

Glamplex – Turning Raw Nature Into a Luxury Brand Experience

Client: Glamplex

Industry: Hospitality & Outdoor Tourism

Location: Murree, Pakistan

Project Type: Brand Launch & 360° Marketing Strategy

Challenge

Glamplex was a bold new venture — a brand-new concept of artistic, glass huts nestled in the wild terrain of Murree. But launching a brand from scratch in a highly competitive tourism space came with serious challenges:

- No prior brand identity
- No digital presence
- No customer base
- A need to balance *luxury, comfort appeal* with *raw nature* experience

The goal was to build a brand that spoke to elite travelers, nature lovers, and lifestyle influencers — without losing the authentic wilderness feel.

Strategy

We approached Glamplex with a complete **360° branding and marketing solution**, designed to transform it from a raw idea into a premium experiential brand:

✓ Brand Identity Development

- Crafted the name, logo, and full brand story around *luxury & comfort meets raw nature*
- Built a visual identity with earthy tones, minimal luxury design, and emotionally rich messaging

✓ Experience-Led Marketing

- We focused the marketing narrative on "*Disconnect to Reconnect*" — an escape from city life into artistic wilderness
- Designed content showing sunsets, warm lighting, solitude, and creative interiors

✓ Influencer-Led Launch Campaign

- Partnered with travel influencers and lifestyle bloggers for real-time Glamplex stays
- Created a buzz with reels, room tours, bonfire nights, and nature walk content
- Leveraged influencer trust to trigger immediate bookings from their audience

✔ Website & SEO

- Built a mobile-first booking website
- Optimized for keywords like “luxury huts in Murree” and “nature resort Pakistan”

✔ Social Media Domination

- Created scroll-stopping reels and static content for Instagram and TikTok
- Ran geo-targeted ads towards Islamabad, Lahore, and Karachi-based high-income travelers
- Curated seasonal promos like “Winter Escape” and “Monsoon Retreat”

Results

☐ Within 8 weeks of the campaign launch:

- **Glamplex became fully booked for 2 months straight**
- Daily DM and inquiry volume increased by 300%
- Over 25+ influencers visited within the first quarter
- Ranked in top search results for nature stays in Murree

Most importantly, Glamplex established a **premium yet accessible identity**, balancing adventure and elegance — making it a go-to destination for elite travelers and Instagrammers alike.

Client Quote (Generated)

"We had the vision, but Hatch Maze gave us life. From a wild idea to a sold-out experience — they crafted our brand like an artist. Every visual, every post, every influencer — they nailed it. Glamplex is now a movement."

— **Founders of Glamplex**
Sumaan Naeem