

GEORGE PATTERSON Y&R

BRAND CUBE

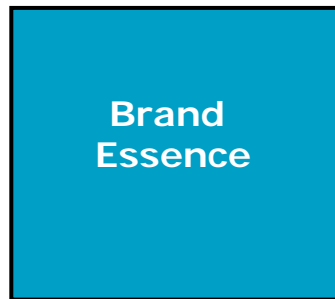
Uncrowded
Peace/Space

Calm



Inspiring
Relaxation

Activity &
Discovery



Time out &
Enjoyment

Welcoming
'Village' Life



Natural

Unspoilt/Diverse
Dramatic