

Advertising Copy

Halcyon Bay Resort Brochure Copy

Escape from the everyday

Executive summary

Halcyon Bay Resort is a home away from home on the beach at Dunsborough, in WA's southwest, and a brochure was part of a new marketing identity and push in the marketplace.

Client:

Halcyon Bay

Content type:

Brochure copy

Brief:

To investigate and appreciate the new market position the client hoped to promote among potential customers and use it to create marketing material.

Deliverable:

Copy for a DL-sized brochure, written with an appreciation of the new market position the client hoped to promote as well as the constraints of a pre-made design.

Inside Front Cover

Welcome to Halcyon Bay, where every day is not like the everyday.

Nestled on the beach in one of the most beautiful and relaxing corners of the southwest wine region between Perth and Margaret River, Halcyon Bay is your gateway to whatever sort of holiday you're after.

Whether it's to explore the wineries and attractions of the region or laze away the days on one of WA's most beautiful beaches, Halcyon Bay will take you a million miles from the everyday...

Inside Centre

The Southwest

Few other areas of Western Australia have more to offer. Halcyon Bay is located on the beachfront in Dunsborough, in the heart of WA's wine country. Everything you need to rejuvenate, distress and recharge is within easy reach, and if you don't feel like going far afield, Dunsborough itself is one of the area's most accommodating towns.

World-renowned wineries dot the region, and you can take as long or short a time as you like exploring them, tasting their wares or enjoying top class cuisine.

A host of cosmopolitan cafes and restaurants, art and craft shops, activities and all the other amenities you'll need are in walking distance, the famous Dunsborough Lakes Golf Course is right on the doorstep and of course, you're right on the beach.

Inside Centre Right

The Village

Halcyon Bay is neither a hotel complex nor a holiday park but a luxurious village resort located just a few hours drive from Perth.

Our selection of stunning one or two storey holiday homes are fully appointed and furnished and everything you need to enjoy your stay is provided.

Your own holiday house at Halcyon Bay offers the best of both worlds, where you can enjoy the privacy and luxury of a fully detached holiday home in our grounds as well as the advantages and benefits of resort living.

Feel like a massage in the afternoon? Need babysitting? Have any special catering requirements you need brought right to your door? Our staff will make your stay as comfortable as possible and leave you to enjoy everything Halcyon Bay, Dunsborough and the southwest have to offer.

Outside Left

Sleeping up to 12 people, Halcyon Bay holiday homes are constructed to the highest standards using modern fixtures and fittings and the most attractive contemporary designs.

With an emphasis on natural light and breezy spaces, many homes have fully glass frontages offering unimpeded views over the beach and grounds.

Completely self contained, your holiday home will feature a minimum of;

- 2, 3 or 4 bathrooms, some with spa
- all linen excluding beach towels
- fully equipped kitchen
- fully equipped laundry
- TV/Video/DVD/CD players
- alfresco area with gas BBQ
- landscaped gardens
- 2 car parking
- reverse cycle air-conditioning & wood fires in selected houses ■