

Press release

Lucerne, 19 October 2017

Embargoed until today, 19 October 2017, 6pm

—

KKL Luzern launches new brand identity

KKL Luzern is making a bid to further boost its good brand positioning in Switzerland and around the world. A comprehensive rebranding exercise has been completed in the last 18 months. The new brand world focuses on the unique moments experienced at KKL Luzern by guests, artists and organisers.

«In the year 2020, we are to celebrate the 20th anniversary of KKL Luzern», says CEO Philipp Keller. «Up to then we want to further sharpen our position to differentiate ourselves from our competitors even more.» The guests, organisers and artists who experience unforgettable moments for all the senses at KKL Luzern are focal points of this.

Four brand values: Experience partner, perfect host, creative pioneer and world class in Lucerne

«The four brand values reflect the high demands we place on ourselves. They provide the guidelines for our future, and are from now on anchored in our company,» explains CEO Philipp Keller. «Our brand philosophy is that the success of a brand is mainly down to us, the employees. We can make the difference with our attentive and professional work - from the moment a customer first gets in contact until we say farewell.»

KKL Luzern today sees itself as a comprehensive service provider that wants to bring new formats to Lucerne together with its event partners. «I see great potential in the strategic cooperation with our key partners to regularly showcase innovations,» says CEO Philipp Keller. «Our cooperation can be further extended, for example in the field of combination of offers.»

An experience reflected in a brand identity

The special moments enjoyed on a visit to KKL Luzern take a central role in the new visual brand identity. Sebastian Maiss, Chief Sales & Marketing Officer, explains that: «In the world of images, for example, we put ourselves in the perspective of the guest or the artist and show KKL from this viewpoint.» The new logo and visual design elements were designed to be used flexibly and in multimedia. «This gives us the opportunity to tailor our messages as they are targeted for a particular channel,» explains Maiss. The lead agency for the new brand strategy and design was Process Group of Zurich. Fabian Bertschinger, Creative Director, says: «The challenge in the new brand positioning was to develop a well thought-out, modular concept for the future that forms an umbrella for all KKL business areas. This made the project particularly exciting.»

Information on the launch of the new brand identity:**Invitation to launch event**

We are delighted to invite you to the launch event of the new brand today, **19 October 2017, at 17:30** in the KKL Pavilion. We would ask you please to register if you plan to attend to medien@kkl-luzern.ch.

Background discussions

Philipp Keller, CEO, will be pleased to hold a background discussion with you on 19 or 20 October 2017. To arrange a time, please contact us on 041 226 74 38 or by email to medien@kkl-luzern.ch.

New KKL design

On the following link you can find further details on the new brand identity of KKL Luzern as well as image and video material available to download. Please note the media embargo until 6pm this evening, 19 October 2017.
Link: <https://kkl-luzern.ch/de/der-neue-markenauftritt>

Media contact

Andreas Roth
Head of Marketing + Communication
Phone: +41 (0)41 226 74 38
Email: medien@kkl-luzern.ch