



Impressive New Boat Name and Logo

Deadline: 03.03.2009 23:59 GMT

Brand: Azimut Yachts

Sector:

Country:

Category: Design : Logo

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Budget: \$1 000

Status: Closed

Language of Solutions: English, French, Italian, Spanish

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

Atlantis yachts is a powerboat pleasure craft manufacturer, specialized in open boats from 35ft to 55ft (10-16 meters).

www.atlantisyachts.it

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

We want NAME & LOGO of a new, high innovative and explosive product line which is going to show up in the market.

Name and logo have to give a hint that a new product characterized by friendly use, speed and conviviality is coming out soon.

3 Step Target Audience

[who should you influence ?]

Wealthy individuals who usually own a house/mansion on the seaside where the new product will be considered as a tender.

Primary target is represented by casual young people who spend their leisure time onboard with family and/or friends. Generally they use more the outside area of their boat where convivial and welcoming places are needed.

In their boat they pursue maneuverability, functionality, simplicity and user-friendliness and few problems (ex. maintenance).

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

The new line is trendy, practical, convivial, aggressive and amusing.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

Trendy: fashionable, elegant and modern lines.

Practical: fair enough dimension where everything has been designed for being always in the right place with the minimum possible burden.

Convivial: plenty of spacious areas for living, all well gathered to each other.

Aggressive: because of the modern design and high performance, top within its category.

Amusing: for all the above described reasons.

6 Step Character

[what are the features that define the personality of the Brand ?]

Atlantis is perceived as innovative, experienced, sportive, elegant, reliable and solid.

7 Step Media Plan / Placement

[where will your work appear?]

∞ The back side of the product (aft) – this is highly important because walking on the pontoon that's the first visible element.

∞ Product catalogue brochures.

∞ Specialized magazines and not.

∞ Internet website.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

We are offering a new product in a market segment neglected by the main yachts manufacturers, who have ignored this segment of consumers and where innovation has struggled during these last years.