



**DUCK
REPUBLIC**

Case study

**Revolu-
tionary
Student
Hotels**

Starting point.

We were contacted by a company called 1Home who offer long stay living, chilling and friendship opportunities to college students and to everyone who are students at heart.

1Home were looking to answer the main problem of shared apartments – no freedom, no atmosphere and no community. Our main task was to create a cool environment for the students that would also give their parents a peace of mind.

The work.

Starting with a thorough research, then creating a new name for the group (Duck Republik) , a new bold brand and eventually a whole new hotel with all of its bits and pieces.

We did a 180* spin on the student hotel business and created a student hotel chain that offers modern smart facilities where students can meet other students all over the world, experience student life in full, study, work, eat-play-love and eventually sleep.

Their uniqueness is made out of different factors, but it's mostly in how they connect students with social interactions because it's filled with cool networking events, different areas to meet and greet and fun ways to just hang.

Results.

We opened 3 months after the start of the pandemic. But guess what! We are still here and we are still rocking the international scene with our unique brand.

Beat that, duckers!

Nullpunkt.

Meiega võttis ühendust ettevõtte nimega 1Home, kes pakub pikaajalist elamist, lõõgastumist ja sõprunemis võimalusi kolledži üliõpilastele ja kõigile, kes on hingelt tudengid.

1Home otsis vastust ühiselamute põhiprobleemile – puudub vabadus, õhkkond ja kogukond. Meie peamine ülesanne oli luua õpilastele lahe keskkond, mis annaks ka nende vanematele meelerahu.

Töö-töö-töö.

Alustasime põhjaliku uurimistööga, seejärel lõime 1Home'ile uue nime (**Duck Republik**), uue julge näo ja lõpuks täiesti uue hotelli.

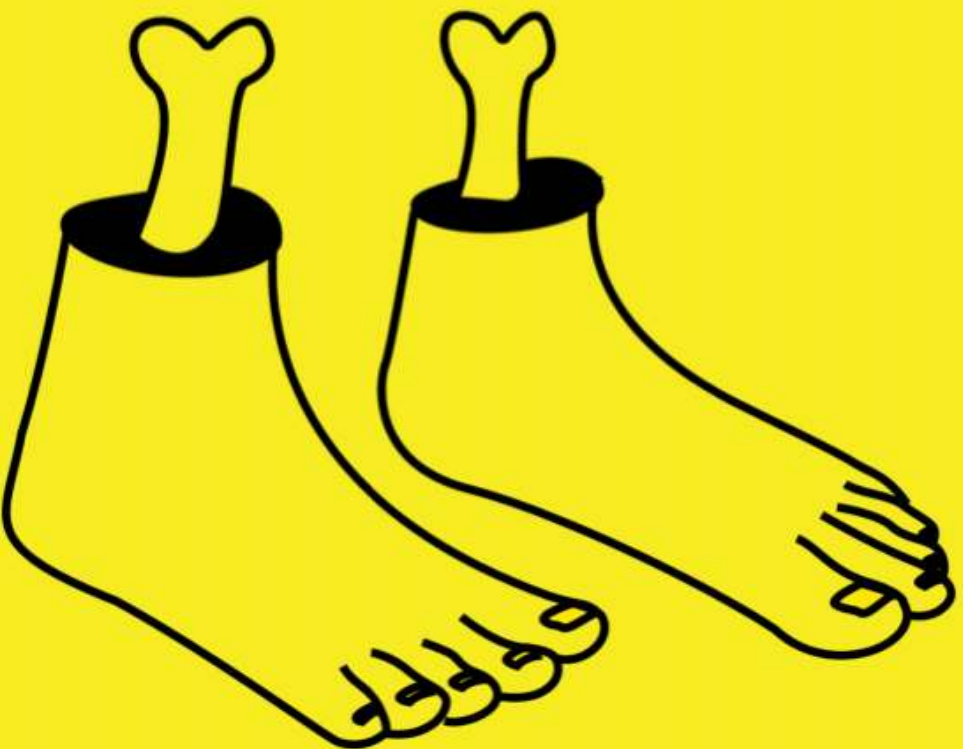
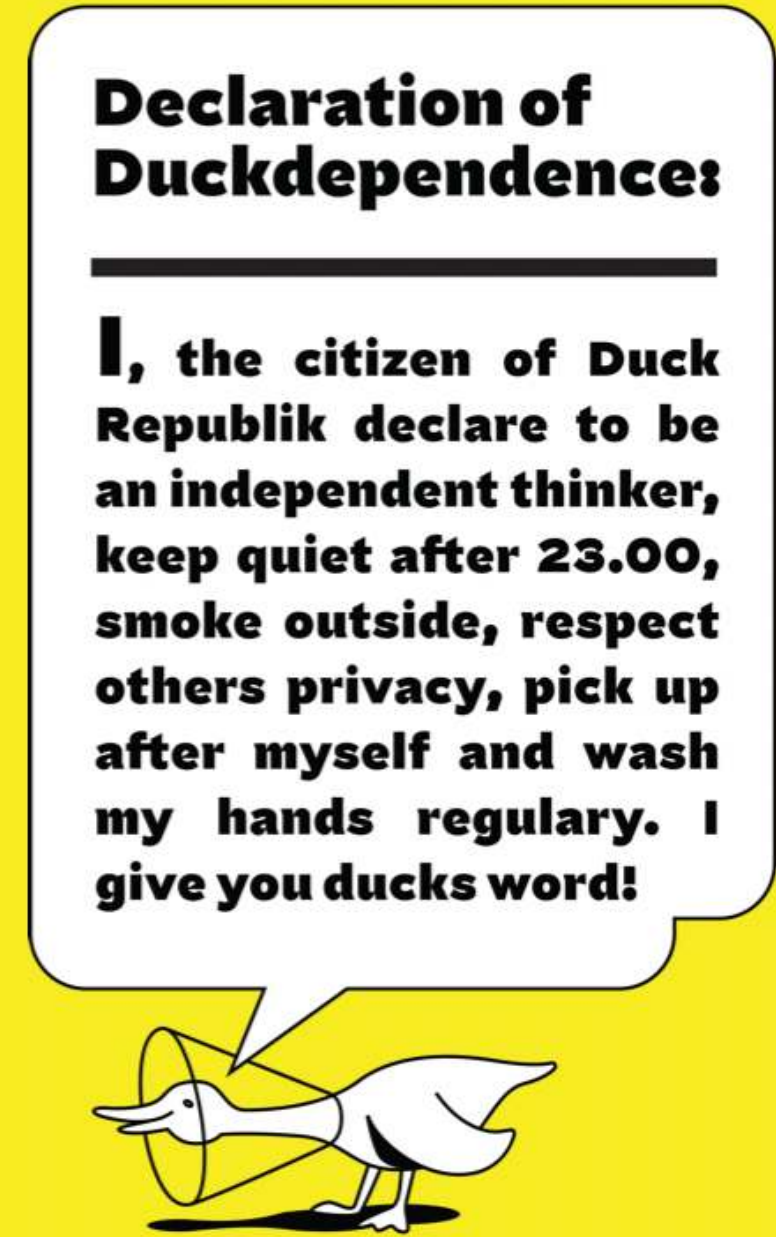
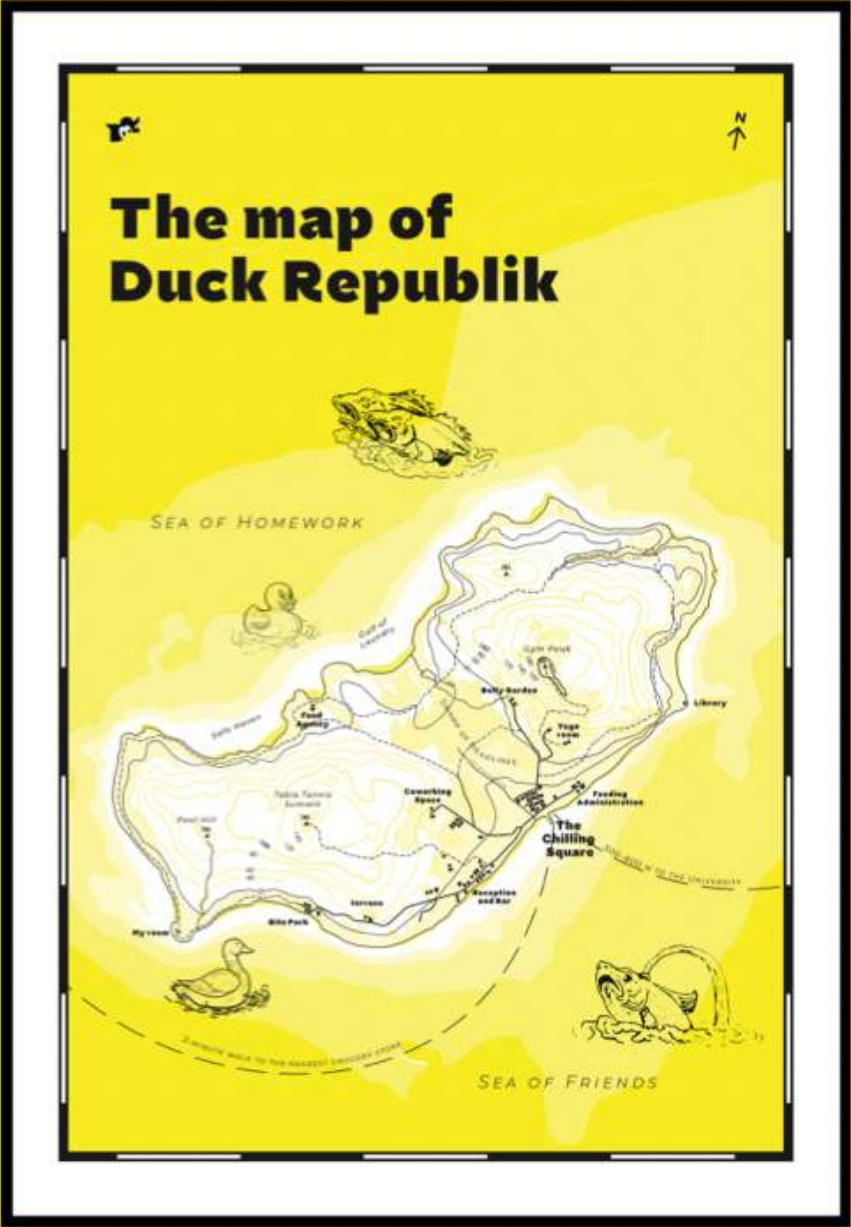
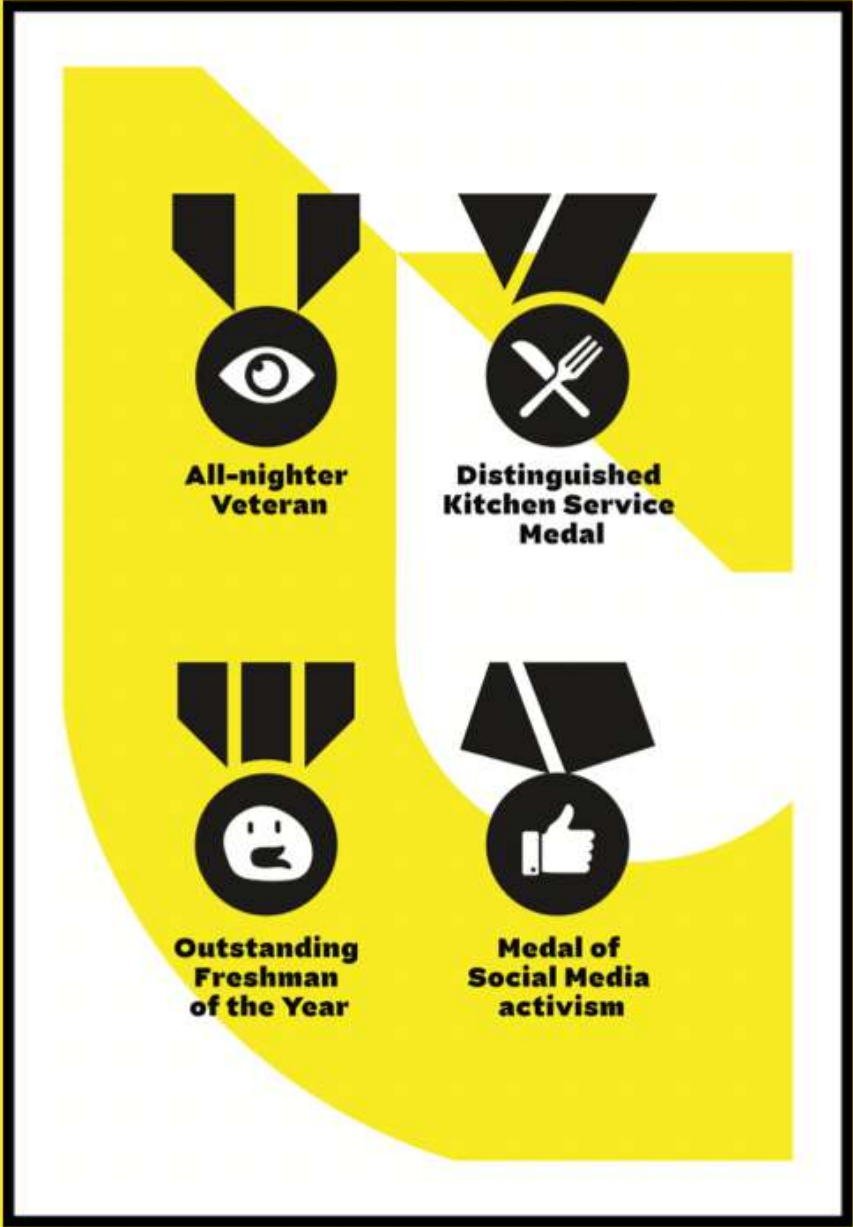
Tegime tudengihotellide äris 180* pööörde ja lõime keti, mis pakub kaasaegseid lahendusi, kus õpilased saavad kohtuda teiste õpilastega üle kogu maailma, kogeda üliõpilaselu täiel rinnal, õppida, töötada, süüa-mängida-armastada ja lõpuks. isegi ka magada.

DR ainulaadsus tuleneb erinevatest teguritest, kuid enamasti peitub see selles, kuidas see ühendab õpilasi läbi sotsiaalse suhtluse, lahedte sündmuste ja erinevate nurkade, kus kohtuda ja lihtsalt hängida.

Edulugu.

Avasime 3 kuud pärast pandeemia algust ja oleme endiselt siin ning rokime endiselt oma ainulaadse kaubamärgiga rahvusvahelisel areenil.

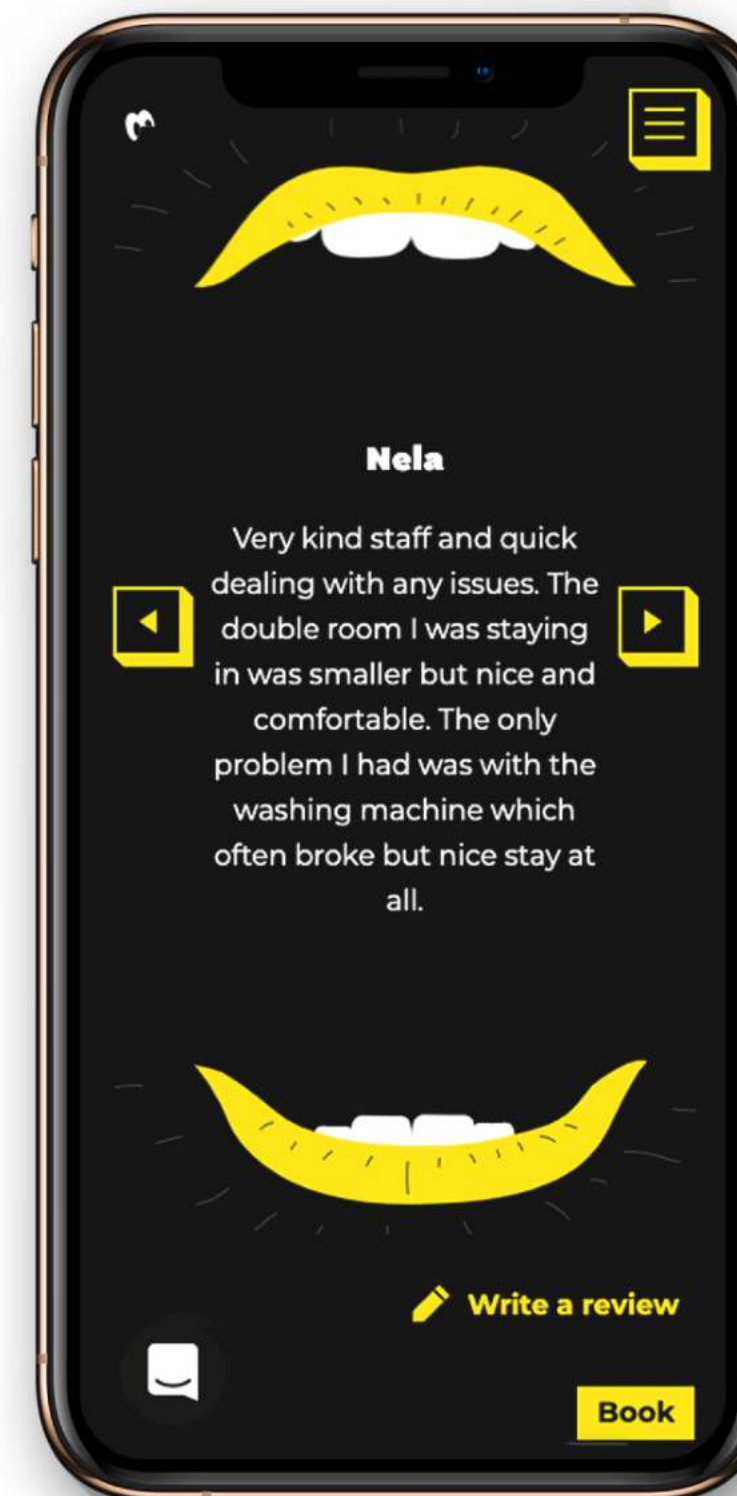
Tehke järgi või ostke ära, pardikud!







**We are hotel and
yes, we are a
Republik!**

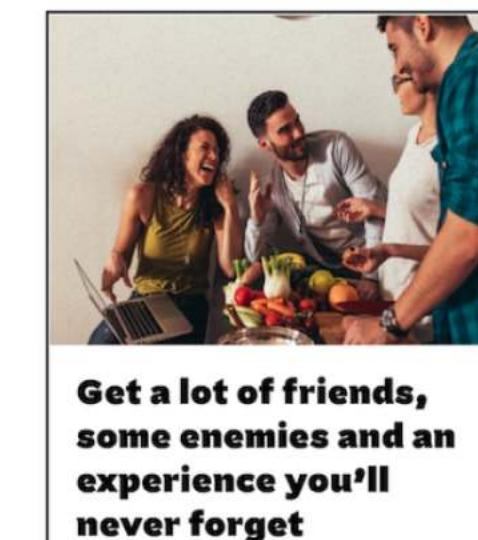


WELL-WELL

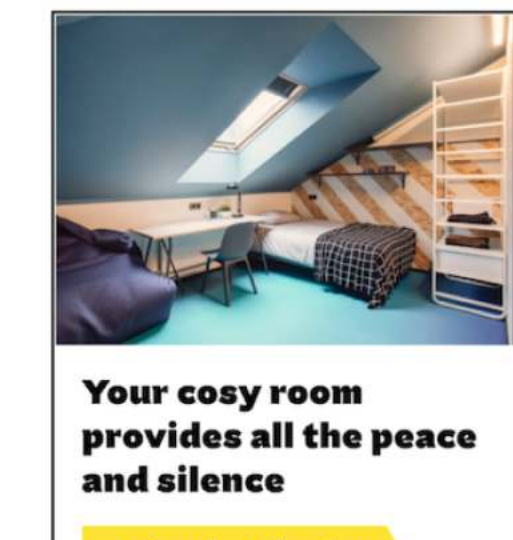
**A place to live your student life
in full, make a lot of friends and
have as much fun as you really
wish.**



...or whatever



...enemies not included



...not so silent elsewhere

The Experience

COVID-19 UPDATE

**Healthy duck is a
happy duck!**

Together we can make sure that for us
COVID-19 would be like water off a duck's
back.

Read all about it

If you don't like it, then duck off!

Kui sulle ei meeldi, siis uju ära.