



Brand Strategy

Come Home to the Wild

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Brand Essence

The Heart of Kelora

Kelora was born from a family's dream to raise their children with dusty feet, starry nights, and the quiet magic of the bush.

A place where the wilderness is not something you observe from a distance.

It surrounds you.
It holds you.
It becomes part of your story.

Guests arrive and feel the shift immediately.
The air is calmer, the sky feels bigger,
and life suddenly becomes simple again.

This is the heart of Kelora. A place that reconnects you to nature, to each other, and to yourself.



Purpose (Emotional)

Why Kelora Exists

Kelora exists to help people reconnect.

To step into a quieter world.

To rediscover the calm that lives in nature.

To create memories that feel like they belong to a different time.

To remind families what it feels like to be together without distraction.



Purpose (Functional)

What Kelora Offers the World

We host guests in a simple, unfenced bush camp.
We offer a home-cooked table, guided bush walks, and personal stories.
We create a safe and intimate space for nature to work its quiet magic.
We welcome people as family and send them home rested and changed.

Our Difference

Why Kelora Feels Unlike Anywhere Else

Many places offer tents and sunsets.
Kelora offers a feeling.

It is a family-run camp where visitors are welcomed into a real home.

You share stories around the same fire.

You eat at one table.

You are guided by people who live here and love this land
with their whole heart.

There is no performance.

No polished safari routine.

Only the honesty of the bush and the warmth of a family
who chooses to live in it every day.

This is what makes Kelora feel different.
This is what makes Kelora stay with you.



Personality

The Spirit of Kelora

Kelora is warm and grounded.

It feels gentle and real.

We speak with sincerity, calm, and simplicity.

Kelora is:

Warm / Joyful / Peaceful / Curious / Down-to-earth / Softly playful
/ Honest / Hopeful / Deeply connected to nature

Our tone is always human and welcoming.

Never corporate. Never distant.

Always real.





Tone of Voice

How Kelora Finds Its Words

Kelora speaks gently, truthfully, and from the heart.
Our voice is shaped by who we are and where we live.

Warm. Like a fire on a cool night.

We speak with **kindness** and **intention**.

Honest. No pretending. No polish. Only truth.

Simple. Clear. Calm. Uncomplicated.

Soulful. We write with feeling and honour emotion.

Human. We sound like real people who care.

Welcoming. Familiar. Easy to be around.

Nature-led. The bush guides our language.

Calm. Grounded. Present with inner peace.

Archetypes

The Forces That Shape Our Identity

The Explorer, the Caregiver and the Everyman.

Together, these archetypes make Kelora wild, warm, grounded, and deeply human.

01

The Explorer

We lead guests into a world where nature is alive and full of discovery.

We celebrate curiosity, wonder, and adventure.

We invite people to step into the unknown with an open heart.

02

The Caregiver

We look after people with warmth and intention.

We make them feel safe, understood, and cared for.

We nourish not just their bodies but also their hearts.

03

The Everyman

We keep things simple and genuine.

We make people feel at home.

We treat everyone with honesty, kindness, and ease.

We believe in connection over perfection.



Brand Promise

The Promise We Make to Every Guest

We promise a stay that feels honest and human.
A place where the noise melts away.
A fire that gathers people together.
A tent that opens into the wild.

Food that is made with love.
A family that welcomes you as their own.
A quiet sense of peace that follows you home.

Kelora is simple and soulful.
This is our promise.



Guest Journey

What It Feels Like to Stay With Us

When guests arrive, we want them to feel a sense of peace.

The world feels slower.
The bush becomes louder.
Their minds begin to rest.

When they leave, we want them to carry something new.

A bit of courage.
A bit of understanding.
A deeper respect for nature.
A memory that stays long after the holiday ends.

Guests leave Kelora feeling a quiet transformation.
That is the true Kelora experience.

Defining Moments

Moments That Stay With You

There are certain moments that only belong to Kelora.

A **fire crackling** under a sky full of stars.

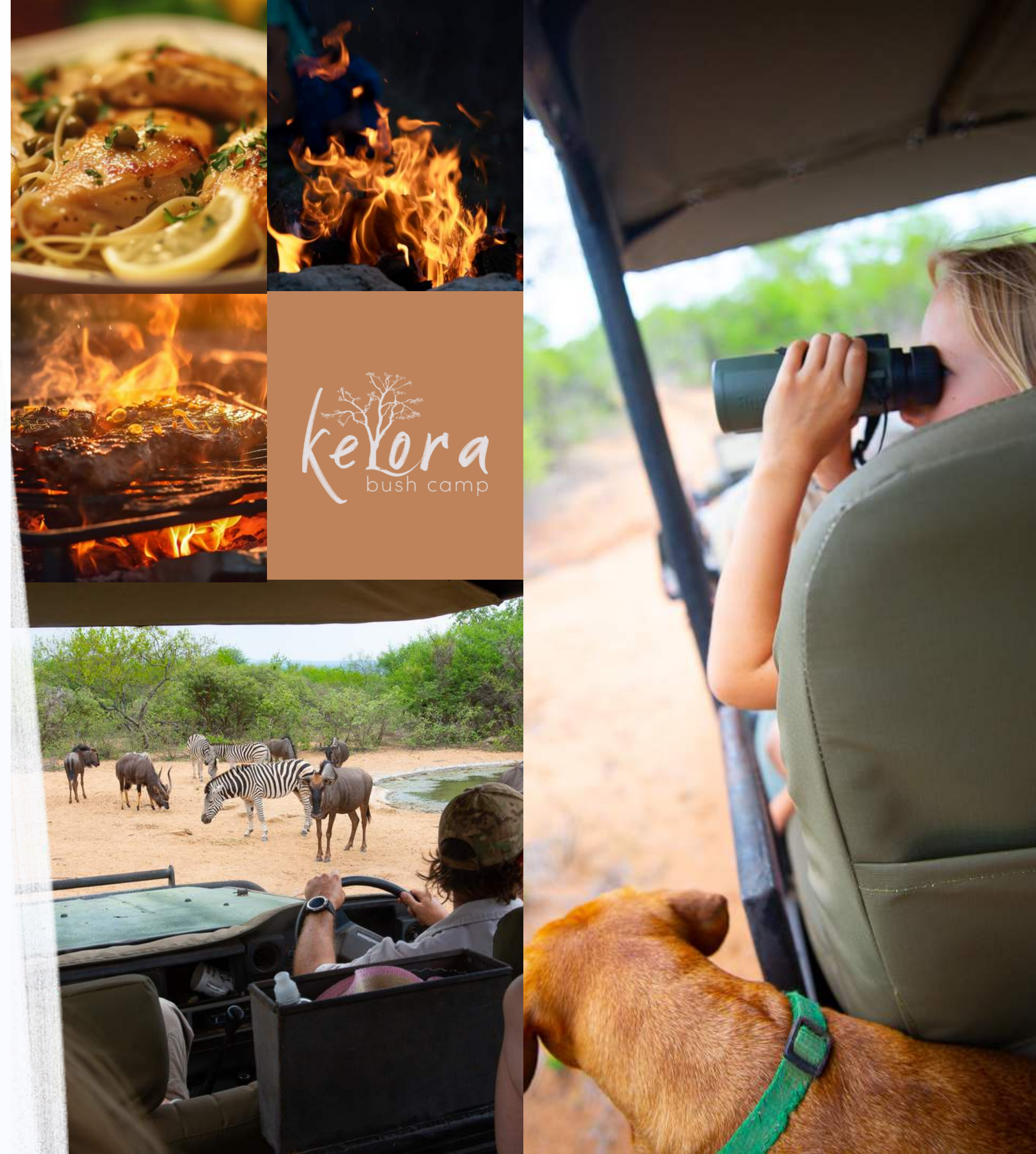
A **home-cooked meal** that fills the air with comfort.

A **bush walk** that awakens your senses.

A **braai** that feels like family.

Wildlife wandering so close you feel part of their world.

These are the moments that shape a stay at Kelora.
Small and simple, yet unforgettable.



The Foundations of the Kelora Experience

These are the foundations Kelora stands on.
The truths that shape every experience, every touchpoint, every moment.

01 Nature as Home

The wild is all around you. It shapes every day and softens every night.

02 Family as Hosts

You meet the people of Kelora.
Warm hands. Real stories.
Honest connection.

You are welcomed as if you have always belonged.

03 Honest Simplicity

No performance. No glamour.
Just the quiet beauty of what is real.

Everything we offer is rooted in sincerity, never in show.

04 Soulful Connection

Firelight. Slow time. Shared meals.
Moments that bring people closer to each other and to themselves.

This is where transformation begins.



Audience

The People Who Connect With Kelora

Kelora speaks to people who want something real.

We are perfect for:

- **Families** who want to build memories, not just take photos
- **Couples** who want quiet, peace, and time together
- **Travellers** seeking authenticity instead of luxury
- **Outdoor lovers** who crave nature and the wild
- **International guests** searching for a true African bush experience
- **Small groups** who value connection, simplicity, and privacy

Kelora is not designed for travellers who want high-end luxury or a bug-free bush.

We are proudly rustic. We are proudly real.
These are the people who find their home with us.

Our Family

The People Behind Kelora

At Kelora, you don't meet a management team.

You meet a family.

A family who chose the bush over the city.

A family who raises their children under open skies.

A family who welcomes guests not as visitors, but as part of their story.

You will be greeted by people who embrace this land with their whole hearts.

- **Kristian** – your guide, your teacher of tracks, your link to the heartbeat of the bush
- **Jenni** – the warm host, the calm presence, the storyteller, the keeper of details
- **Glenda** – the soul of the kitchen, the comforting hands behind every meal
- **Given** – the caretaker of the land, the quiet strength that keeps Kelora running

These are the people who make Kelora feel like home.

This is the team that shapes your stay — not with polished routine, but with real connection.



Kristian Cherry

Owner / Guide



Jenni Cherry

Owner / Host



Glenda

Cook & Housekeeper



Given

Groundskeeper & Support

Landscape

The Uniqueness of Kelora

There are countless lodges and glamping camps in South Africa. Many offer the same promises. Many look the same on a website.

But Kelora is not part of that sameness.

Kelora is private.

Kelora is family-run.

Kelora is quiet and deeply personal.

Kelora is guided by someone who knows the bush the way most people know their childhood backyard.

Kelora is a place where nothing feels staged, rushed, or manufactured. Everything is real. Everything is lived.

Other places may offer luxury.

Kelora offers connection.

And in a world that is tired of performance, connection is the rarest and most powerful luxury of all.





Origins

How Kelora Came to Be

Kelora was born beneath wide skies and the quiet breath of the bush.
A family made it their home, and the land shaped their days.

In time, that home widened —
to welcome travelers seeking something true.
Here, tents open to the wild.
Meals are shared like memories.
And the bush offers its lessons to anyone willing to listen.

Kelora is a story still being written.
And every guest adds a line.

Our Offering

What a Stay in Kelora Includes

Kelora is small, simple, and full of heart.
What we offer is not luxury.
What we offer is meaning.

Tented Living

Canvas rooms that breathe with the bush.
Soft morning light.
Nights filled with wild sounds.
A sense of belonging to the land.

Home-Cooked Meals

Warm, hearty food prepared with care.
Shared around one table.
A daily ritual that brings people closer.

Bush Walks

Guided by Kristian.
A chance to see, learn, and feel the bush on foot. Tracks, stories, and quiet discoveries.

Game Drives

Exploring the surrounding areas with insight and intention.
A gentle introduction to the wild.

Nearby Adventures

Panorama Route. Blyde Canyon.
Chukudu. Kruger National Park.
Experiences that deepen your time in the Lowveld.
Kelora offers simplicity with soul.
The kind that lingers long after you leave.





Marketing Strategy

How We Share the Kelora Story With the World

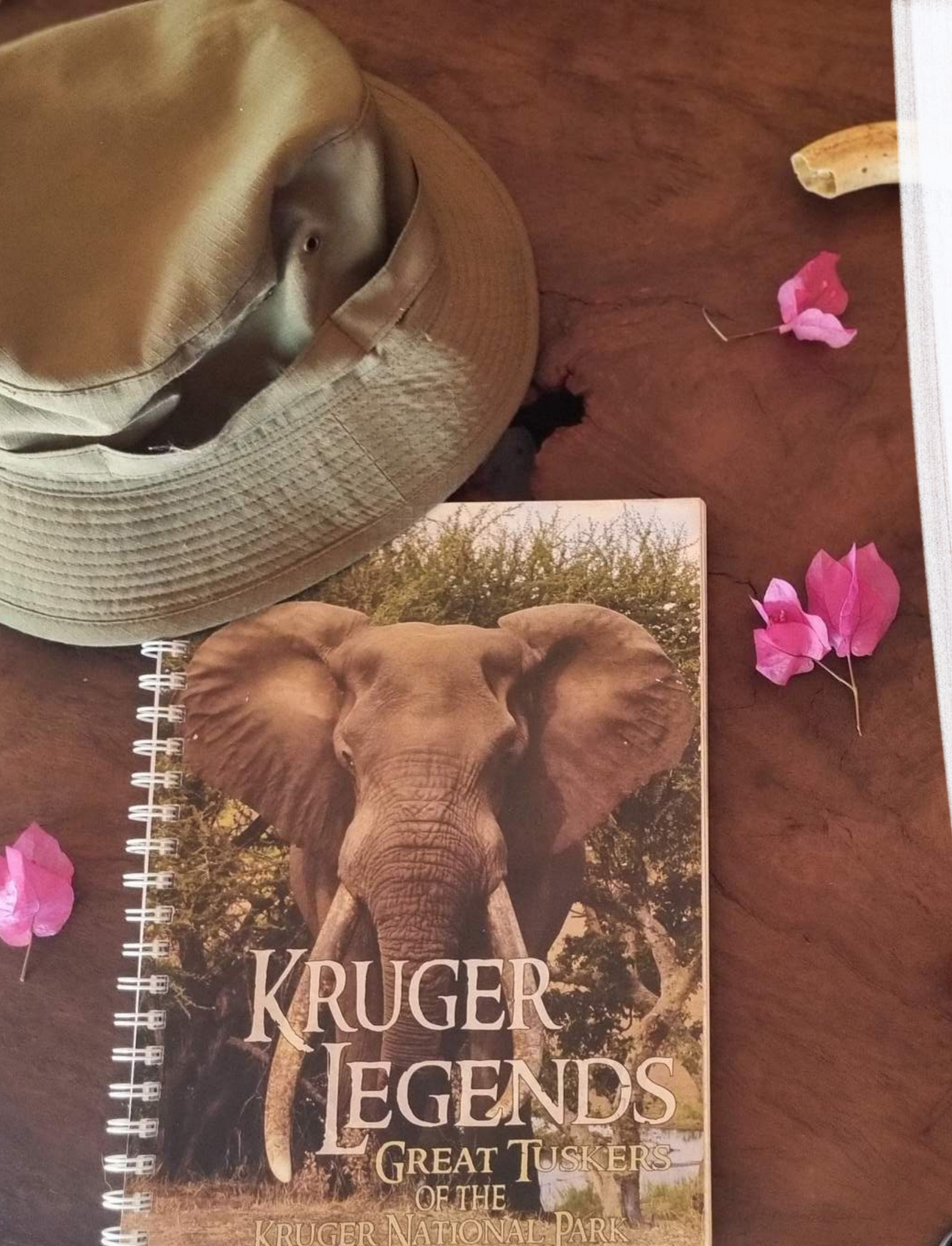
Our marketing strategy follows what Kelora already is — a family, a story, and a place where nature leads.

We are not creating a brand.
We are revealing one.

We will:

- Tell the real stories that unfold at camp
- Highlight personal hosting and genuine moments
- Connect with both local and international travellers
- Rebuild the website with emotional, nature-led storytelling
- Reactivate relationships with operators and agents
- Create seasonal campaigns that align with travel rhythms
- Share behind-the-scenes glimpses of family life
- Show why simplicity is powerful, not a compromise

The goal is not to sell a stay.
The goal is to share a feeling.



Campaigns

The Stories We Will Tell

Meet the Cherrys

A warm, heartfelt introduction to the family behind the camp.

Stories, routines, moments, and personalities.

A way for future guests to feel like they already know you.

Real Africa. Real Stories.

Guest experiences, wildlife sightings, fireside memories, and the quiet magic that appears when people surrender to the bush.

Operator Reintroduction Drive

Beautifully written emails and printed pieces to reconnect with operators and travel partners.

A gentle reminder of who Kelora is and why it matters.

Educational Operator Stays

Hosted two-night stays for educators and agents.

People sell what they know, love, and trust — this turns them into true advocates.

Seasonal Campaigns

Easter for families. Winter for sightings. March and April for international travellers.

Each season tells a different story.

Not Fancy. Just Real. (The Rustic Truth Campaign)

A playful, honest, character-filled celebration of Kelora's rustic charm.

Open-air showers, wobbly tables, fireside evenings, real hosting, real light, and all the unpolished beauty that makes Kelora unforgettable.

This campaign frames simplicity as strength — not a compromise.



Website Direction

How the Website Should Feel

The website must feel like the first conversation you have with Kristian and Jenni on the deck. Warm. Human. Honest. Full of small sensory moments that make you breathe a little deeper.

The website will:

- Tell the true Kelora story
- Highlight family, simplicity, and real bush living
- Set expectations with care and clarity
- Guide guests gently on what to bring and what to expect
- Celebrate unfenced wildlife and natural encounters
- Feature communal dining and home-cooked meals
- Offer clear seasonal guidance for planning a stay
- Invite visitors into a slower, quieter, more grounded world

The narrative is not about selling a stay.
It's about helping people feel the magic before they arrive.



Closing Essence

If Kelora Could Speak to You...

If Kelora could speak directly to a guest, it would say:

- Come as you are.
- Slow down.
- Sit by the fire.
- Breathe in the wild.
- Let the quiet remind you of what really matters.
- Let the bush hold you the way only nature can.
- This is the soul of Kelora.
- This is the feeling every guest should carry home.



Our Vision

To be a place of rebirth where people remember how to breathe again.

A place where the wild feels like home,
where families reconnect,
where silence heals,
and where every guest leaves carrying a deeper respect for nature
and for themselves.

This is Kelora's long view —
a small camp with a big purpose:
To keep the spirit of real bush-living alive.

Our Mission

To host people with honesty, warmth, and heart.
To share our family, our fire, and our knowledge of the bush.

To offer simple, meaningful experiences —
bush walks, home-cooked meals, unfenced wildlife,
and moments that bring people closer to each other and to nature.

Every stay is personal.
Every guest is welcomed like family.

Everything we do is guided by care, connection, and respect for the land.



Stay Connected

Thank you for walking through the heart of Kelora.
Our story continues around the fire, under the stars,
and in every moment of stillness the bush offers.