



designinc

Marine & Yacht

Case Studies



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.



Total **ENGINEERING**

Beyond **PERFORMANCE**

Pure **ELEGANCE**



Ice Marine

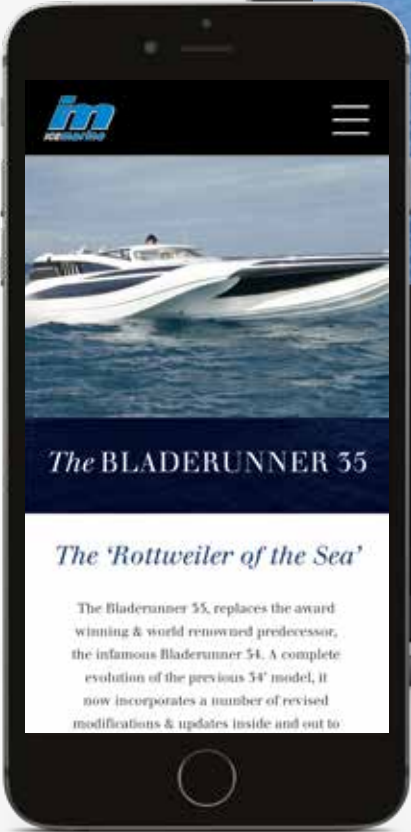
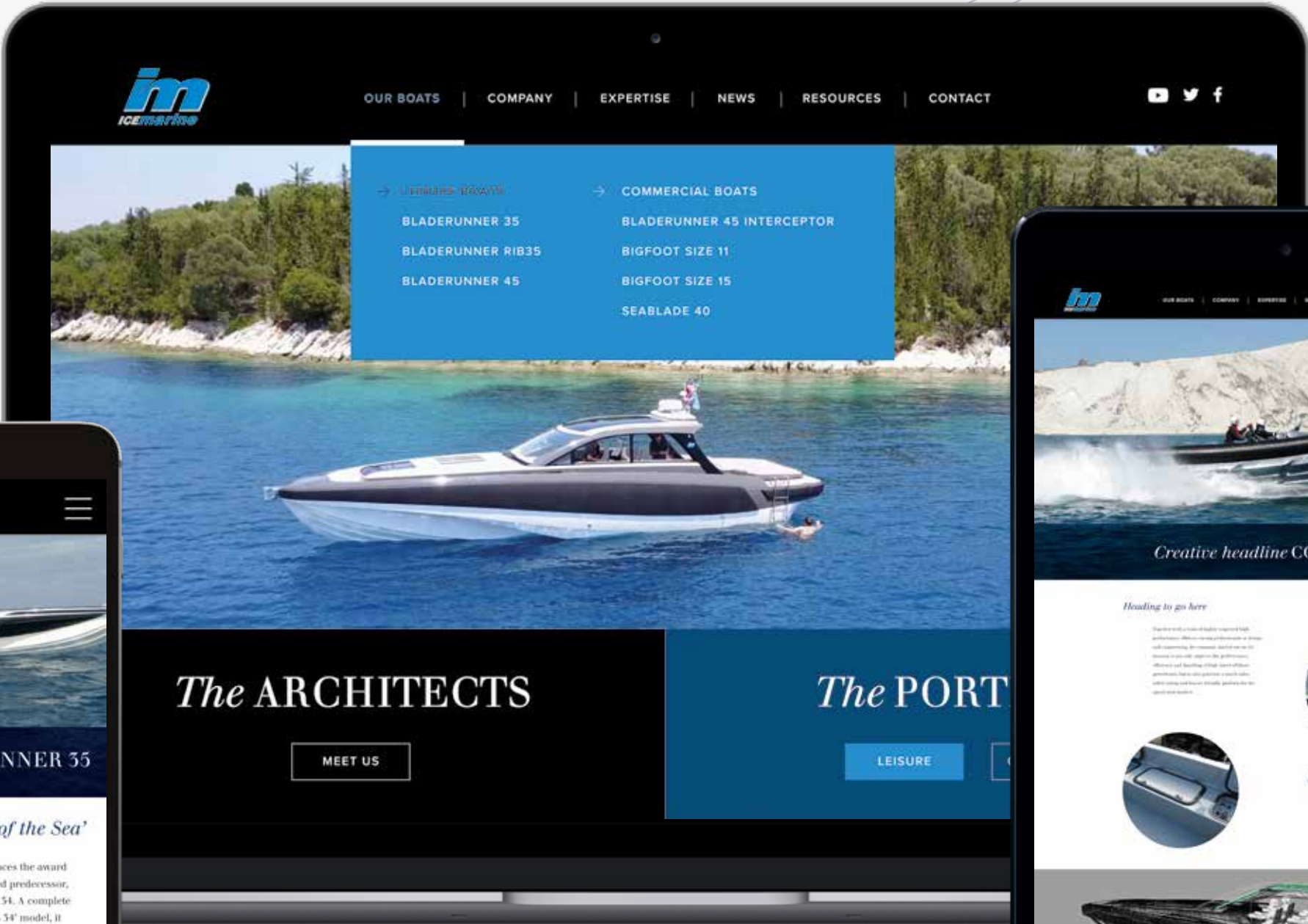
Leading powerboat designers & manufacturers and longstanding Design Incorporated client Ice Marine came to us recently with a requirement for a completely new dynamic ‘mobile first’ website.

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.



Ice Marine

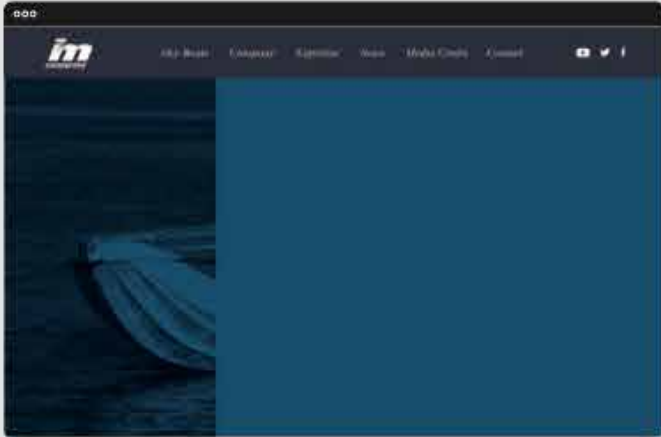
Animation screens



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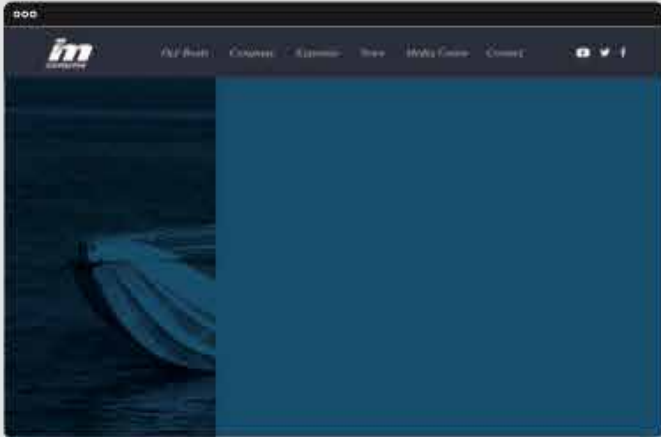
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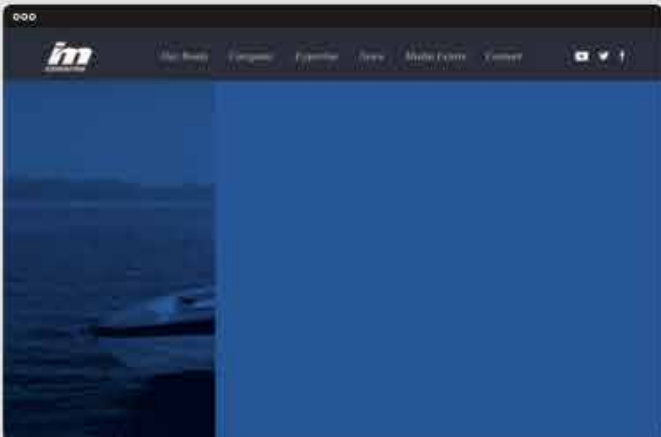
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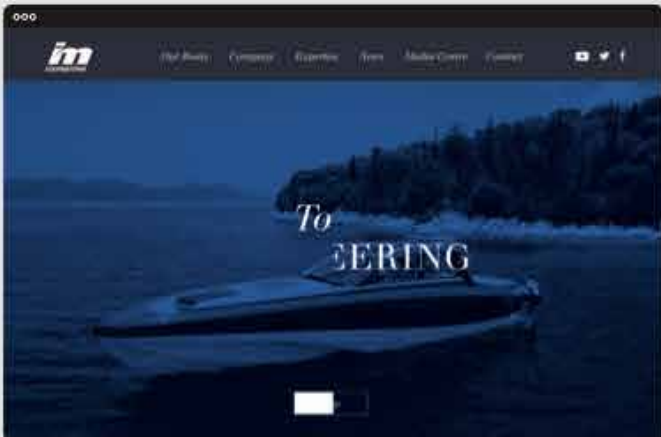
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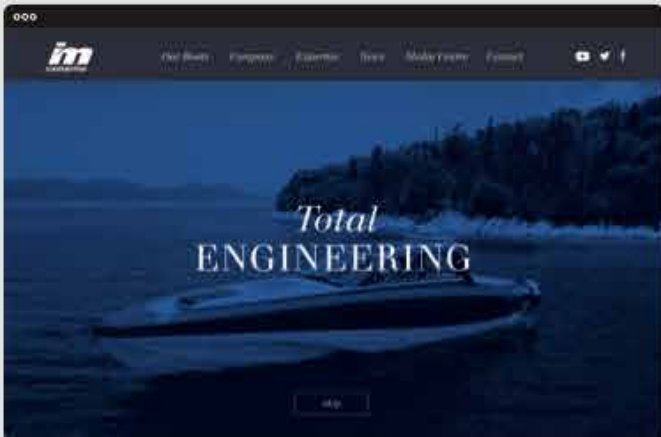
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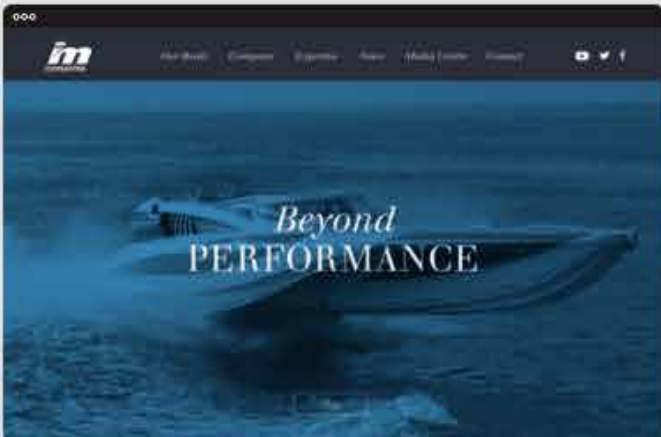
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10



11



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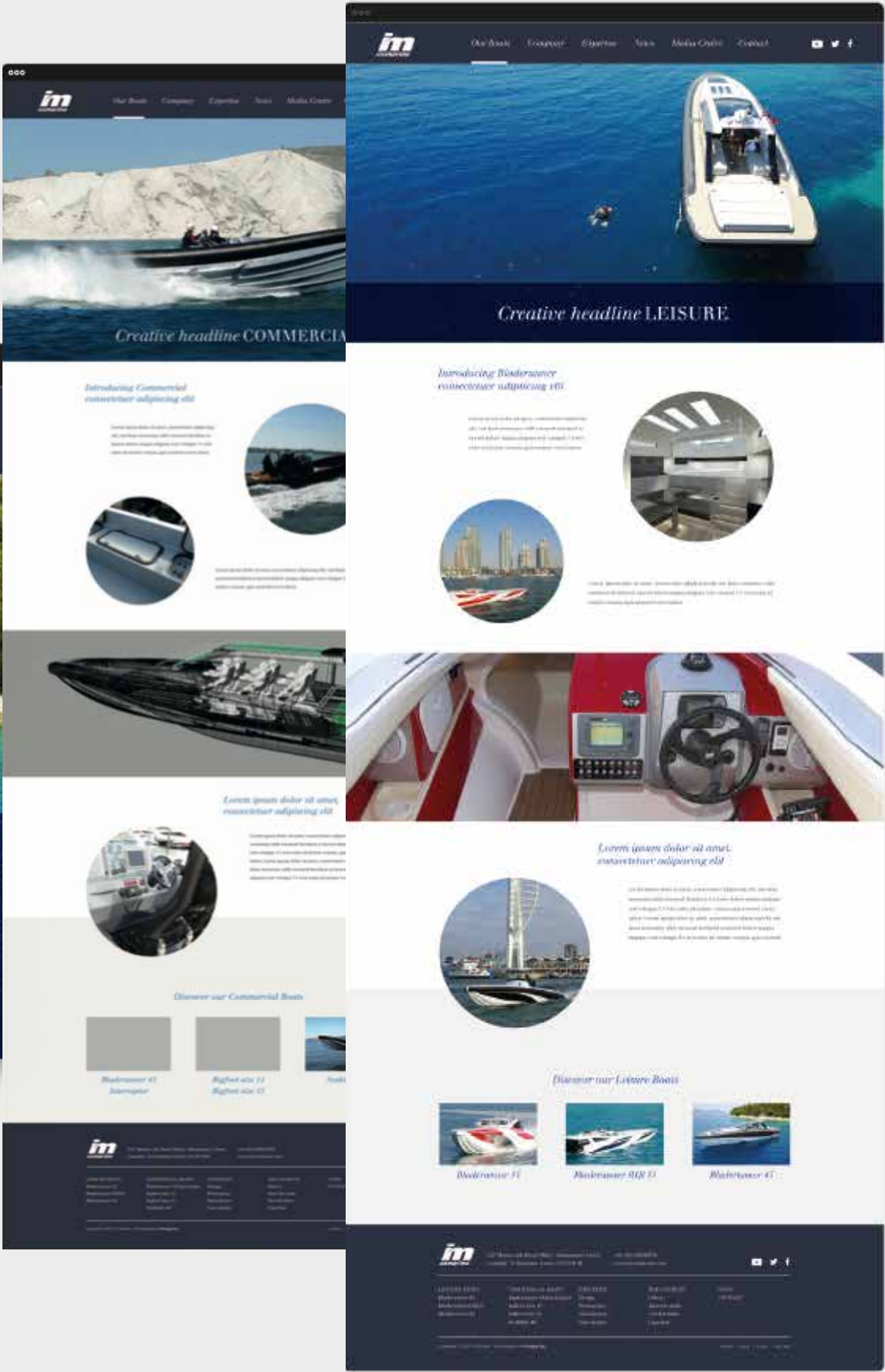
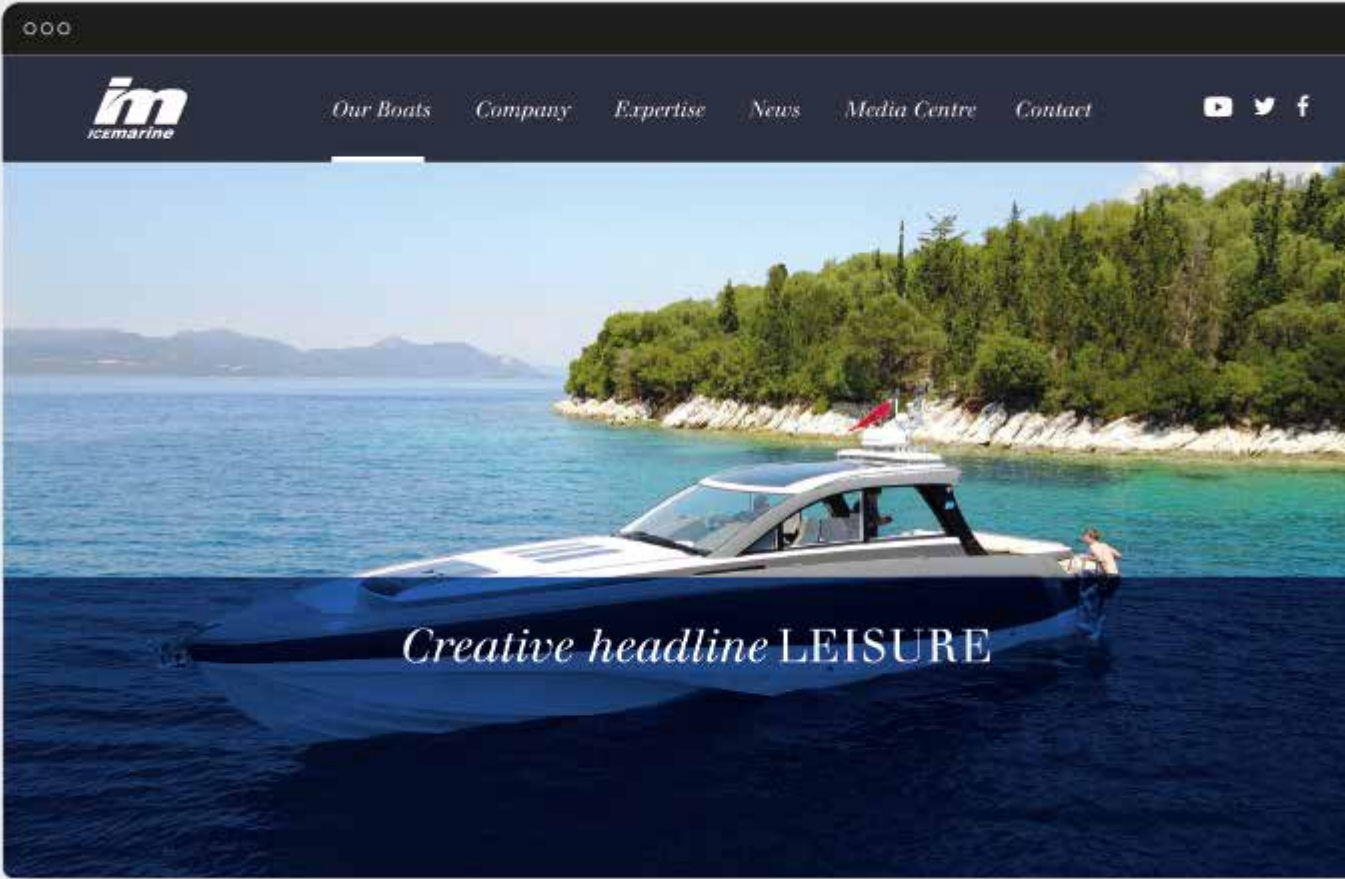
Full page responsive designs

The outcome

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

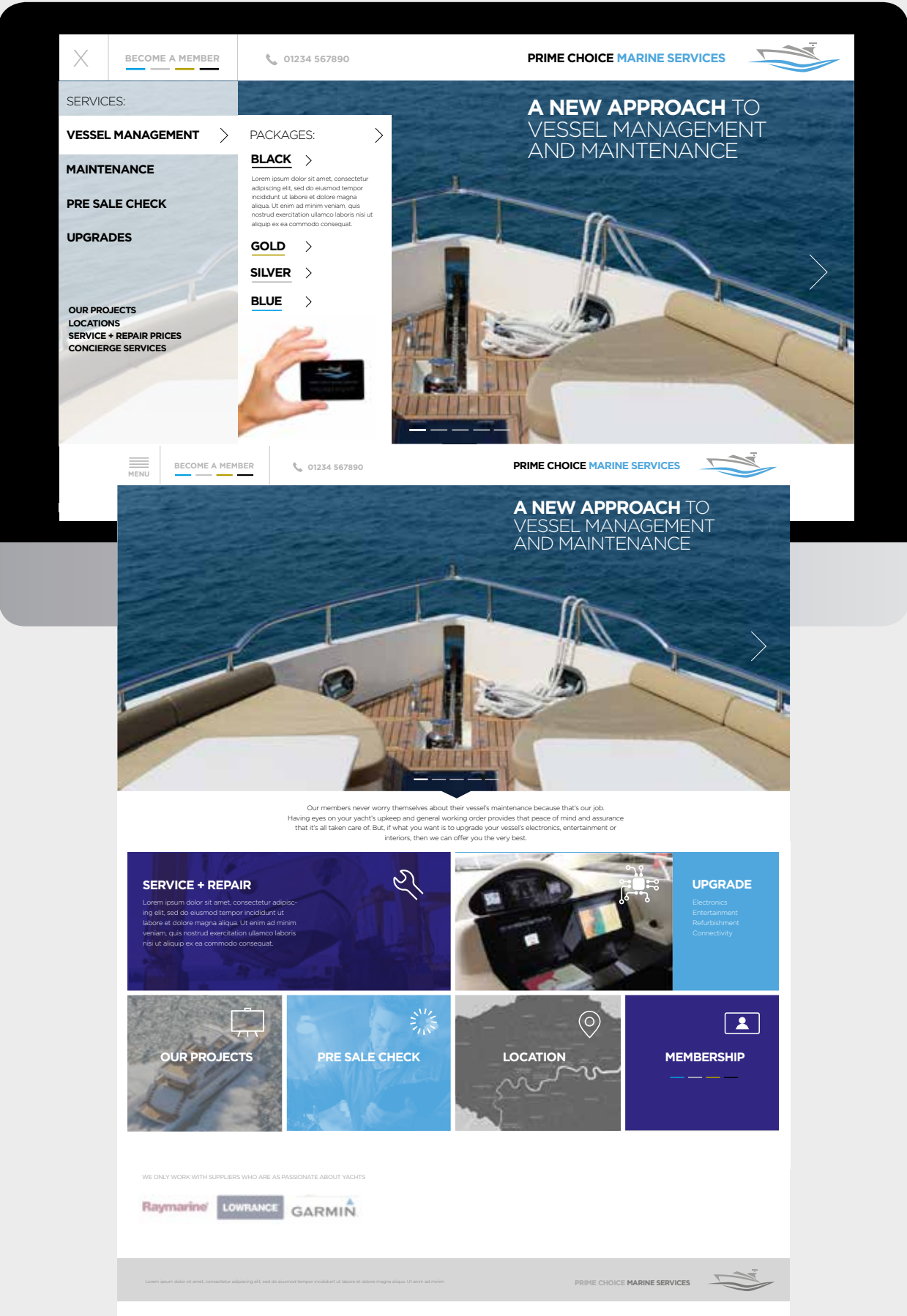
The reaction

“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 we ready to move forwards.”



PRIME CHOICE MARINE SERVICES





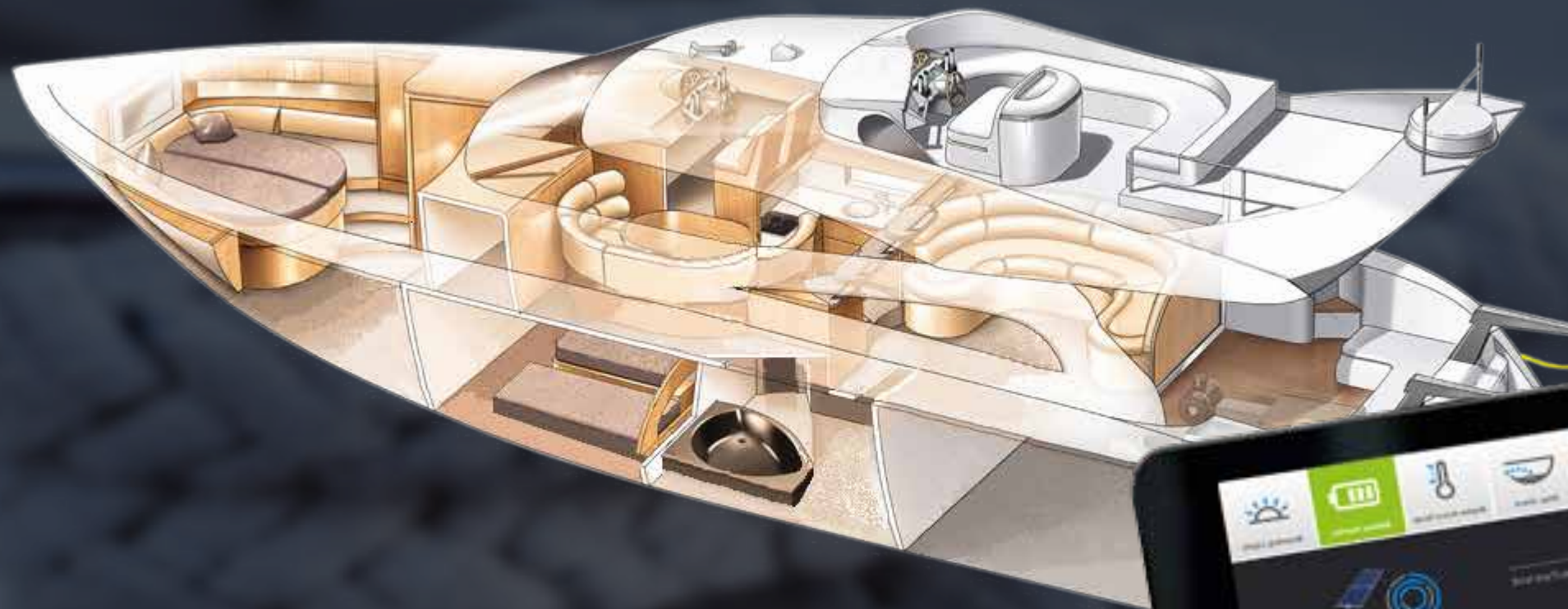
Prime Choice Marine

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 thier 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.

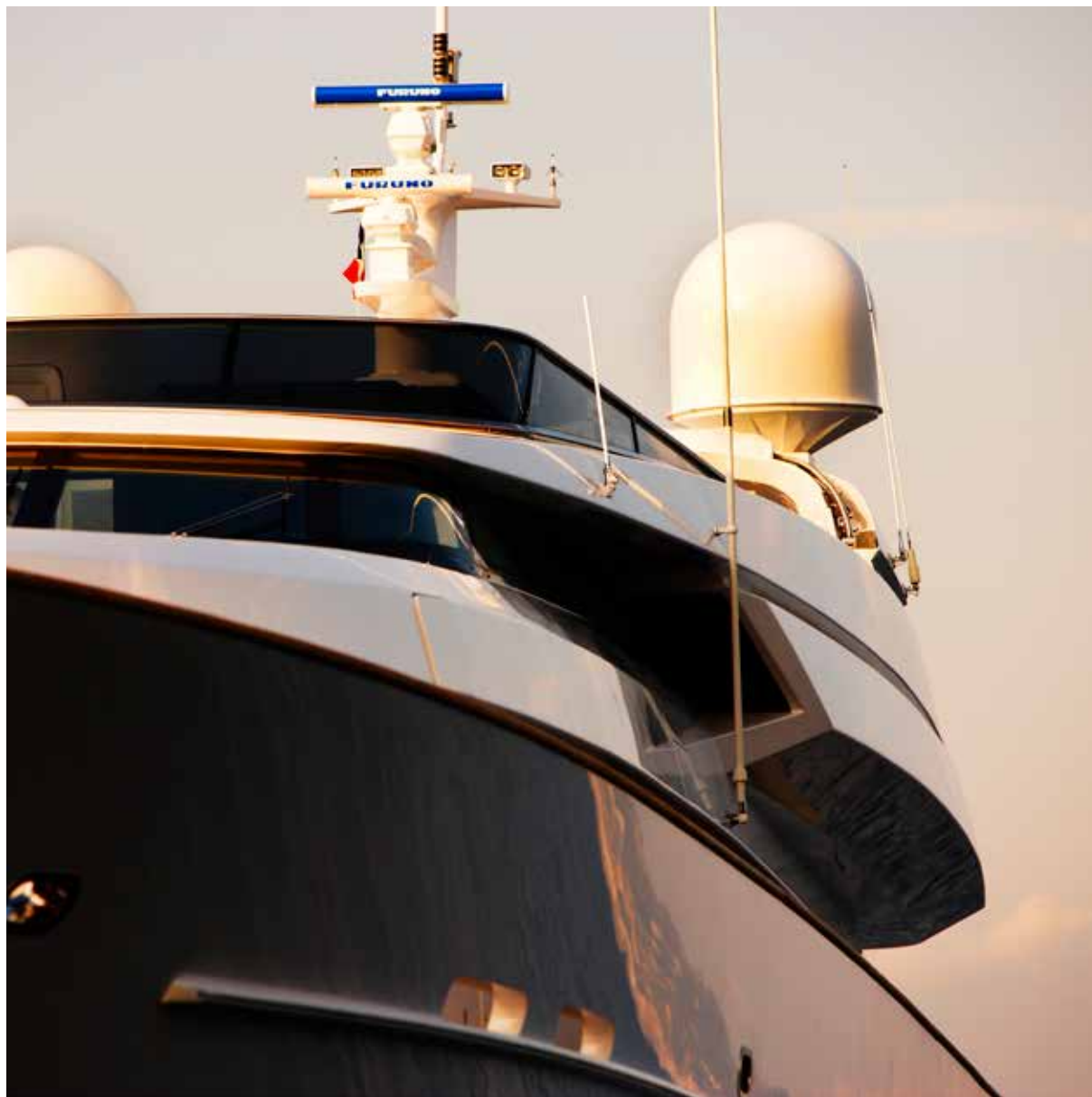


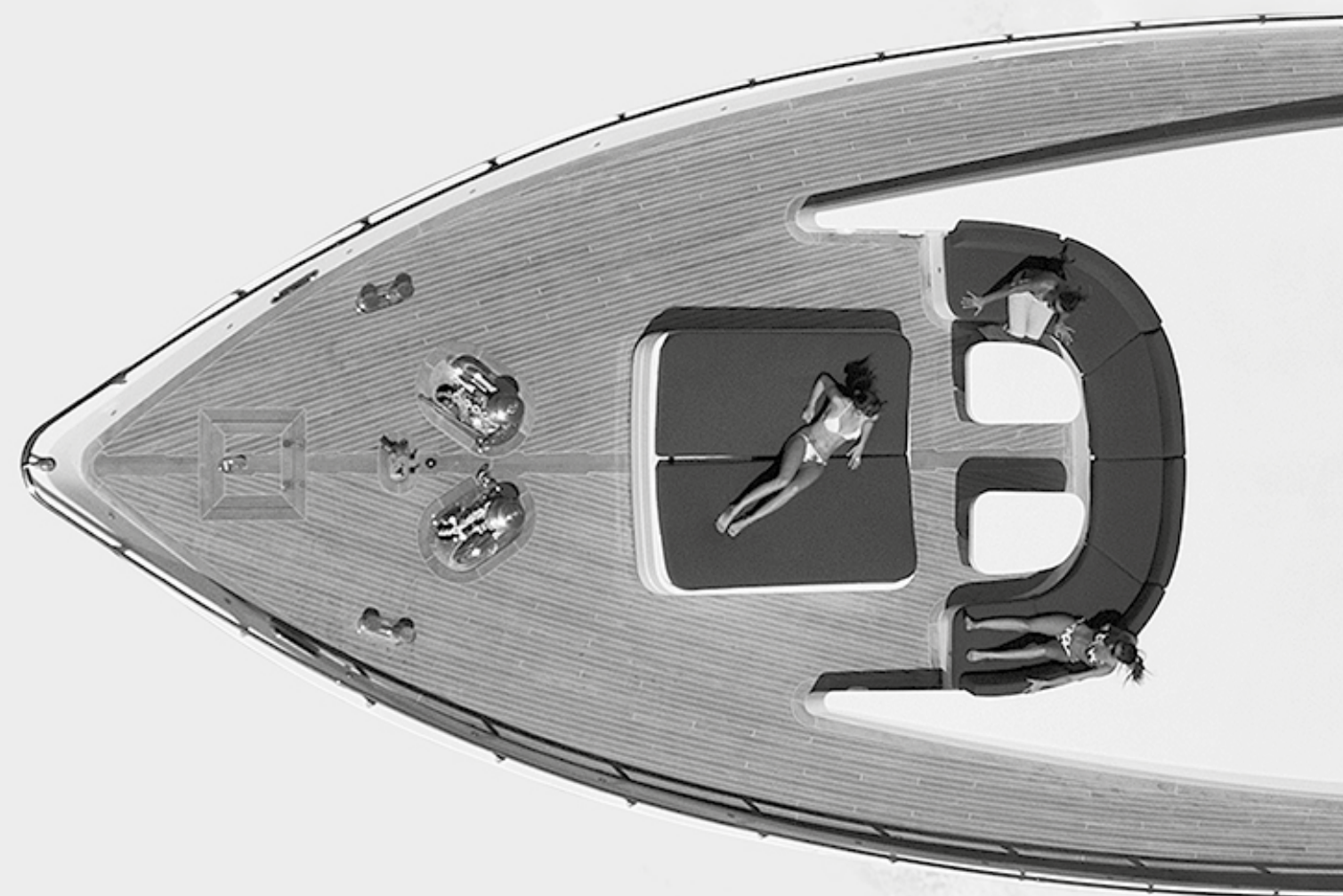
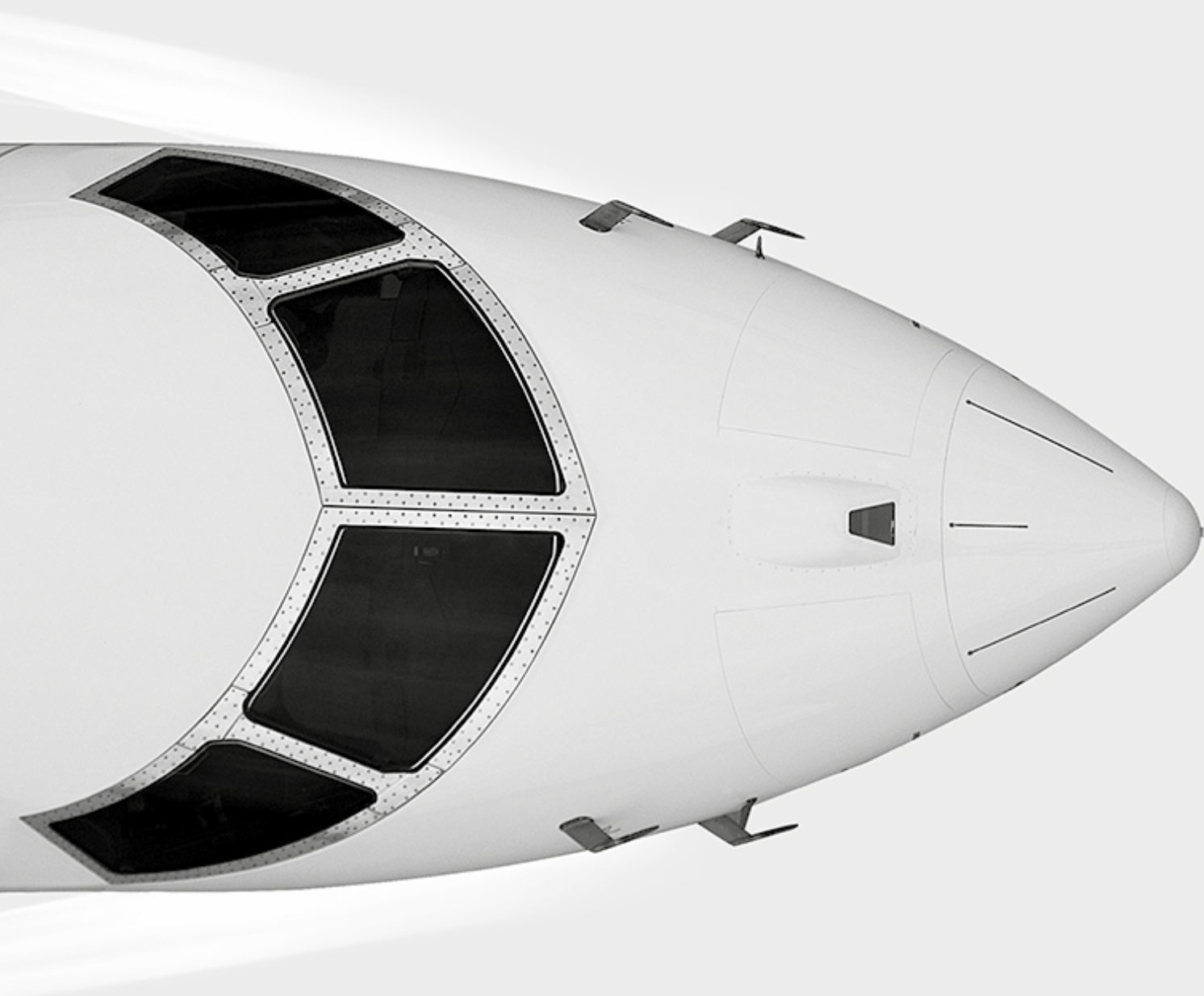
OCEANSTYLE



Oceanstyle

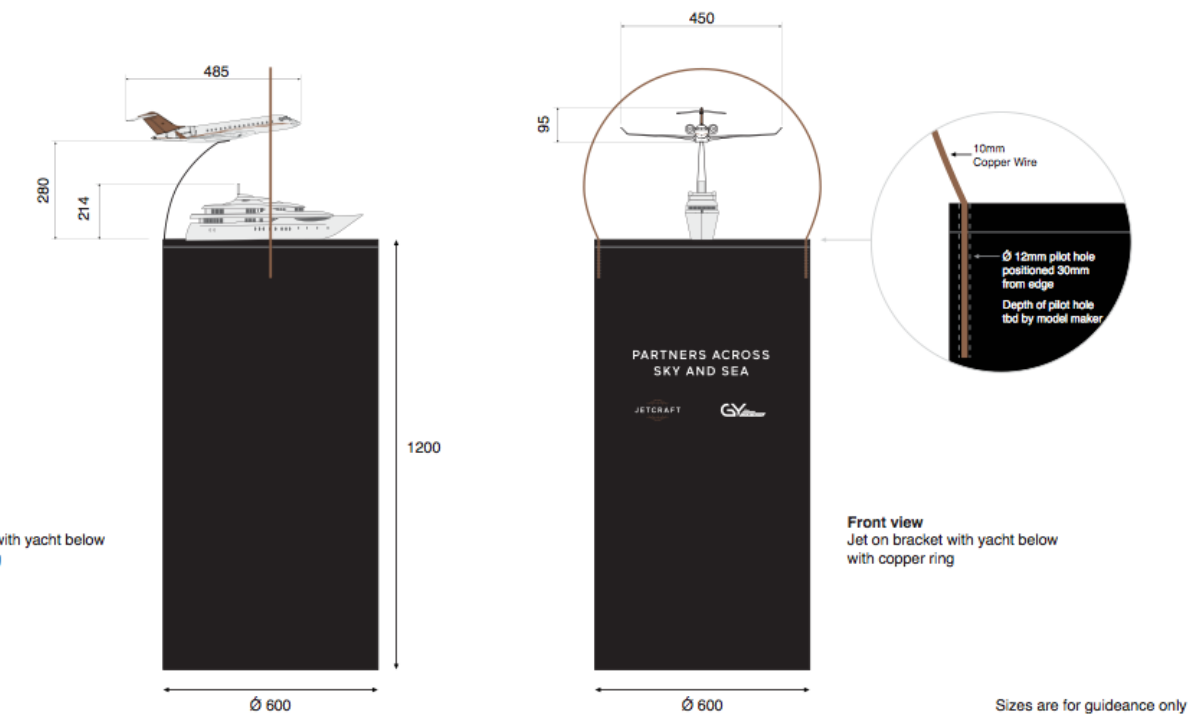
Travel agency and concierge offerings are also often associated with marketing core jet & yacht charter businesses as a joined-up service is valued by customers who simply want everything taken care of by a single provider.





Jetcraft

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

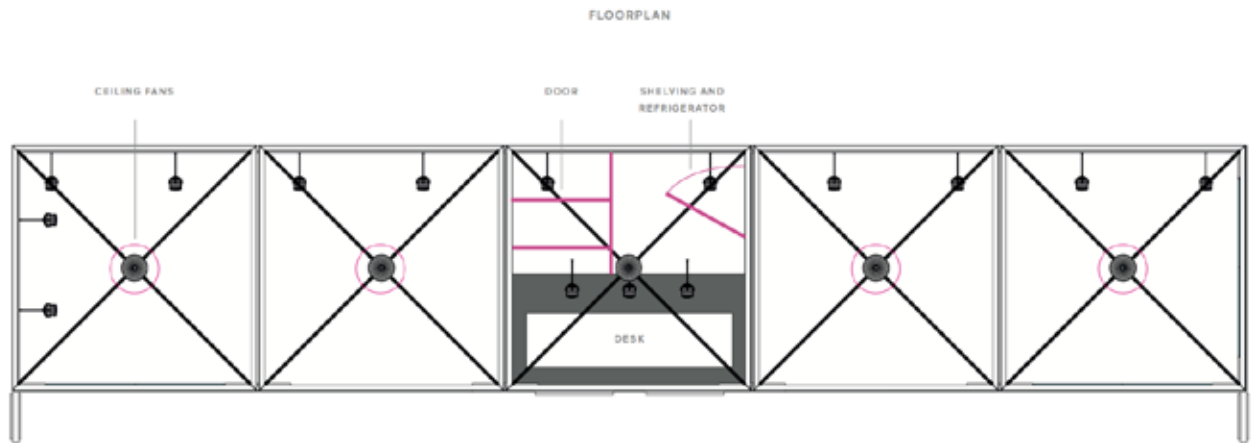


Sizes are for guidance only

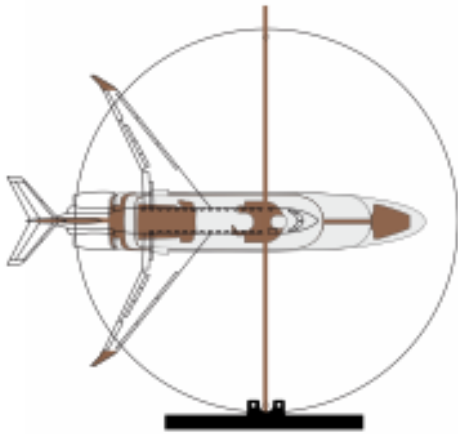
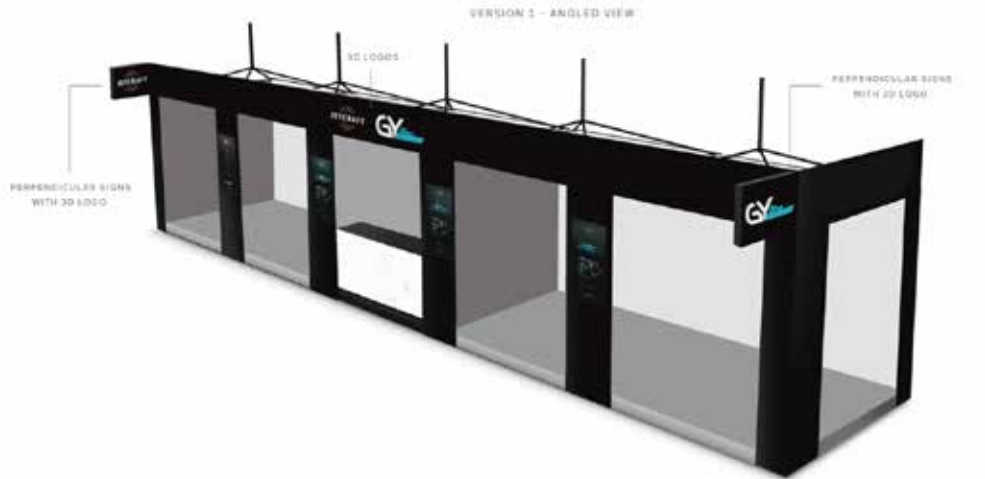


We have promoted this arrangement in advertising and in the partners 'across sea and sky' model combination used to promote Jetcraft and Gaspard yachts at events. For a number of years, Jetcraft have taken a chalet at the Monaco Yacht Show and we have applied Jetcraft's and Gaspard Yacht's branding elements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

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A photograph of a yacht named "ODYSSEY" at night. The yacht is white with dark horizontal stripes and is illuminated by its own lights. It is on the water, and the city lights of Monaco are visible in the background under a dark sky.

Testimonials

An aerial, top-down view of a ship's deck, showing the complex arrangement of hatches, railings, and structural elements. The ship is moving through dark, choppy water, creating a white wake. The perspective is from directly above, looking down the length of the vessel.

“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

Frank Norman

Client Services Director

frank@designinc.co.uk

So Frank, what does the Client Services Director do in a marketing and design company?

Well basically, I lead the client services side of the business. That means the nature and quality of our services, account development, new business development, business profitability as well as contributing to the marketing and commercial direction of the company.

The better the quality of our relationships with our clients – the better it is for both the client and Design Inc. We work on a long term strategic basis for most of our key clients, however every relationship has to start somewhere and this may be a relatively small project in some cases.

What does your time line look like and how has it equipped you for the challenges of Design Inc?

Wow, well I've been working in advertising, design and marketing for 25 years – client service has always been my core focus and today I retain ownership of the relationships with our main clients in the B2B sectors of: energy, engineering, finance, IT, manufacturing, professional services and telecoms.

What is the best bit about working for Design Inc?

Having been directly involved in the growth of the company from a one man band, I am still highly enthusiastic regarding client acquisitions campaign wins and building strong long-term relationships.

Every day is different here and I enjoy managing the many diverse marketing requests we receive.

I love seeing our clients benefit from our work and grow from the successes we help them gain.



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?

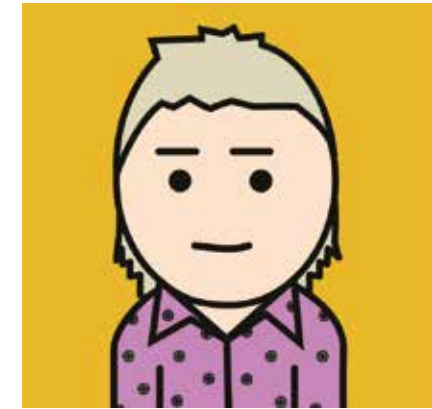
I worked in many strange places whilst studying for my Graphic Communications course, killing trout was probably the most bizarre!

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?

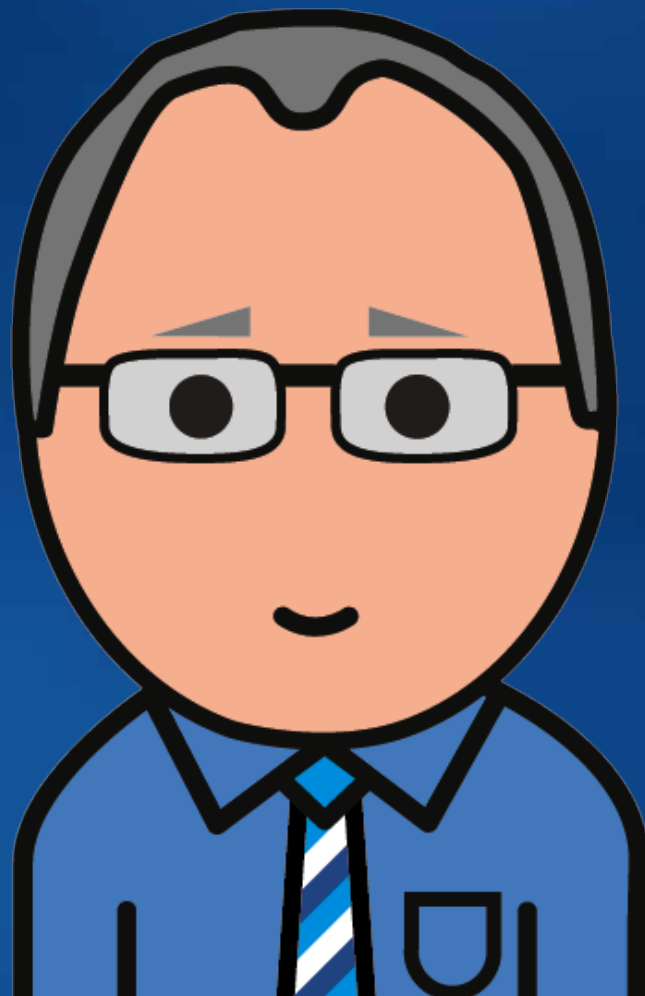
More clients and more campaigns please.

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



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