



QUEENSLAND'S UNITED SERVICE CLUB CASE STUDY

Queensland's United Service Club is a private members' Club that strikes just the right balance for modern professionals and their families. The Club marries the best of the great service traditions of the Military with the very latest concepts in world-class hospitality. This union delivers to members a thoroughly modern club that celebrates tradition while welcoming spontaneity and embracing Queensland's more relaxed way of doing business and pleasure



Challenge

Molto Bene facilitated a series of strategy workshops for the USC Board that identified a significant opportunity for the Club to better position itself with both the Club's current member base and event and membership target markets through more effective brand articulation



Solution

Molto Bene developed a comprehensive Brand Tool Kit to assist an busy USC administration function to bring Club values to life in efficient, effective and tangible ways. The tools were multi purpose, able to be easily employed in a variety of ways throughout Club operations and communications



Benefits

The USC incorporated Brand Toolkit components into their communications with great outcomes. Membership enjoyed an immediate uplift and thankfully remained stable during COVID due to increased member stickiness. Introduction of a Molto Bene recommended contemporary co-working space for members completed with great take up

MOLTO BENE

To learn more about how we can help you achieve your goals, contact:

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