

MARCO LINGENTI

# Graphic Design Case Study – Step 2

Club Med 

## BRIEF 1- OFFER DESIGN

Redesign one of the Current Media Ads

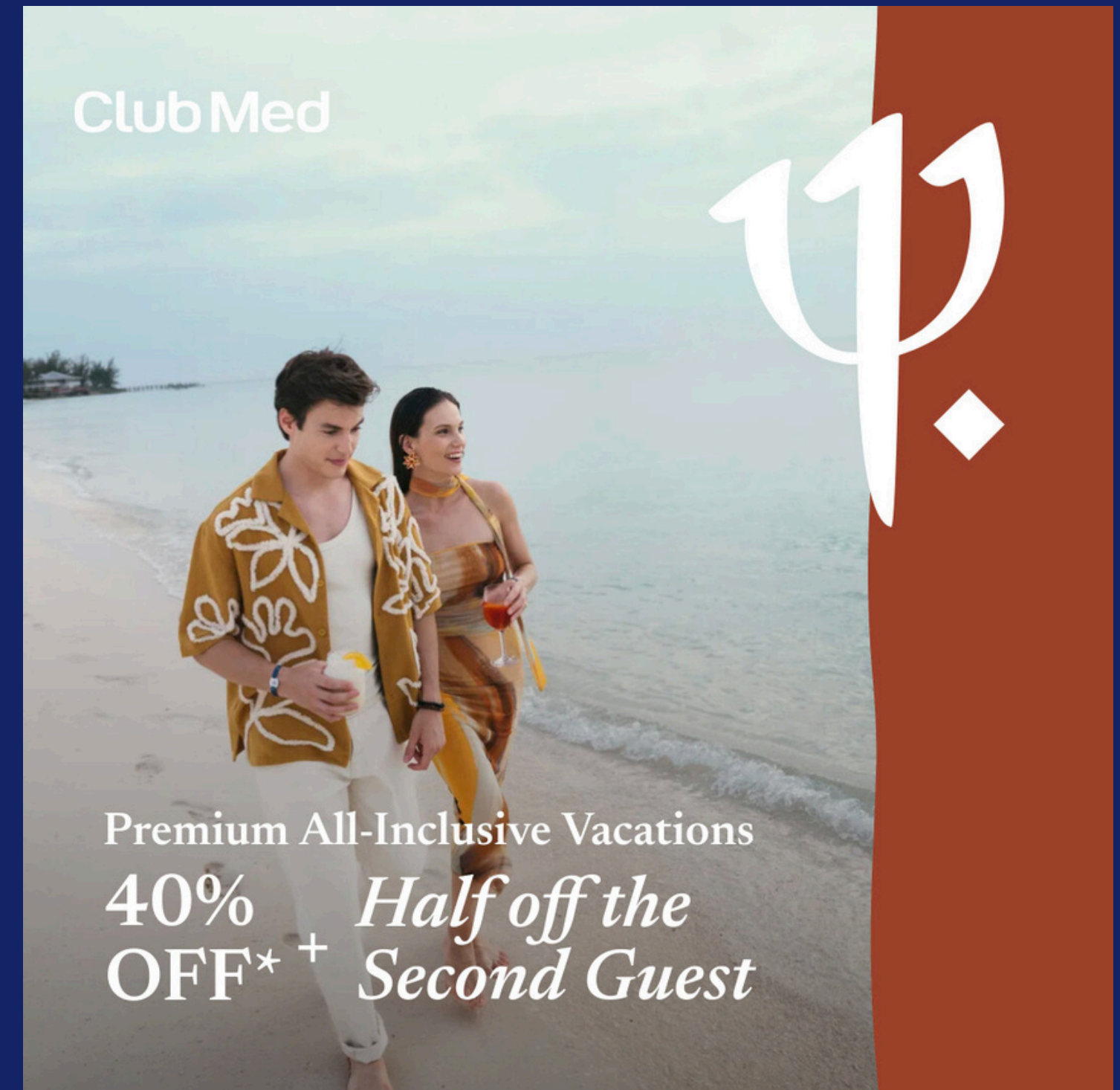
### Initial Assessment

- Some key information lacks contrast
- Limited emotional dimension
- Premium positioning could be elevated
- Promotional message not fully understood at first glance

### Design Objective

- Elevate the premium perception.
- Maintain promotional clarity and Meta best practices.

Current ad I redesigned :



# BRIEF 1- OFFER DESIGN

Redesign one of the Current Media Ads

1:1



9:16



4:5



# BRIEF 1- OFFER DESIGN

Redesign one of the Current Media Ads

## Creative Choices

- Image aligned with core couple-focused audience
- Clean horizon line enhances premium feel
- Reduced visual noise for stronger clarity
- Emotion-led visual supporting promotional intent
- Clear focal hierarchy for mobile readability



## Visual Hierarchy

1. 40% - Primary attention driver, immediate value perception
2. Club Med logo & premium tagline - Brand reassurance and positioning
3. Sail mast (vertical element) - Structural guide reinforcing upward eye movement
4. Couple on the beach - Emotional anchor supporting the offer



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Redesign one of the Current Media Ads

## Social Medias Mock-ups

Club Med Sponsored

Escape to turquoise waters and effortless moments.  
For a limited time, enjoy up to 40% savings, with 50% off the second guest.

ClubMed *Premium All-Inclusive Experience*

Save up to **40%**  
Second guest receives **50% off**

\*see details on www.clubmed.us

WWW.CLUBMED.US

**Up to 40% savings on your next getaway** [LEARN MORE](#)

Premium all-inclusive resorts worldwide.

130 13 Comments

Like Comment Share

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ClubMed *Premium All-Inclusive Experience*

Save up to **40%**  
Second guest receives **50% off**

\*see details on www.clubmed.us

7.1K likes

@clubmed Escape to turquoise waters and effortless moments. For a limited time, enjoy up to 40% savings, with 50% off the second guest.

[View all 55 comments](#)

17:23

clubmed 53s Sponsored

ClubMed *Premium All-Inclusive Experience*

Save up to **40%**  
Second guest receives **50% off**

\*see details on www.clubmed.us

## BRIEF 2- VALUE & ADAPTATIONS

Create a key visual that communicates the value of a Club Med all-inclusive getaway

### Understanding & Reflection

- Communicate value without mentioning discounts
- Express all-inclusive through experience
- Maintain a premium aesthetic
- Create a scalable visual system

### Creative Approach

- Value = freedom from planning
- All-inclusive implied, not stated
- Emotional connection over transactional messaging
- Premium through simplicity and space

## BRIEF 2- VALUE & ADAPTATIONS

Create a key visual that communicates the value of a Club Med all-inclusive getaway

### VISUAL 1 - 16:9



## BRIEF 2- VALUE & ADAPTATIONS

Create a key visual that communicates the value of a Club Med all-inclusive getaway

### Creative Approach

1. "All That Matters" focuses on meaningful moments
2. Subtle reference to planning removed
3. Elegant typography contrast for premium feel
4. Structured layout adaptable across formats

### VISUAL 1 - 16:9



## BRIEF 2- VALUE & ADAPTATIONS

Create a key visual that communicates the value of a Club Med all-inclusive getaway

- Same visual system
- Adjusted hierarchy per format
- Consistent brand presence

### VISUAL 2 - WEB BANNER - 1440 x 800 px



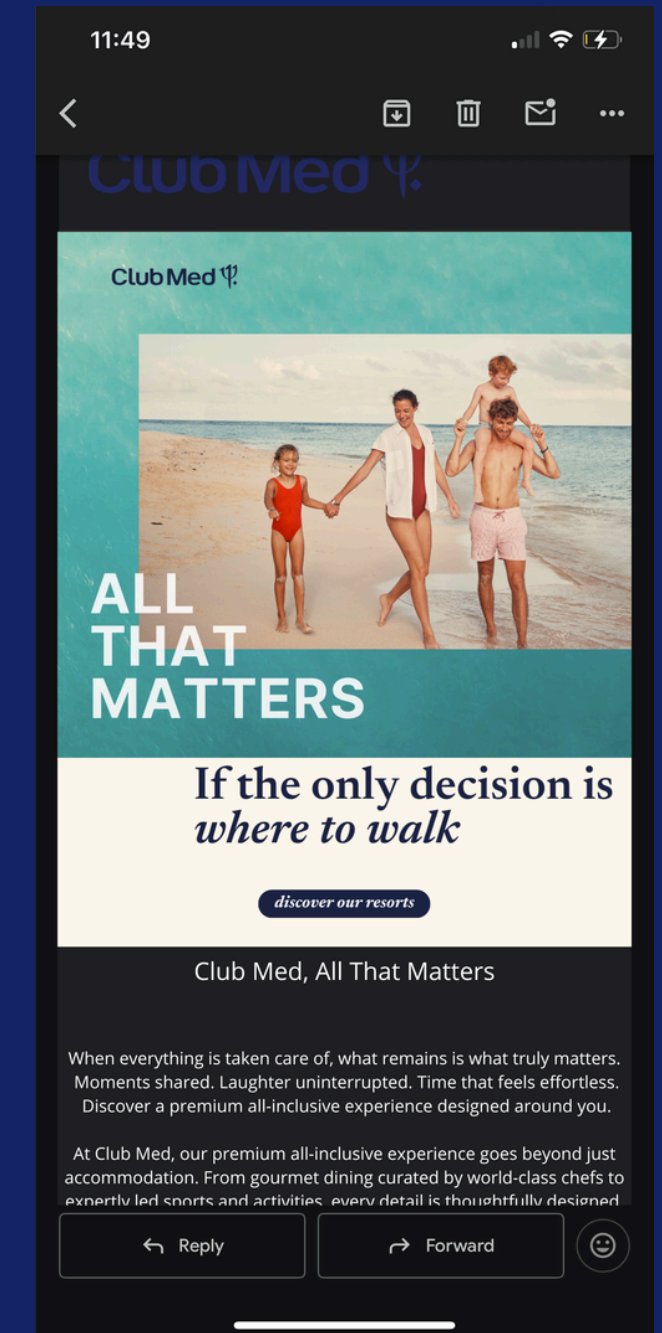
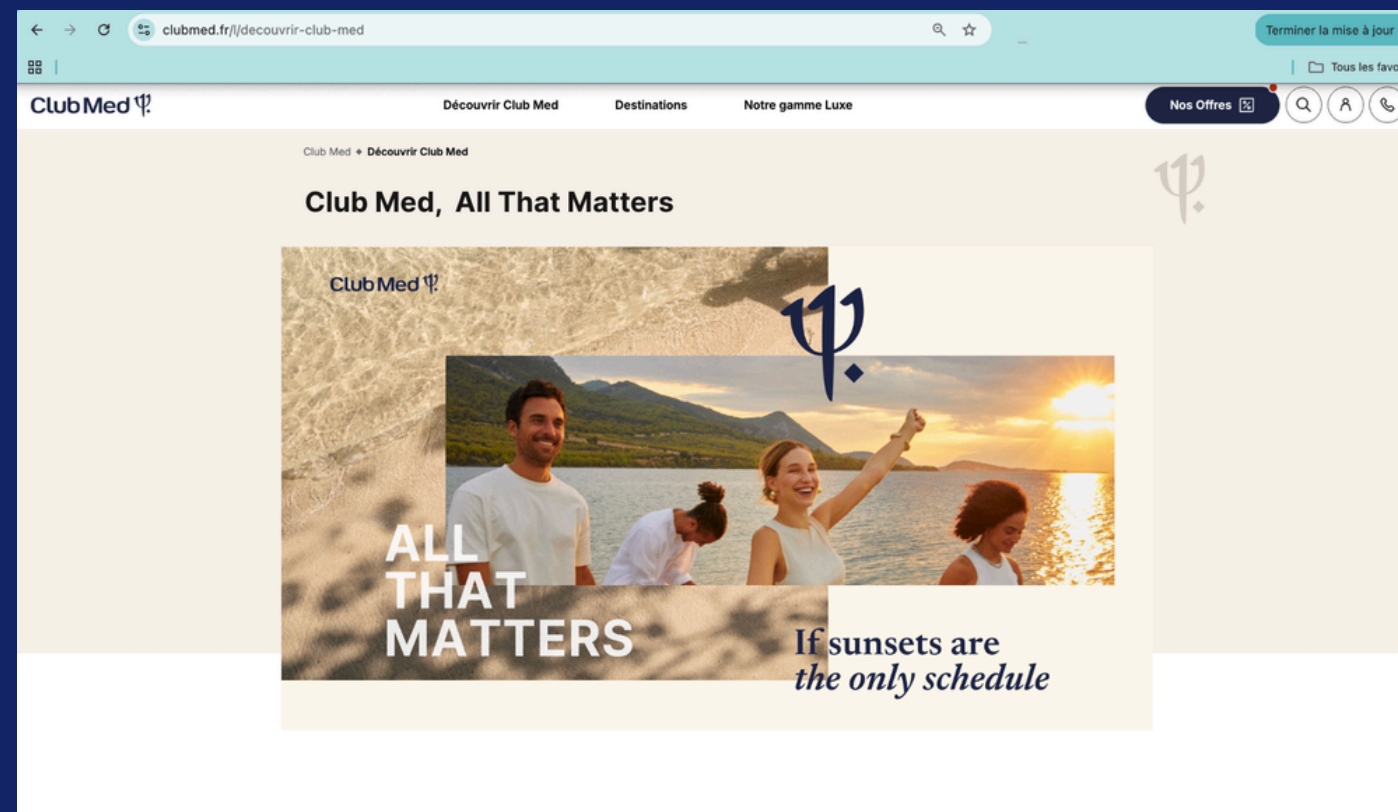
### VISUAL 3 - EMAIL HERO - 4:5



# BRIEF 2- VALUE & ADAPTATIONS

Create a key visual that communicates the value of a Club Med all-inclusive getaway

## Mock-ups



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Thank you!

Club Med 