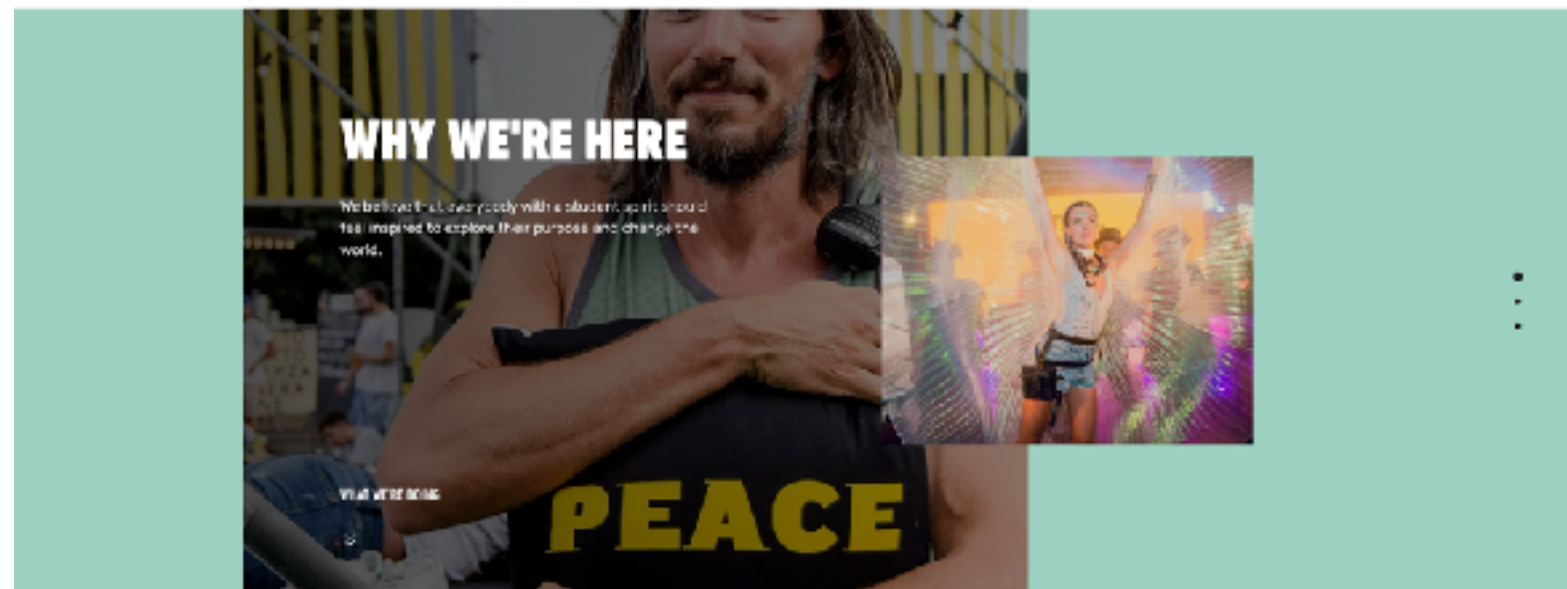


Bringing communities together provides an opportunity to learn from one another.

Patix Hillier, Owner & Manager



The Student Hotel is an ever-evolving brand, our bold designs and respectful initiatives to our ever-learning students, guests and co-workers.



WHY WE'RE HERE

We believe that every body with a student spirit should feel inspired to explore their purpose and change the world.

WHAT WE'RE DOING

PEACE

BRINGING PEOPLE TOGETHER

Complete Connected Community

At the Student Hotel, community is at the centre of everything we do - from how we build our hotels to how you experience them. From the students that live with us to weekend travellers, co-workers, coffee-grabbers, and everyone in between, we're all part of the complete connected community. Together, we learn, grow and evolve through the interactions, an experience every single day.

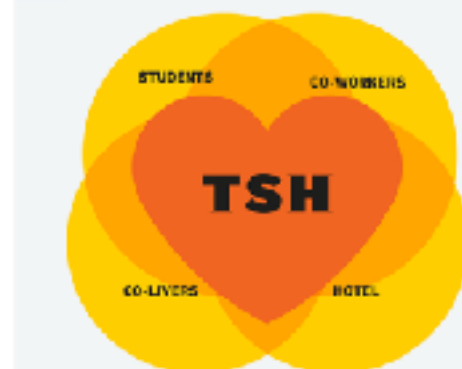
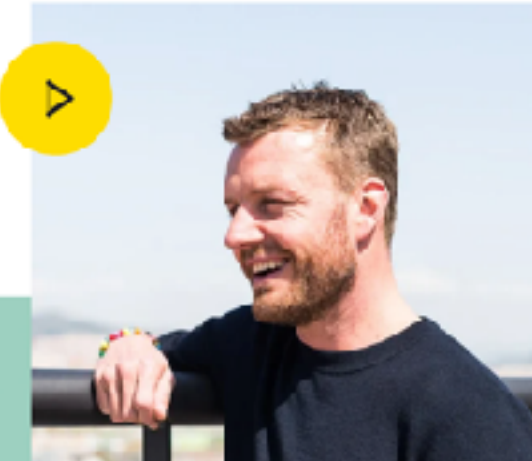


At just 26 years old, Charlie MacGregor founded The Student Hotel with a desire to build a better world. As we continue to grow, we share our message of community, connection and purpose.



Our hotels are a celebration of the student spirit that drives all of our visitors.

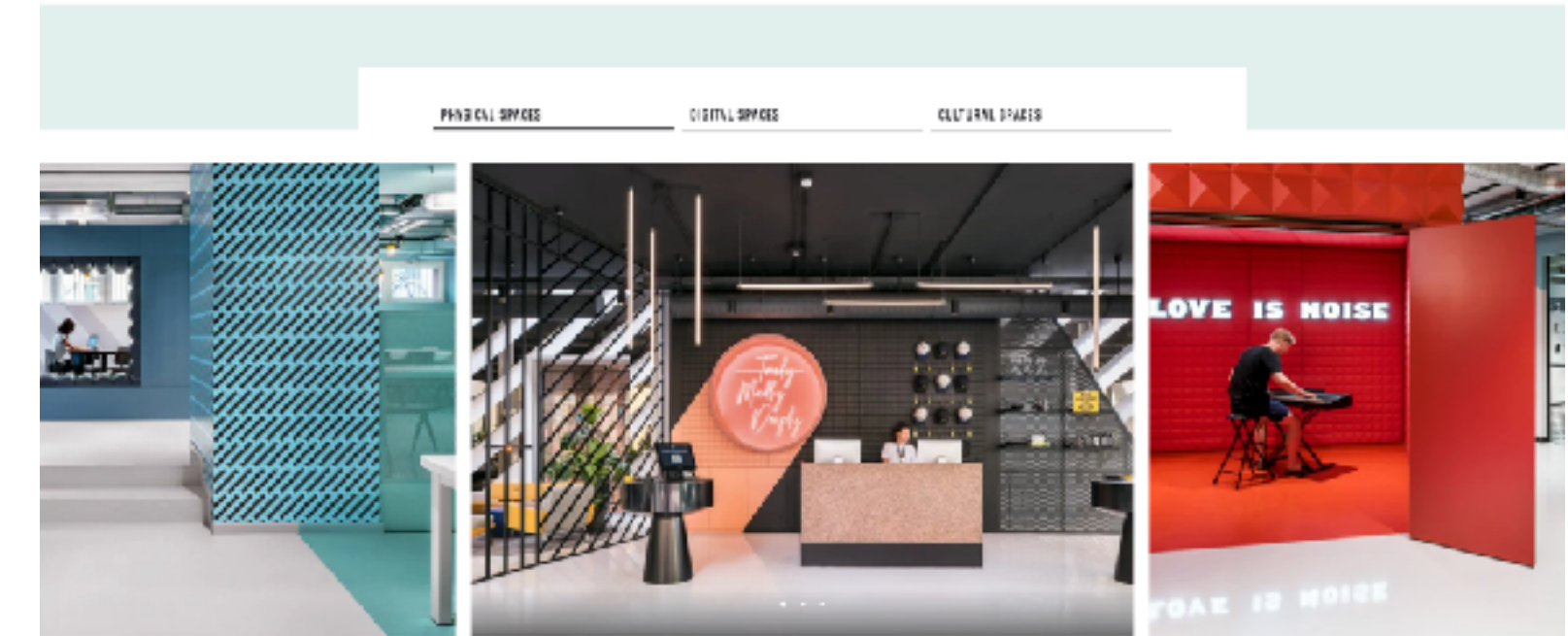
Charlie MacGregor, CEO & Founder



STAY FOR A NIGHT UP TO A YEAR

Hybrid Hospitality

More than a hotel, and more than a home. Our unique hybrid hospitality model means we're as flexible as it gets, welcoming guests from a week's stay to a year, and our unique offering means we're the perfect place to learn, play, work and play, with cutting-edge co-working and live spaces, TSH Cafés, a meeting bar and restaurant, The Commons, one-on-one meeting and event spaces for functions big or small.



Our values



Open

We're inclusive, approachable and never judge.



Curious

We believe in staying curious and pursuing lifelong learning.



Fun

We play with a work and never take life too seriously.



Unfinished

We're always in progress and encourage learning from failure.



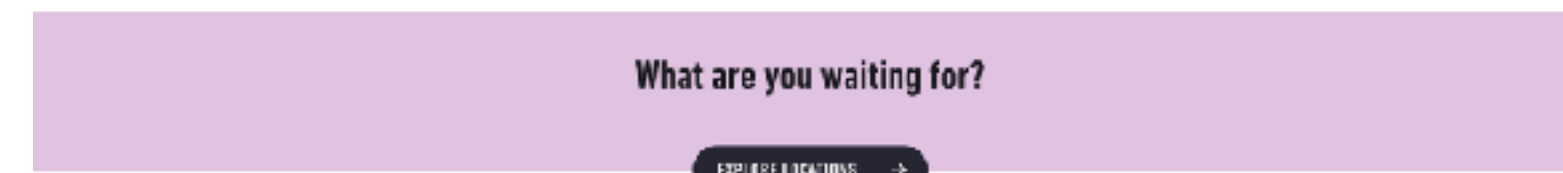
Conscious

We make responsible, purposeful decisions that have a positive impact.



Entrepreneurial

We take the initiative, challenge the status quo and question things.

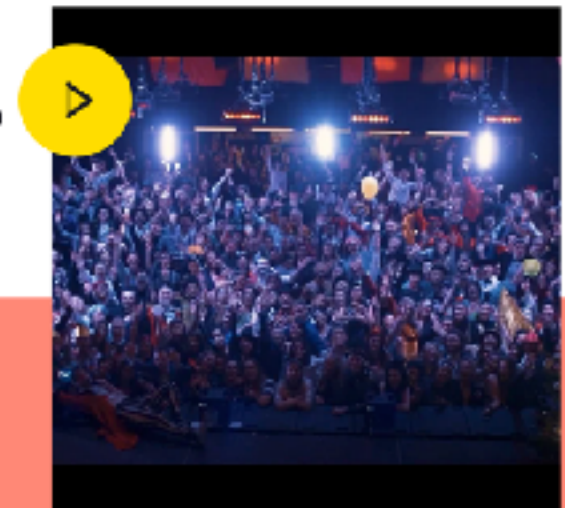


Careers



We inspire and support curious, passionate and authentic people to reach their potential.

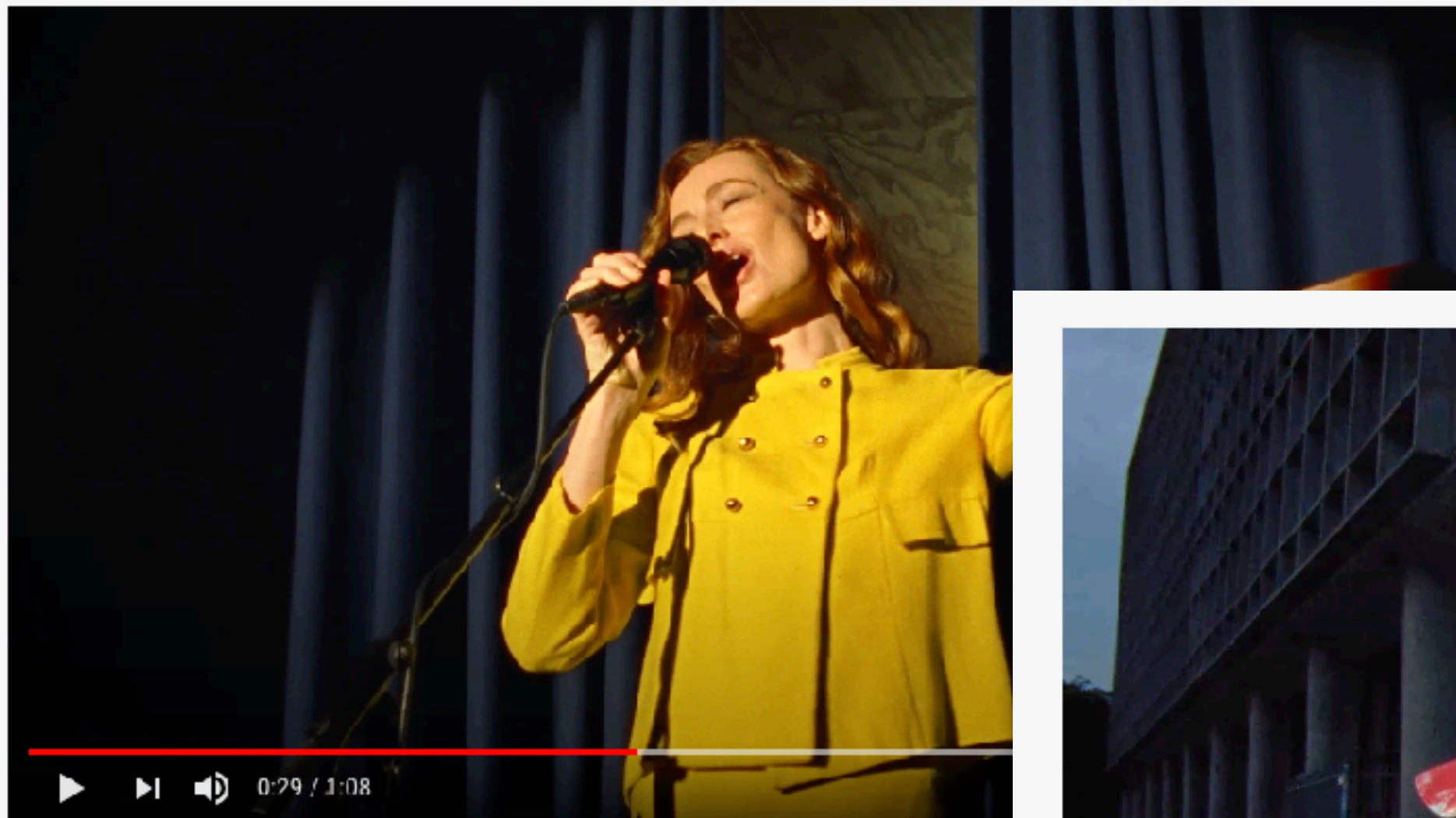
Wesley Struhs, Chief People Officer



Working at TSH is all about professional challenges, personal development, career growth and fun. What makes working here different? We truly care about our people.

Learn more

VIDEO



#tshife #staycurious
Stay Curious. | The Student Hotel



#tshife #staycurious
Stay Curious. | The Student Hotel



#tshife #staycurious
Stay Curious. | The Student Hotel