

Wonderla Holidays Limited

6th Floor, Aanand Tower, Rajaram Mohan Roy Road, Richmond Circle, Bangalore - 560 025.
Phone : +91 80 67477333, E-mail : mail.crp@wonderla.com Website : www.wonderla.com
CIN :- L55101KA2002PLC031224



AMUSEMENT PARK & RESORT

PRESS RELEASE

Wonderla Invites India to “Get Closer” with a New Brand Positioning and Strategy

Plans to expand nationally as an entertainment and hospitality brand

Bengaluru, Monday, April 03, 2017: In a bid to ramp up the fun factor, Wonderla Holidays Limited, India's No#1 Amusement Operator, today announced a comprehensive repositioning strategy with a new brand identity. After a successful run as the country's premier “thrill -station” over a decade, the company is ready to expand its footprint nationally as a complete entertainment and hospitality brand. In keeping with the ambitious plans, the company initiated a complete refresh of its identity with a promise of being a “fun & energizing place where people get closer.” The new strategy will include a new logo, new sonic identity and a new mass media campaign.

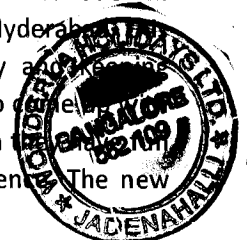
Speaking at the unveiling of the Brand Refresh, **Mr. Arun K Chittilappilly, Managing Director, Wonderla Holidays Limited** said, “Over the last decade, Wonderla has gone from strength to strength. Our existing properties in Kochi & Bangalore including our newly opened park in Hyderabad are immensely popular with a very strong customer equity. We are one of the best performing companies in our segment not only in India but also globally. We are very proud of what we have achieved so far. But, we have bigger ambitions – to make Wonderla a national hospitality and entertainment brand to reckon with. The idea behind the change is therefore set the Wonderla brand up for these bigger ambitions.”

The new Wonderla Logo is a more modern, dynamic take on its existing Logo and represents the full potential of Wonderla as a destination for all ages.

Mr Saswata Das, Partner & Executive Director, WOW Design, the agency responsible for developing the new logo explained, “We had to rev-up the Identity of an extremely successful brand with a very well recognised logo to increase its relevance in current times. The primary challenge was to resonate with an audience of age bracket as diverse as 5 to 45 years. What we did was to crack an overarching theme for the Brand which laid the foundations of the Design Strategy. Then we recreated the logo for Wonderla to generate an engaging experience. I am sure the new brand positioning and refreshed look is going to create a lot of pull for the Brand in future.”

In keeping with the new positioning, Wonderla will also be rolling out a new brand campaign and a theme song that will be going on air from 6th April. Happy mcgarrybowen, the creative agency from Dentsu Aegis Network, has developed this new campaign.

Speaking about the new campaign; **Mr. Kartik Iyer**, CEO, Happy mcgarrybowen said, “Wonderla is an iconic name for anyone who has lived in South India. The theme park has been a favoured destination in Kochi and Bengaluru for families and tourists alike. With the opening of a new park in Hyderabad was the perfect opportunity for a Brand refresh. Out with a spanking new identity and in with Wonderla's aspirations of becoming a national brand name, the teams worked together to develop a positioning and brand idea that delivers on a simple insight that people get closer when they are together. A lot of effort has gone into capturing the essence of the Wonderla experience. The new campaign is only a first step to all the exciting things planned for the brand.”



Branches:

Reg. Office : 28th KM, Mysore Road, Bangalore - 562 109. Ph : +91 80 22010333/311; E-mail : mail.blr@wonderla.com
Kochi : Pallikkara, Kumarapuram P.O., Pin: 683 565, Ph : 0484-2684001-6 Fax: 0484-2684001, E-mail : mail.cok@wonderla.com
Hyderabad : Kongara Raviryalu P.O., Rangareddy District, Pin: 501 510, Ph : 040-23490300, E-mail : mail.hyd@wonderla.com