

Kyo-ya Hotels & Resorts

Sheraton Maui Social Media Stickers

As travel restrictions started to ease after the initial covid lock down The Sheraton Maui Resort & Spa wanted to welcome their guests back and give them a light hearted way to celebrate the property's reopening.

To do so we designed and illustrated a set of playful stickers for social media. They offered travelers a subtle way to engage with the resort while adding an extra layer of sparkle to their Instagram feed.

Created in a color palate evocative of the natural surroundings near this beloved resort the GIFs were a cheerful way for guests to share their resort experiences with friends and family.

This lighthearted campaign highlighted some major landmarks and traditions unique to Maui, including Pu'u Keka'a, an important cultural landmark also known as a standout snorkeling spot.