

## ReServe Interactive Unveils New Brand Strategy - Same Intuitive, Intelligent Product, Enhanced Message to Industry

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ReServe Interactive, a leader in hospitality software solutions, announces a new brand strategy designed to dramatically enhance the company's current brand identity and elevate the look and feel of existing communications. The newly developed approach includes revised brand positioning, as well as a re-designed website and software interface, corporate collateral and marketing materials.

'What you will see from ReServe is simply a more dynamic and sophisticated look and feel, and brand messages that express and amplify the unique attributes of the ReServe Interactive(R) brand,' explains Beth Goodell, president and chief marketing officer. 'This new brand strategy has been designed to exemplify who we are, our business philosophy and our commitment to customers.'

In August of 2007, ReServe Interactive partnered with BrandCulture Company of Los Angeles, California, to develop a clear and cohesive brand strategy, including an elevated visual vocabulary and key messages that represent ReServe's business culture and product offering, and distinguishes ReServe from its competitors.

'When we began working with ReServe, we were astonished by how smart their solution was,' noted Eric Pinckert, managing director at BrandCulture Company, LLC. 'It was clear that ReServe had captured years of hard-won deep domain expertise and literally built it into their technology. This inside understanding of the hospitality industry along with a culture of uncommon commitment to their clients gave us a tremendous platform to work with in elevating and extending the significance of the ReServe Interactive brand promise.'

As part of the branding strategy, a new color palette has been established to provide a more sophisticated look that speaks directly to ReServe's accomplished customer base. In addition, a new corporate tagline - ReServe Interactive - You've Never Worked Like This Before - has been developed to represent how ReServe's intelligent, intuitive software offering allows end-users to conduct business in a more efficient, dynamically different way.

### **About BrandCulture Company, LLC**

BrandCulture Company ([www.brandculture.com](http://www.brandculture.com)) combines Brand Development, Organizational Strategy and Brand Experience consulting and multi-disciplinary design services across industries, including financial services, hospitality, insurance, real estate and technology. The BrandCulture 'inside out' approach to brand-building unites the company's offerings under a common philosophy: that strong corporate cultures are the foundation of all great brands. BrandCulture Company, LLC is headquartered in Los Angeles, CA.

### **About ReServe Interactive**

ReServe Interactive specializes in Catering, Event Management, Dining Reservation and Table Management software applications for the hospitality industry. By combining intuitive workflows with intelligent tools, the company has been helping its customers optimize their hospitality operations since 1996. ReServe Interactive software has been installed at more than 1,000 hospitality venues including hotels, restaurants, sports and entertainment facilities, golf clubs, private clubs, cultural institutions and wineries. The company is headquartered in Delafield, Wis., with its sales and service office located in Livermore, Calif. For more information, visit [www.reserveinteractive.com](http://www.reserveinteractive.com).

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