



Marine and Yacht

Marketing Specialists

designinc



Design Incorporated is an award winning integrated agency with a specialism in the Marine and Yacht sector.

We work with everyone from luxury Spa designers to yacht charter companies; crew and training providers to shipyards; and provisioning suppliers to port operators. Our clients also include aviation companies – including Jetcraft and Vertis Aviation – who are connecting their clients across land and sea through the provision of both jet and yacht charter services.

We are heavily networked in both industries, and attend key events throughout the year such as the London, Southampton, Palma, Cannes, and Monaco Boat Shows, as well as other industry events such as The Superyacht Forum and METS Amsterdam.

Our specialist team of creatives include marketing and communications professionals, whose considerable experience provide our clients with invaluable insights as to what makes a strong and memorable brand, along with strategizing effective marketing campaigns.

Design Inc's exposure and experience within the marine industry means we are well-networked across the world in several of our clients' niche sectors. Our team members include ex-crew and boating fanatics, and previous experience includes working for Princess Yachts Monaco, Imperial Yachts, and Force One Magazine.

What we can do for you?

Make your brand product and services stand out.
Give customers a compelling reason to come to you.
Reflect your brand values in all your marketing activity.

Identify your brand

Define your proposition

Raise awareness

Boost enquiries

Develop your sales platform

Build your client loyalty

Increase value-added sales

Encourage repeat business

Manage your reputation

Train your client facing staff

Our services



Advertising



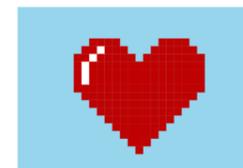
Branding



Data



Design



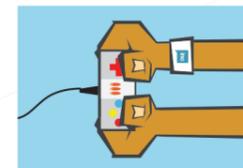
Digital



Direct Mail



Experiential



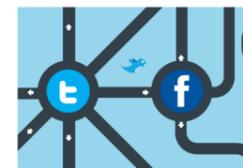
Marketing



Public Relations



Search



Social Media Marketing



Video

How we work

We tailor our service and structure our account resources to individually optimise **our** deliverables and **your** client experience. We can work with our clients in 3 different ways.

If you do not have a dedicated marketing resource then in just a few hours a month we can give you marketing knowledge and experience that you need.

1

Marketing and creative agency

Providing marketing strategy and creative integrated design services

We will work with you and engage your teams coaching, mentoring and training to deliver the results you need.

We can train your personnel to deliver the tactical marketing activity even if they have little or no previous marketing experience.

2

Creative agency

Providing creative design services

3

Outsourced marketing department

Providing marketing strategy, marketing management resources & integrated design services

Developing a marketing plan

- A marketing strategy, plan and budget are at the heart of all successful marketing activities. Random reactive expenditure is a mistake. Marketing activities should be co-ordinated and integrated across all of the communication channels. The plan must be viewed in its entirety for the whole year.
- If you are still thinking about developing a marketing strategy or plan but are not sure where to start or how to go about it. We can help you.
- If you already have a marketing strategy and plan perhaps you would like us to take a look at it and provide feedback. Maybe you would like some help with measuring the effectiveness of your current marketing activity.

Tactical marketing management

- Your strategic plan needs to translate into tactical marketing activity.
- We can give you an actionable tactical marketing plan and help you to execute it. We can review your current tactical marketing activity to see how it all ties together and to highlight gaps. We will help you to fill the gaps, developing a practical tactical marketing plan to maximise the marketing budget spend that you have.

Awards

Happy clients, repeat business and recommendations are rewarding. Awards however, are gratifying on an altogether different level. Recognition from peer groups and professionals brings pride and satisfaction. Thanks to all our aviation clients who have supported our entry of their work into awards.

2015



Best Direct Marketing Campaign
Gold Award



Best Digital Marketing Campaign
Gold Award

2014



Best Direct Marketing Campaign
Gold Award



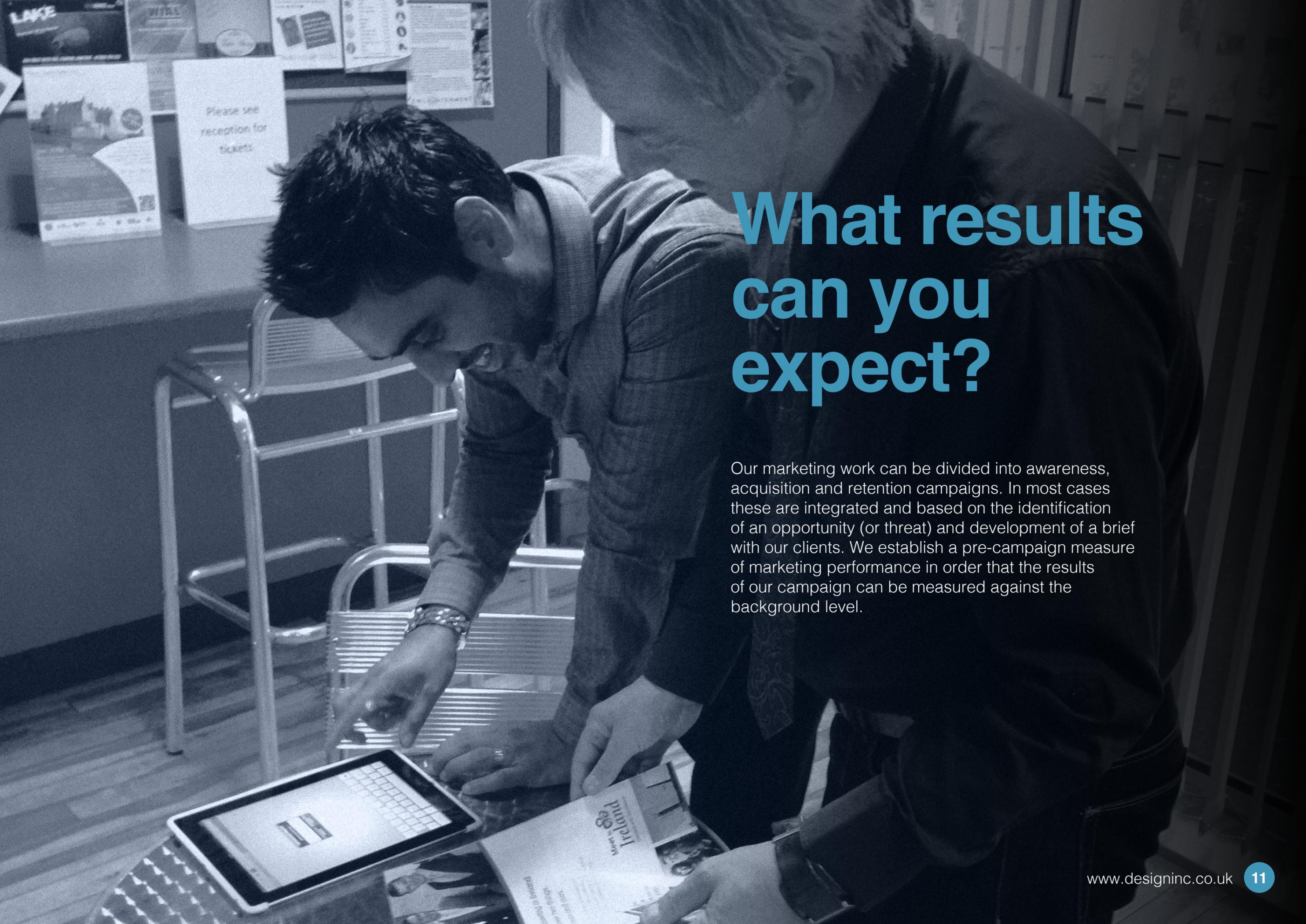
Best Digital Marketing Campaign
Gold Award



Best Design Agency
Silver Award

Client:
Crown Jets

**BRANDS OF
THE WORLD**

A black and white photograph of two men in a meeting room. One man is pointing at a tablet held by the other. They are both looking at the screen. In the background, there are several chairs and a counter with various notices and brochures. One notice says "Please see reception for tickets".

What results can you expect?

Our marketing work can be divided into awareness, acquisition and retention campaigns. In most cases these are integrated and based on the identification of an opportunity (or threat) and development of a brief with our clients. We establish a pre-campaign measure of marketing performance in order that the results of our campaign can be measured against the background level.

What about some of our work

In every case the performance of our campaigns exceeds the industry norm in terms of standout recall* and client verified enquiry generation.

** Independently verified quantitative and qualitative desk research*



Total **ENGINEERING**

Beyond **PERFORMANCE**

Pure **ELEGANCE**



Ice Marine

Leading powerboat designers & manufacturers and longstanding Design Incorporated client Ice Marine came to us recently with a requirement for a completely new dynamic 'mobile first' website.

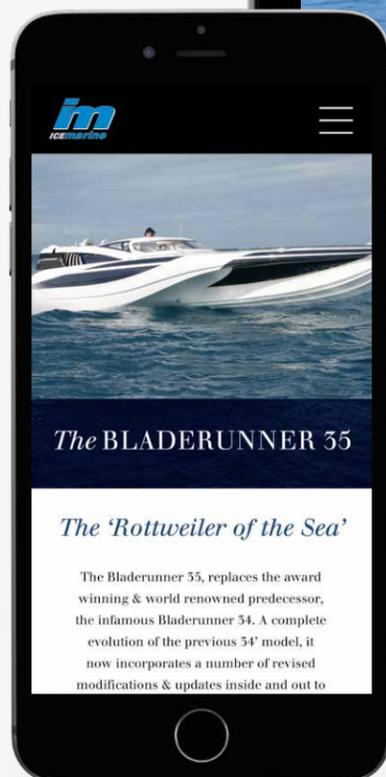
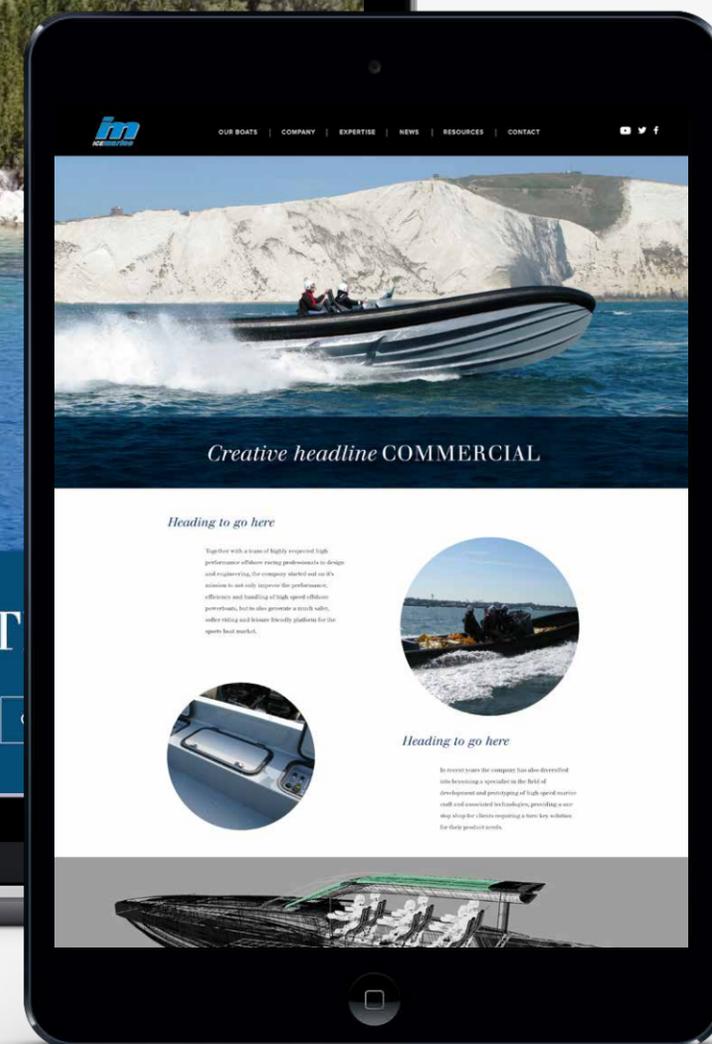
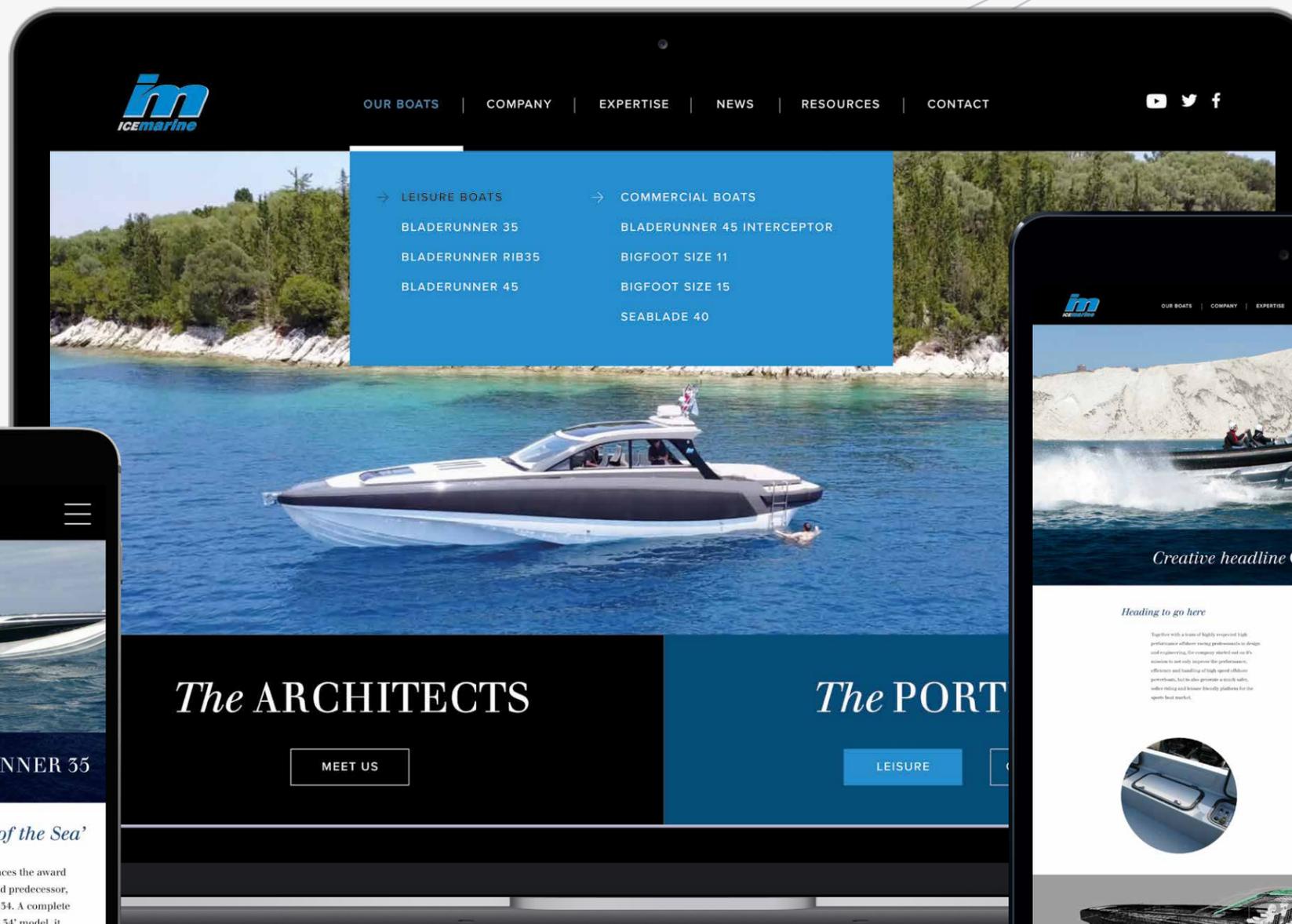


The brief

Ice Marine was looking for a mobile led asset which seamlessly showcased the extremes of 'performance' and 'escape' possible with their range of powerboats.

The approach

There are of course customers in common and the lifestyle side of business aviation requires the same focus on service and discretion from providers as from those serving the UHNW family offices and corporate travel departments who may be entertaining guests at events in venues like Monte Carlo, Cannes or similar.



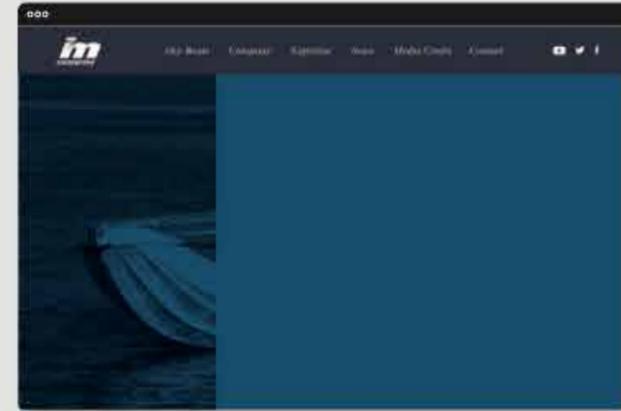
Animation screens



1



2



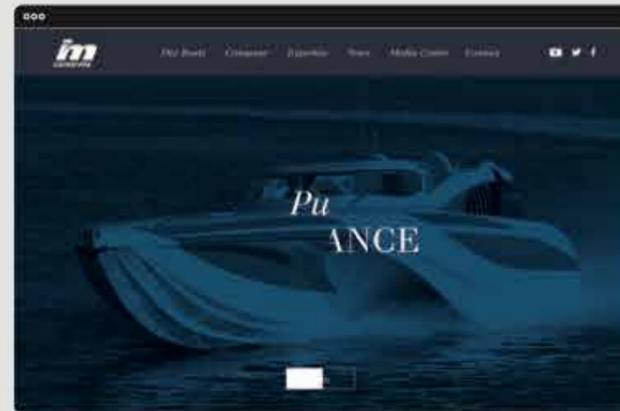
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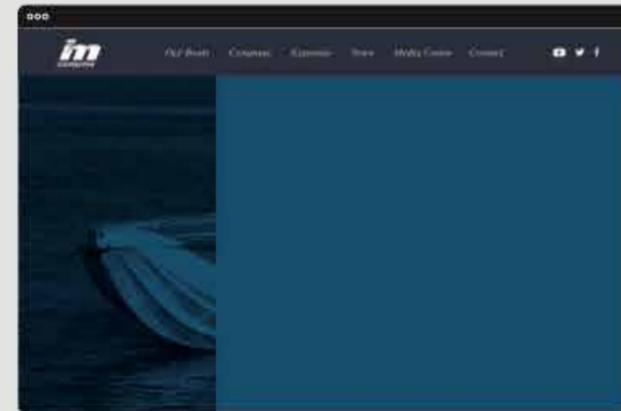
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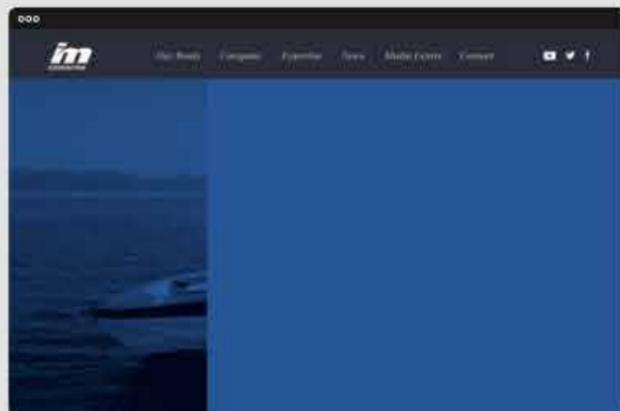
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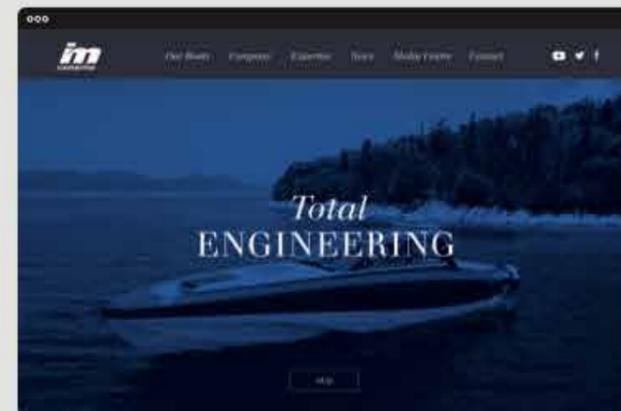
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11



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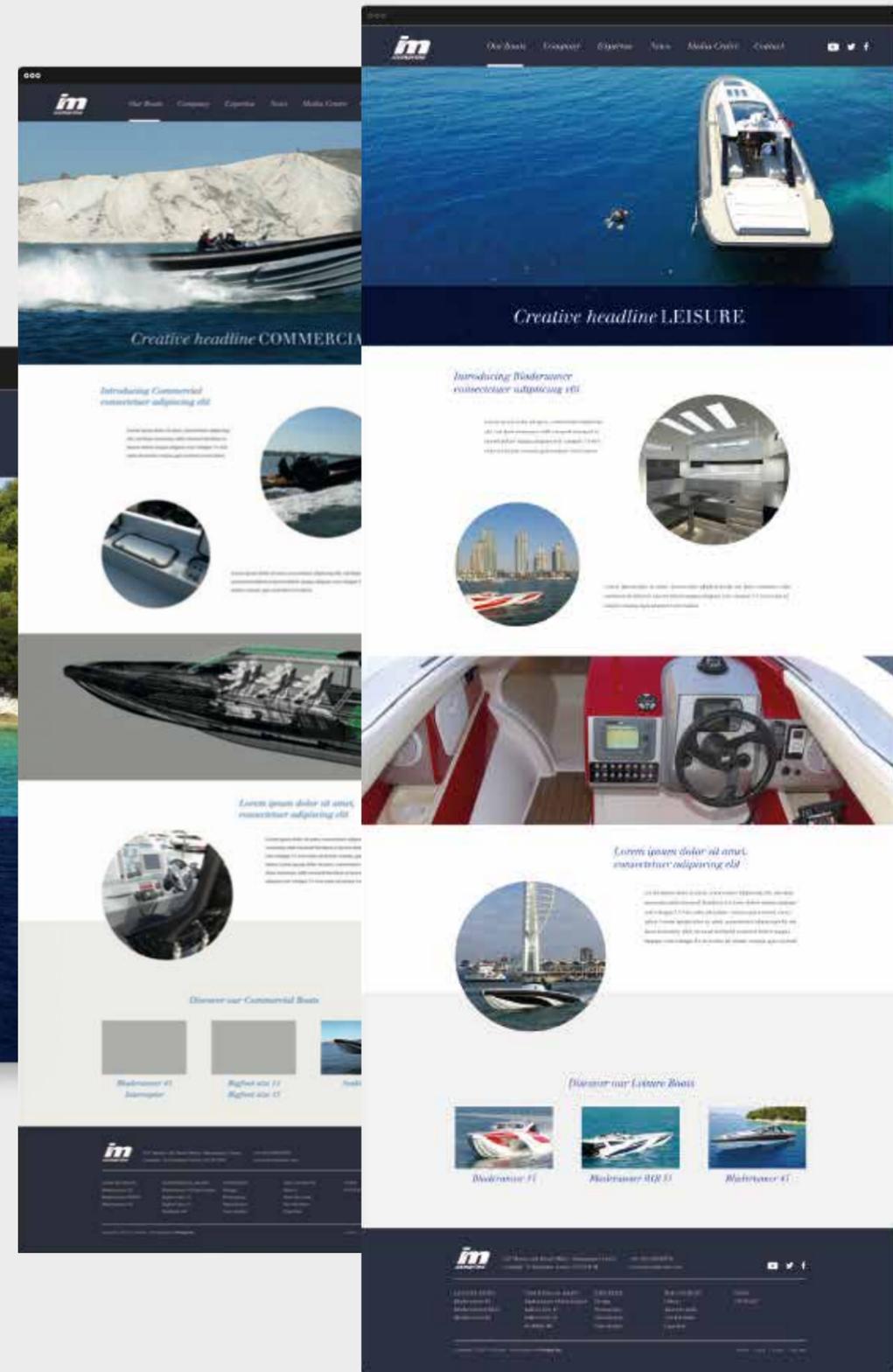
Full page responsive designs

The outcome

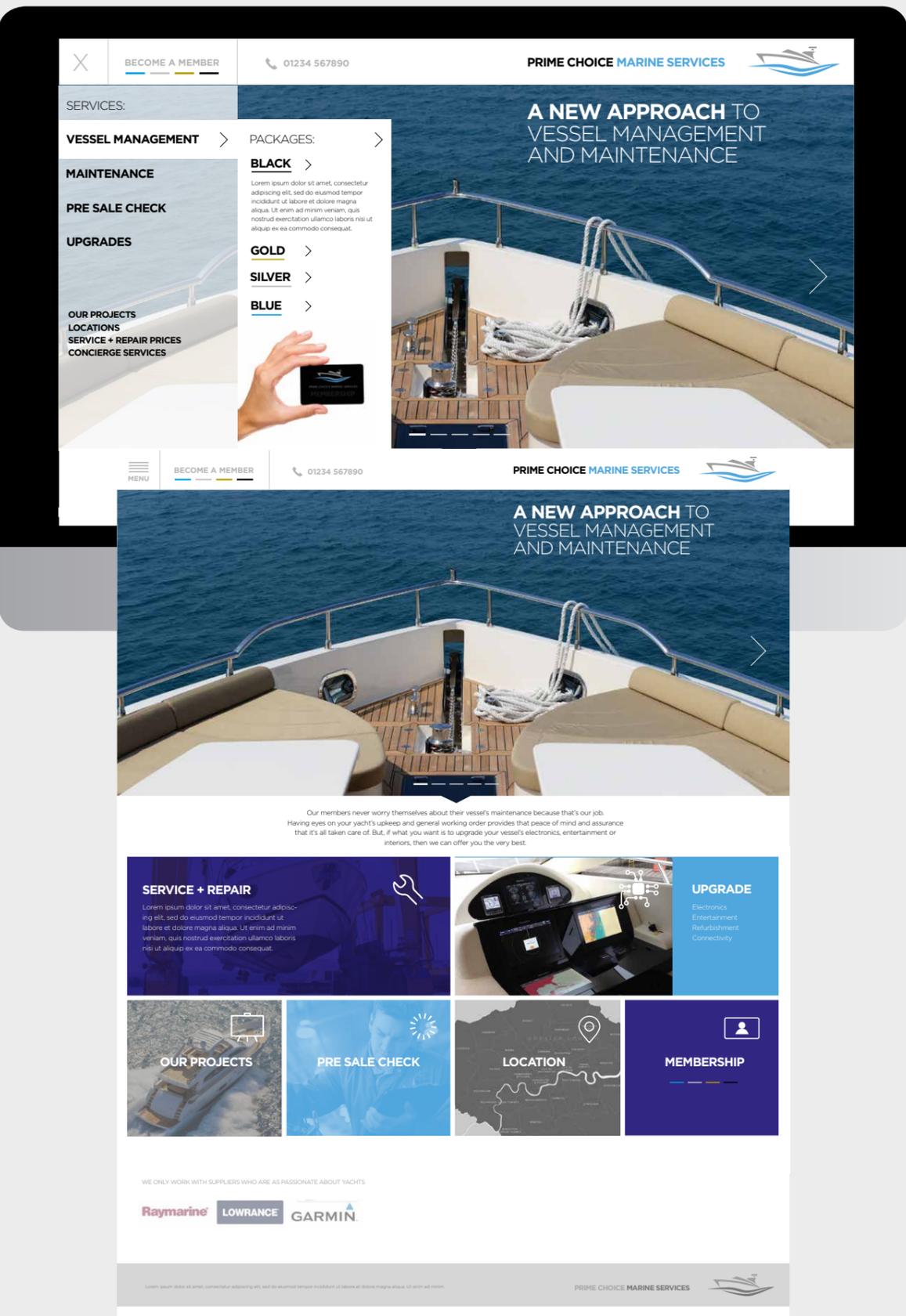
The new site will confirm Ice Marine's 30 plus years position riding the bow wave of powerboat design.

The reaction

"We have always considered Design Inc to be a safe pair of hands for our brand and product marketing communications materials. This is the first time we have entrusted the team with our digital assets. We were not disappointed. The design and development process was seamlessly managed by Client Services Director Frank Norman and Head of Digital Dan Moe. We were a cautious client meaning we wanted to fully consider and panel test the new site designs at each stage before going live. Design Inc were completely understanding with this and able to pause work and pick up again when we were ready to move forwards."







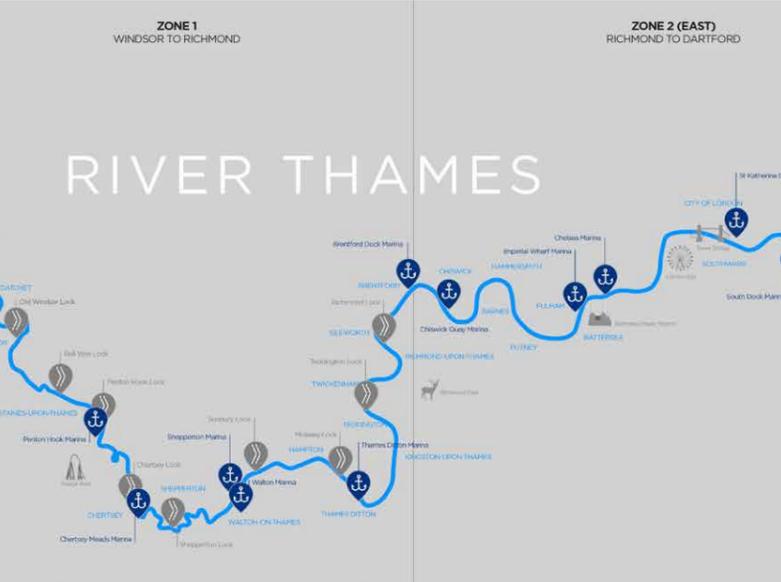
Prime Choice Marine

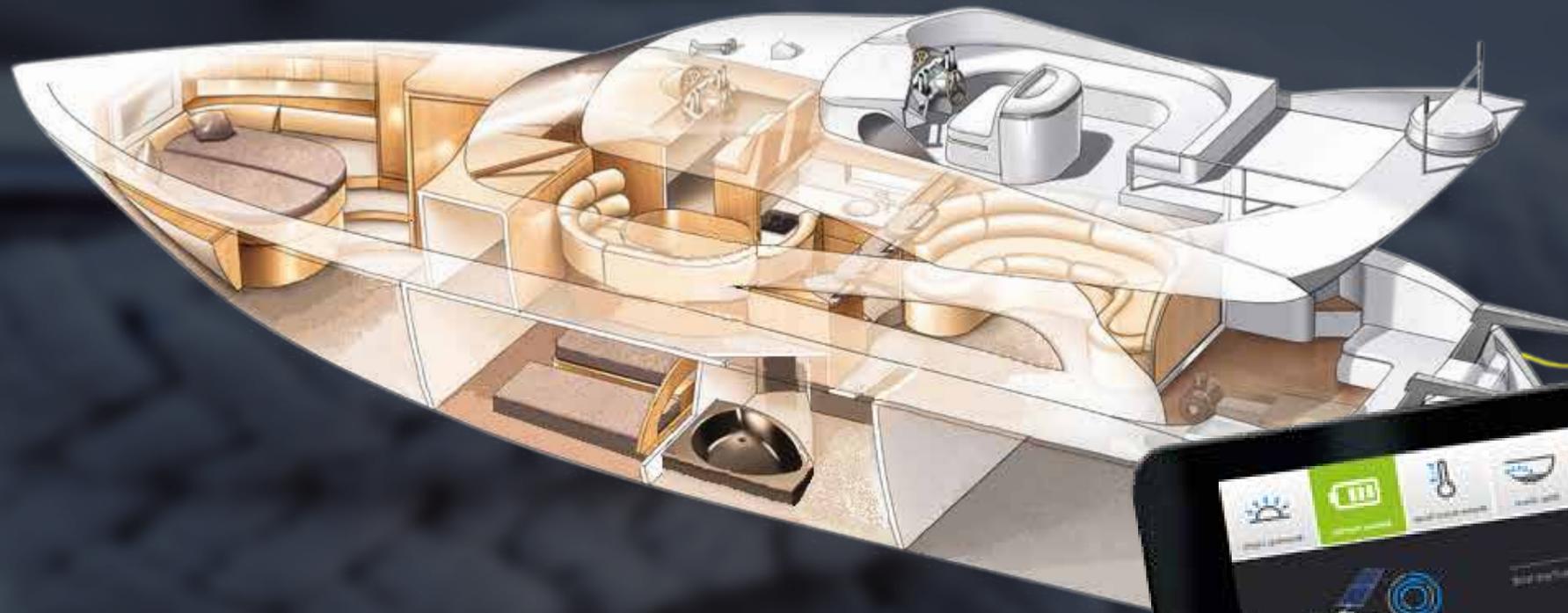
Bringing to market a yacht management and maintenance app provided a mixture of opportunities and challenges for our design and development teams.



The website and the app we built allows the yacht owner to check and manage the running of their vessel remotely. Whether this is switching on lights or seeing engine performance, ultimately acting as the hub for remote services as well currently being Prime Choice Marine's marketing tool.

The responsive site has been created with ease of use and future proofing in mind as new service strands come on line. Direct marketing has also been used to introduce the unique concierge-like service to targeted key motor yacht owners based at marinas along the Thames.



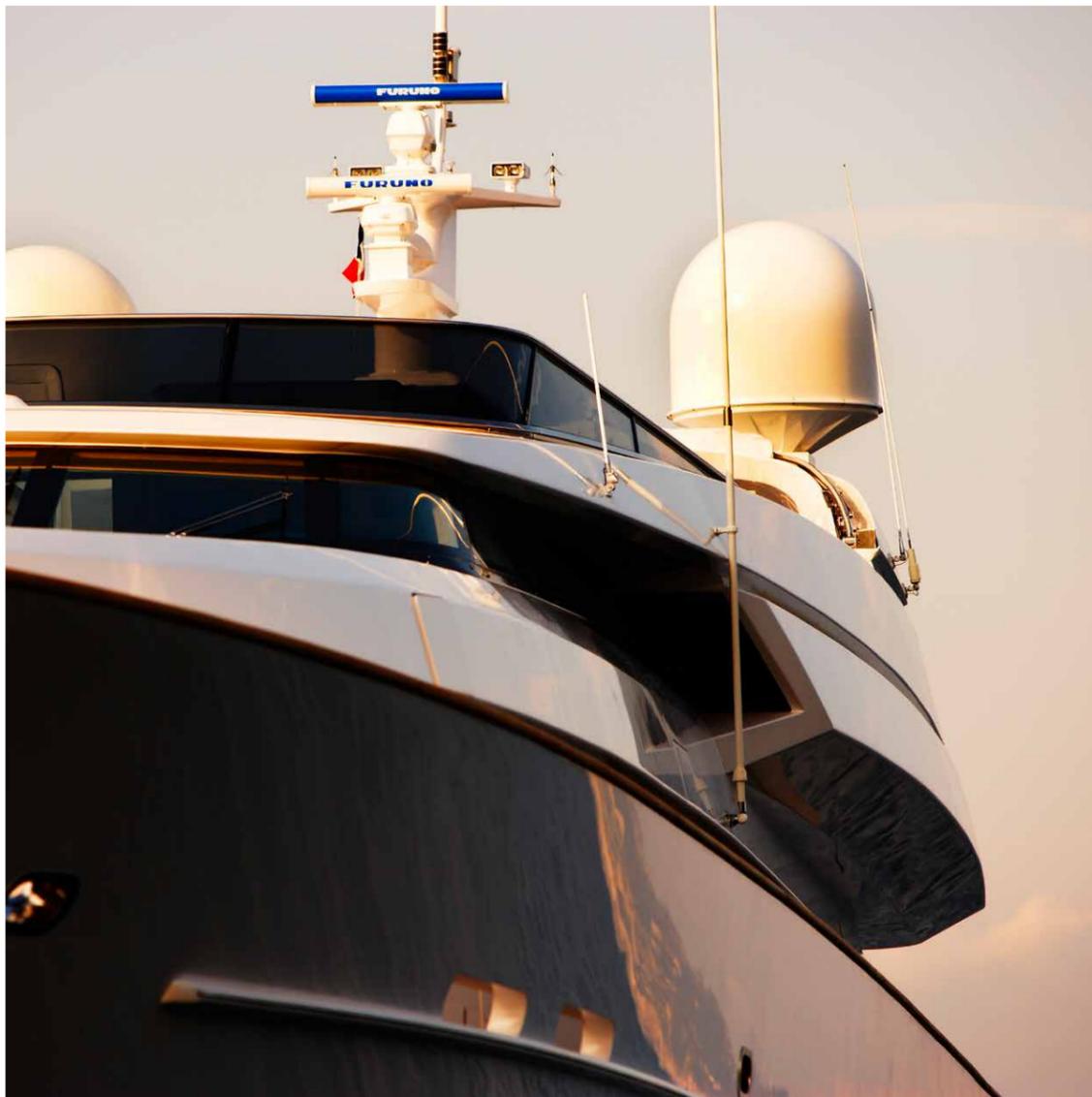


OCEANSTYLE



Oceanstyle

Travel agency and concierge offerings are also often associated with marketing core jet & yacht charter businesses as a joined-up service is valued by customers who simply want everything taken care of by a single provider.



WINTER CHILL

Get together and get away in seasonal style on board your own luxury yacht charter this winter.

Experience the ultimate independent voyage of discovery. Setting sail from Miami or the Bahamas on an itinerary of your choice. Your state of the art luxury sports motor yacht will be fully crewed and staffed and can accommodate parties of up to 10 guests.

Your charter, your style.

Reserve your details and be eligible for a pair of London Boat Show tickets.

For further information
T +44 (0)20 7766 4299
E london@oeyachting.com
www.oeyachting.com/wintergetaway



WINTER CHILL

Get together and get away in seasonal style on board your own luxury yacht charter this winter.

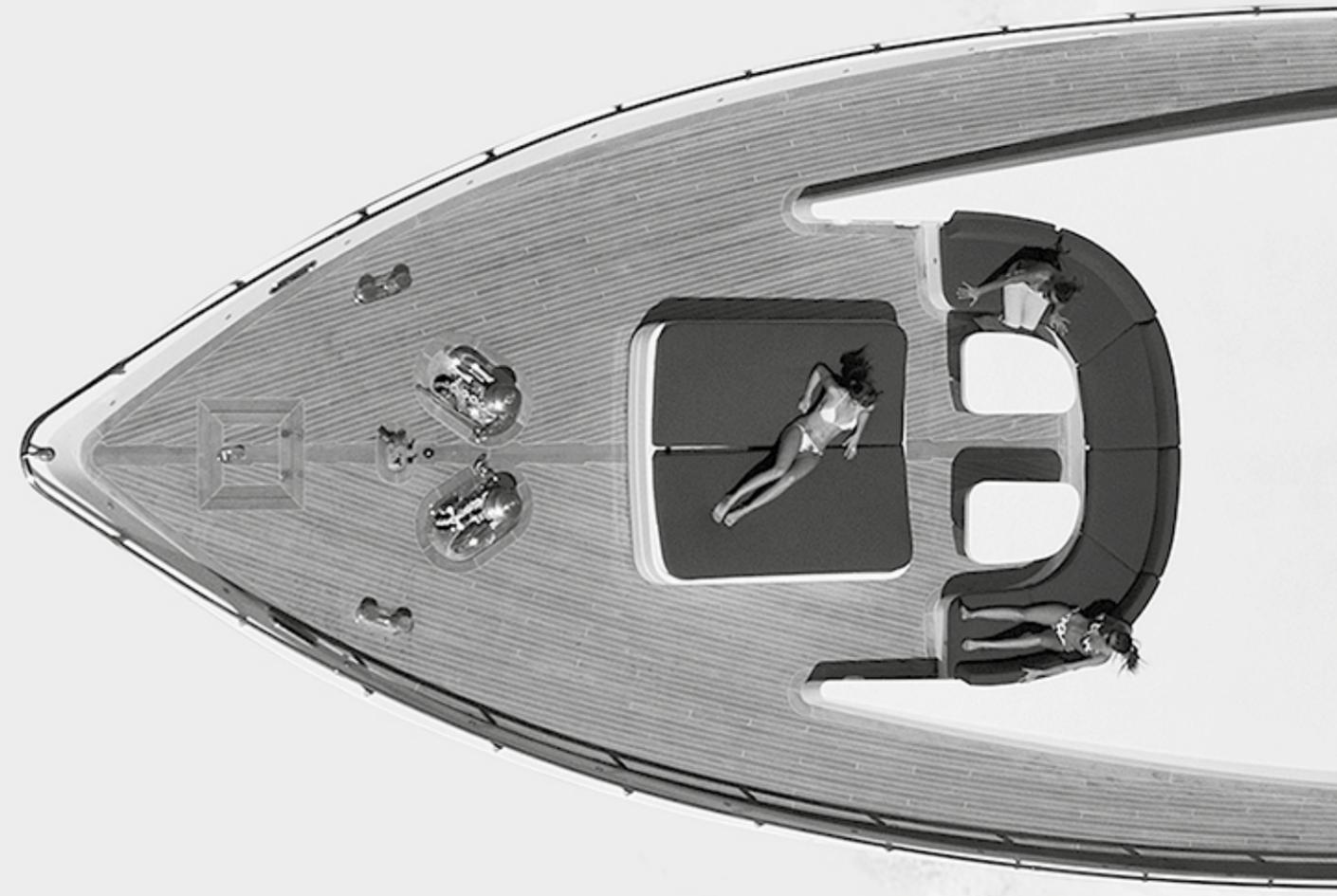
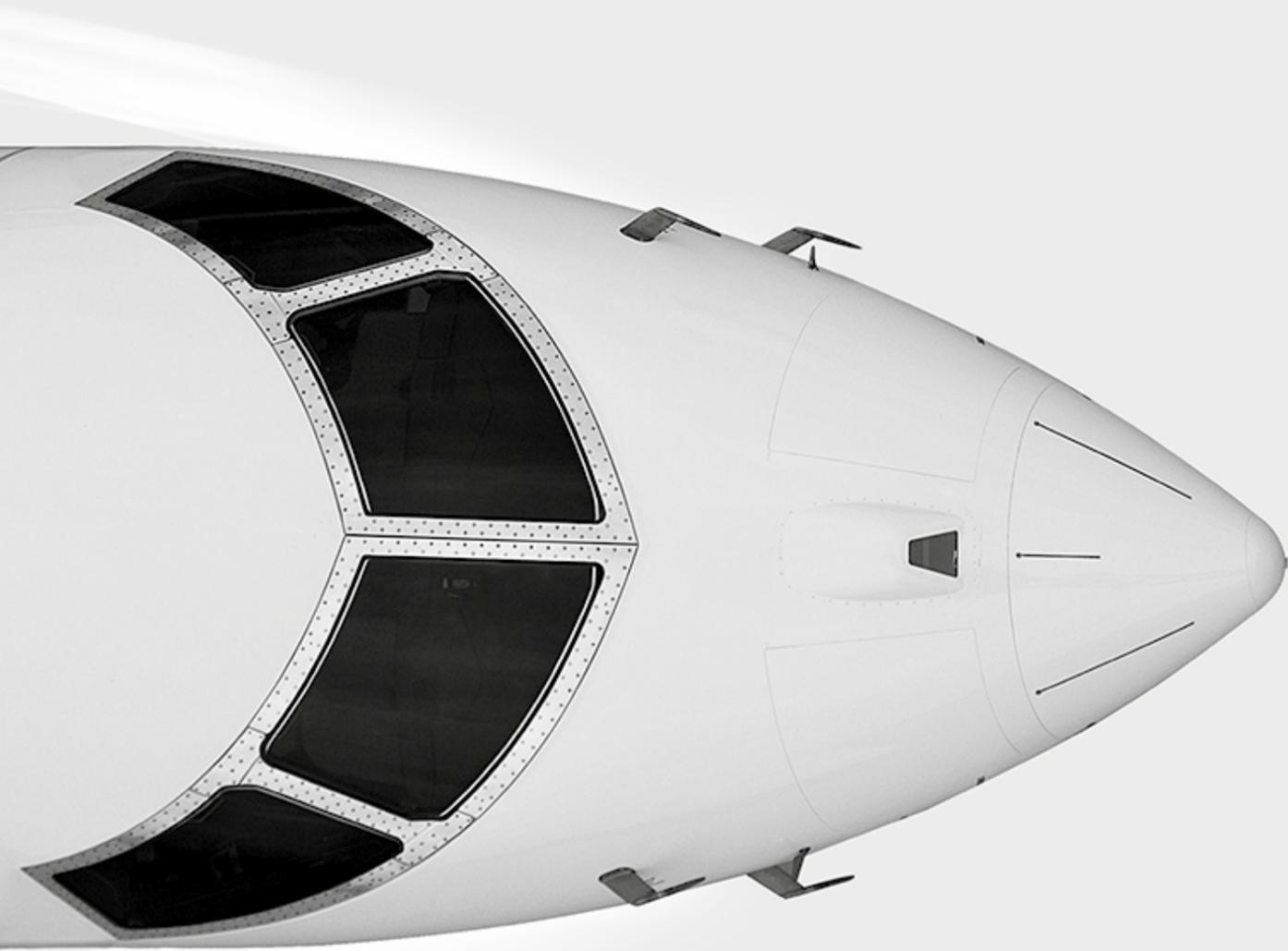
Experience the ultimate independent voyage of discovery. Setting sail from Miami or the Bahamas on an itinerary of your choice. Your state of the art luxury sports motor yacht will be fully crewed and staffed and can accommodate parties of up to 10 guests.

Your charter, your style.

Reserve your details and be eligible for a pair of London Boat Show tickets.

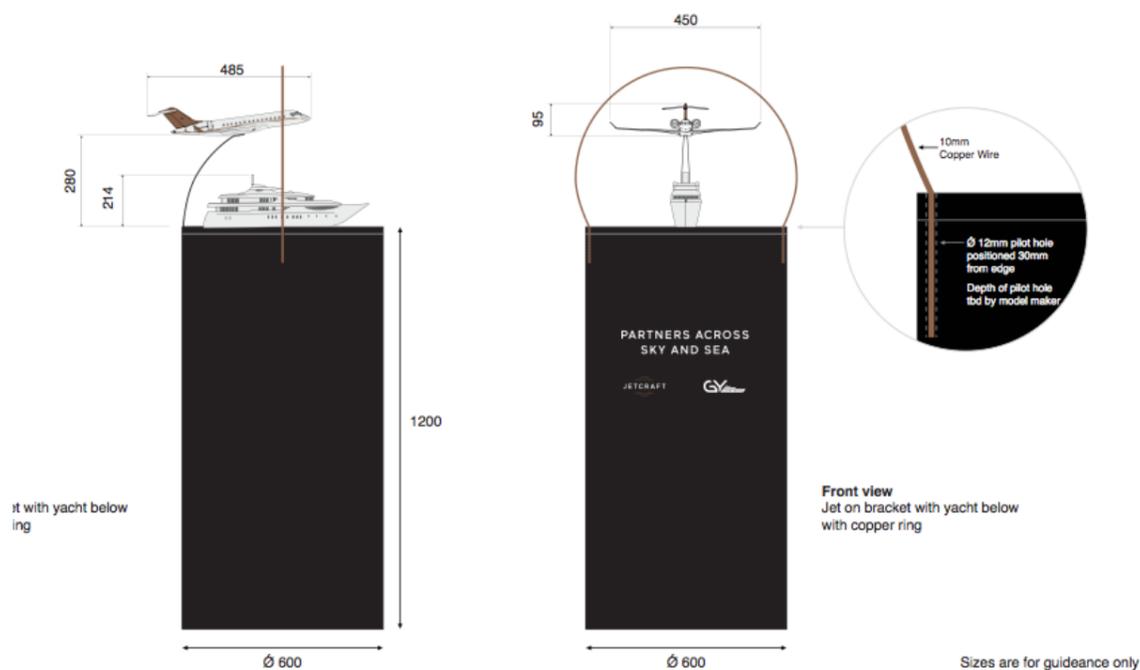
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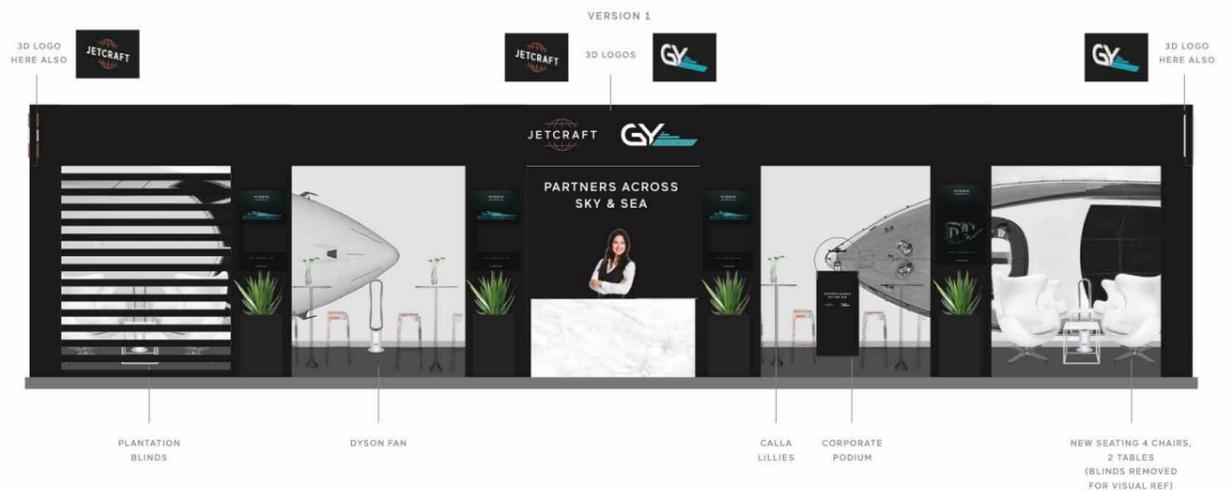
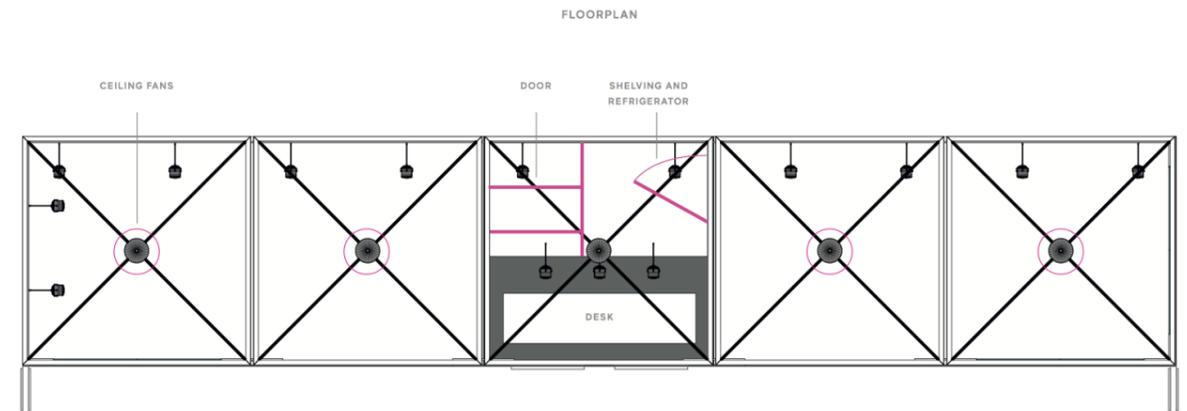
Jetcraft

Jetcraft have gone further than some business aviation companies by developing a strategic partnership with Gaspard Yachts.



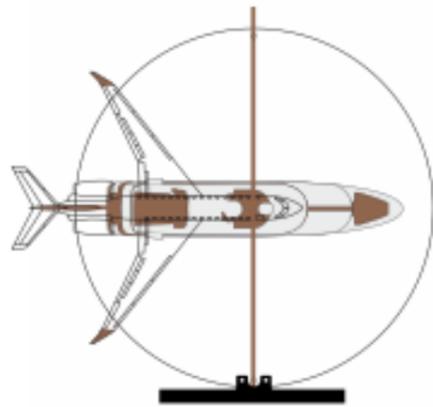
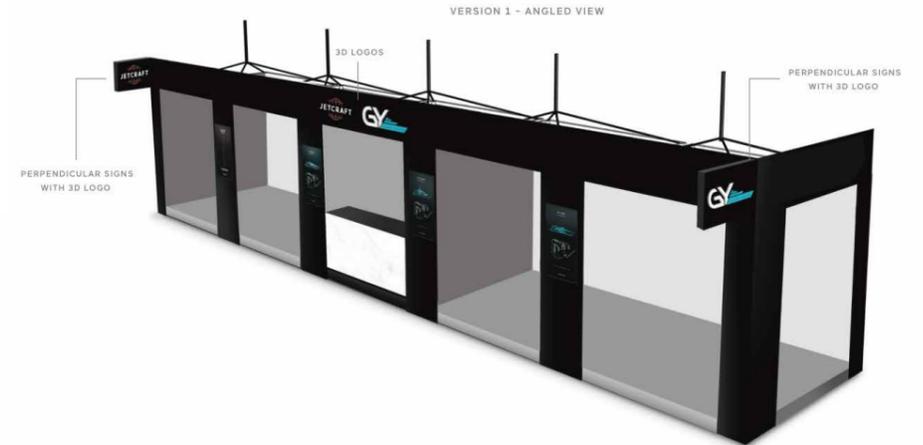
We have promoted this arrangement in advertising and in the partners 'across sea and sky' model combination used to promote Jetcraft and Gaspard yachts at events. For a number of years, Jetcraft have taken a chalet at the Monaco Yacht Show and we have applied Jetcraft's and Gaspard Yacht's branding elements to the hospitality environments.

Marketing jet & yacht charter businesses has become a natural sector crossover for Design Incorporated. This came about when several key aviation clients added a yacht charter offering to their service portfolio through strategic partnerships. For our clients, this opportunity has been facilitated through alliances with leading yacht charter companies, yacht charter brokers as well as other specialists and consultants in the super yacht and broader marine sector.

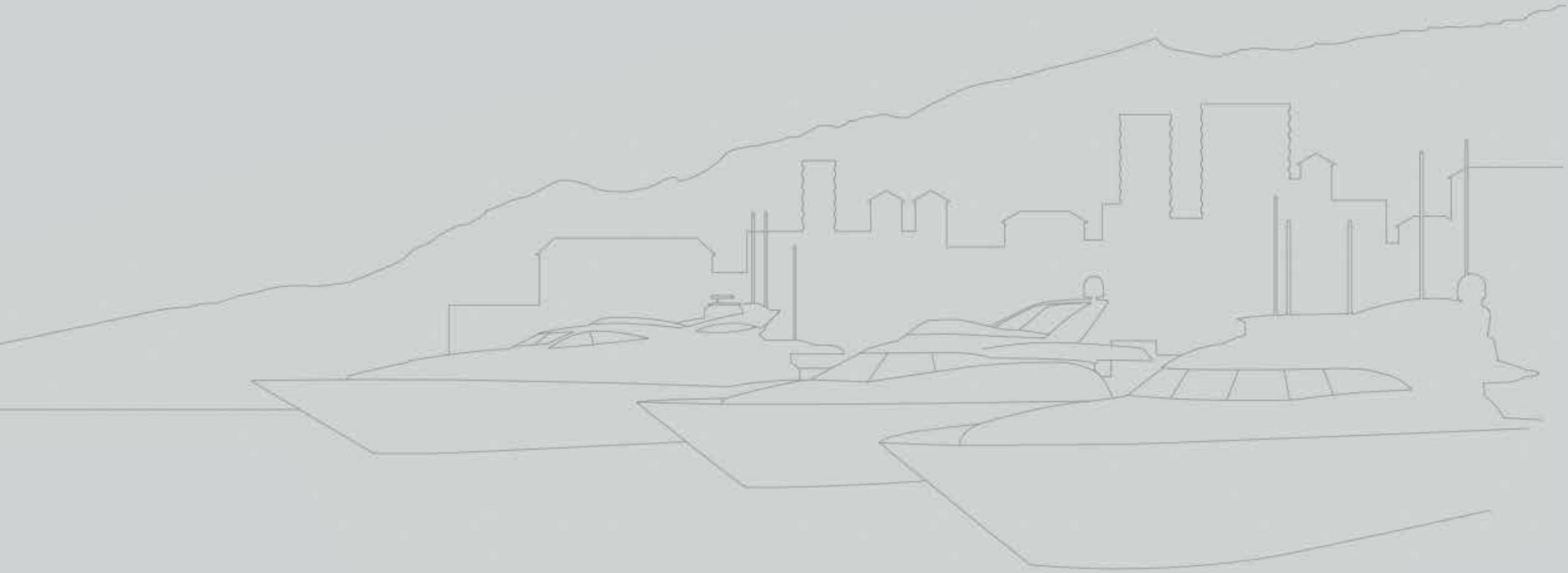


Jetcraft

Exhibition stand



BOMBARDIER



Exceptional by design

Bombardier

We have supported long term client Bombardier Business Aviation (BBAD) with their CRM around international yacht shows like Monaco.

This has included developing high-end tactile printed invitations with an exclusive high quality feel and digital adaptations. These have been designed to sit comfortably within the BBAD company or aircraft model - eg Learjet, Challenger, Global branding of the time and the current campaign. Client and prospect hospitality at yacht shows is often backed up with aircraft demonstrations at local private airports.



BOMBARDIER MONACO YACHT SHOW 2014
You are cordially invited to visit us.

SHOW DATES	LOCATION	STAND LOCATION
September 25th - 28th	Port Hercules, Principality of Monaco	Parvis Piscine Tent, #QP66

RSVP

Andre Nilles
+33 622 631 350
andre.nilles@aero.bombardier.com

Mirkka Lampinen
+44 752 595 1031
mirkka.lampinen@aero.bombardier.com

A photograph of a yacht named "ODYSSEY" at night. The yacht is white with a dark hull and is illuminated with blue lights. It is sailing on the water, with a city skyline in the background.

Testimonials



“The Design inc team have spoiled us, including parting waters and other miracles to make our journey easier. It’s been a great blessing to have their partnership - a valuable extension of our team.”

Christie Martin-Gray, Brand Director at Jetcraft

“The genre challenging campaign Design Inc developed for us has run for 5 years. From beginning to end it set us completely apart from other Helicopter manufacturers and achieved one of the best ever reader recall results for an advert in Flight International.”

Laurence Lafoy-Burgio, Airbus Helicopters SAS

Alice Gardener

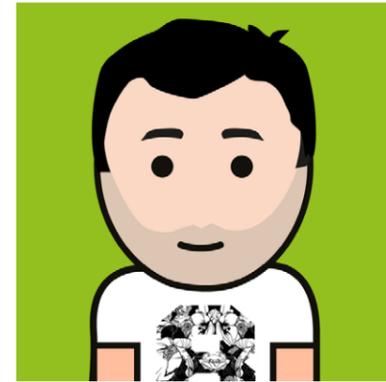
Business Development Manager

alice.gardener@designinc.co.uk

I learnt the ropes about the marine industry quite literally from the deck up (apologies for the puns).

I spent my summers cleaning the old boats down at Greenwich Yacht Club in return for free trips up the Thames before pursuing my dream job of working as a Deckhand aboard Superyachts in Monaco, Greece, and Turkey.

A job in Superyacht brokerage soon followed, working for both Imperial Yachts and Princess Yachts Monaco, where I was also an active member of the Young Professionals in Yachting Monaco Club, allowing me the exceptional opportunity to mix with Yacht Designers, Naval Architects, Water Toy makers, owners et al (over a few glasses of bubbly!) During this time I also worked freelance for the luxury publication Force One Magazine, focussing on copywriting and client acquisition.



Paul Goldring
Creative Director
paul@designinc.co.uk

You will be working across all of our clients' business providing integrated campaigns – are there any areas you are particularly looking forward to? Branding, advertising, digital or literature design?

Looking forward to getting stuck into a branding project and developing this through print and web.

All the other team members at Design Inc each have unique areas of commercial experience gained outside marketing and design before joining the company – these can vary from the sublime to the ridiculous. What are the unique experiences you will bring to the mix? Any good anecdotes?

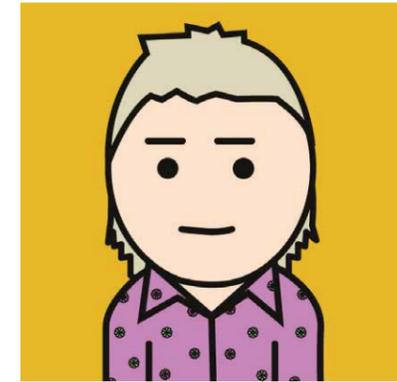
I worked in many strange places whilst studying for my Graphic Communications course, killing trout was probably the most bizarre!

When you are not creating challenging concepts for Design Inc clients what do you like to do?

Having two teenage daughters keeps me quite busy but I escape the hissy fits and dramas by chilling at music festivals and attending breakdance events.... this doesn't make me a cool dad apparently!

And finally, as an alternative to astrology at Design Inc we believe you can often get an insight about someone from the song that was number one on the day they were born – go on enlighten us?

Johnny Nash - Tears On My Pillow



David Parker
Branding and Marketing Consultant
david@designinc.co.uk

OK, David, you are the branding specialist - but what is your own brand built on?

Creativity, communication and commitment. The c words.

As Design Inc marks its 15th birthday what are your aspirations for the future?

More clients and more campaigns please.

When you aren't working for Design Inc what are likely to be doing?

Well, I'm most likely to be doing something creative with my 2 young daughters - drawing princess pictures or building princess castle dens or making princess tiaras.

Once they are in bed I love to go out to see live bands and am lucky to have a lot of great musicians playing in and around Richmond. The Eel Pie Club for R&B and other pubs for rock and pop and soul. You might find me browsing in TK Maxx for that umpteenth pair of shoes or watching retro b/w music clips on Youtube.

Or rummaging through design/architecture/aviation books in a charity shop. My parents and grandfather all worked for De Havilland. Best plane ever? DH 98 Mosquito.

Yacht charter and Marine clients at a glance



Oceanstyle

Charter and Marine



Jetcraft Yachts

Charter and Marine



Premier Marina

Charter and Marine



Griffin

Charter and Marine



Prime Choice Marine

Charter and Marine



Circraft

Charter and Marine



Vertis Yachts

Charter and Marine



Ice Marine

Charter and Marine

For further information contact:

Frank Norman

Design Incorporated (UK) Ltd
Centurion House
London Road
Staines,
Middlesex
TW18 4AX

t: +44 (0)1784 410380
e: frank@designinc.co.uk
w: designinc.co.uk

