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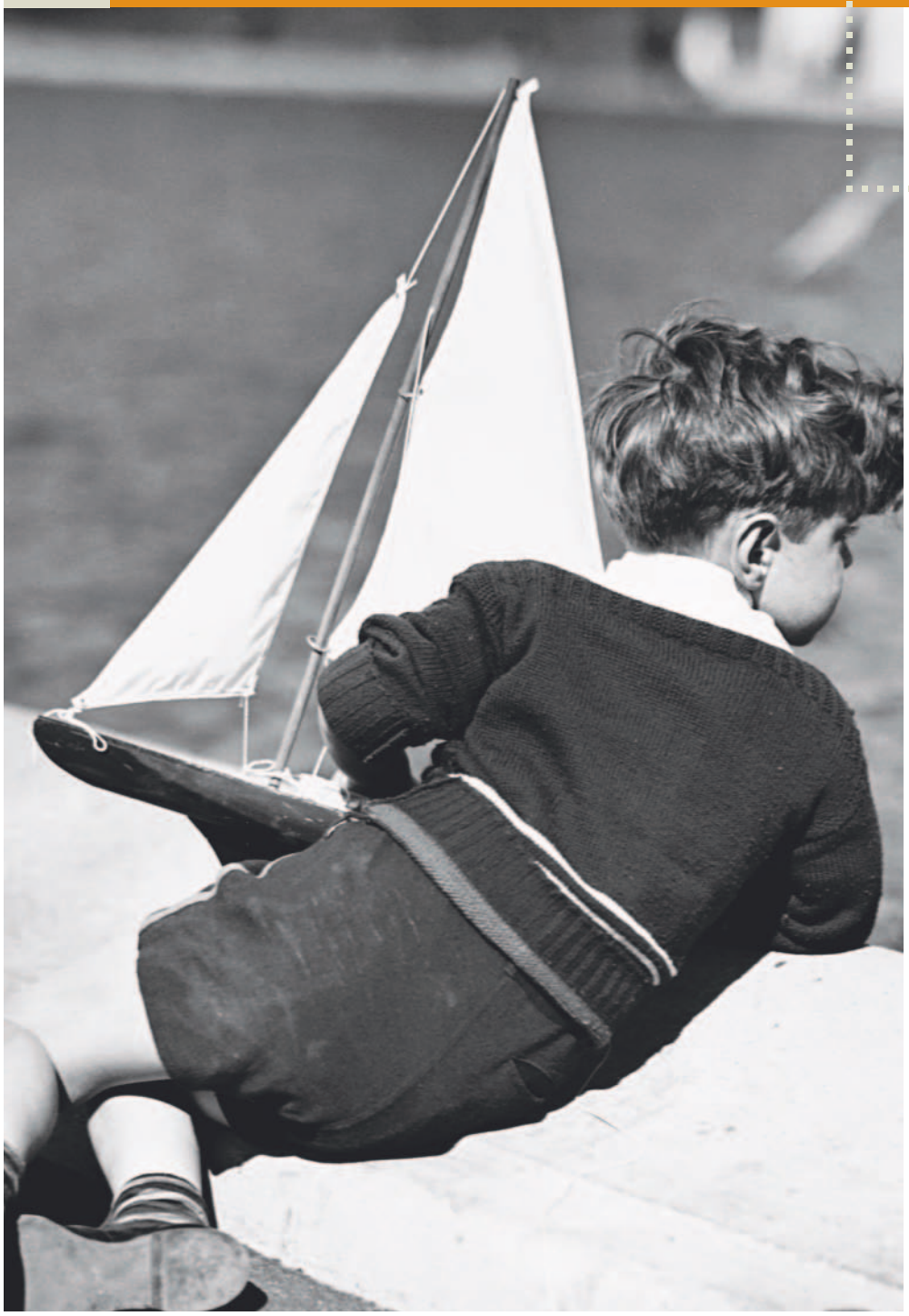
Celebrating Our 20th Year

BRAND development

CHURCHILL YACHT PARTNERS - CASE STUDY



Churchill Yacht Partners Launches New Brand Identity with MVP

Churchill Yacht Partners, based in Newport, Rhode Island and Fort Lauderdale, Florida is a new Euro-style yacht brokerage, charter and management company. Requiring a new brand identity, the company conducted an extensive search to identify a marketing firm capable of inspiring high net worth individuals and corporations to purchase and charter their worldwide fleet of distinguished yachts.

Landing on MVP Marketing + Design, Churchill discovered a highly motivated and talented team that not only shared its passion for service, but was skilled in formulating the compelling brand strategy and creative solutions necessary to accomplish CYP's business objectives. In this case study, you will learn how MVP was able to accomplish client goals by conducting research, creating a new award-winning corporate identity, and extending it across multiple media channels including marketing collateral, advertising, and Web site.

And Begins to Make Waves

Churchill Yacht Partners required distinct but unified messaging for each of their three business channels—brokerage, charter and management services. Commencing with a Web-based survey of more than 50 competitors, MVP sought first to understand and then define CYP's target markets. Only then were proprietary messages crafted to help Churchill achieve its mission.

CHURCHILL YACHT PARTNERS

Brand Strategy

"However beautiful the strategy, you should occasionally look at the results"
— Sir Winston Churchill 1874-1965, English statesman

To help Churchill Yacht Partners devise original imagery, MVP addressed five BRAND ARCHITECTURE elements:

1) The **Brand Essence** - distilling the brand's intrinsic characteristics into a core concept
2) The **Brand Promise** - defining the user's brand expectations, and how the brand motivates, differentiates, and solves user problems
3) The **Brand Vision** - anticipating how luxury yacht buyer, charter and management services clients should perceive the company in the future
4) The **Brand Positioning** - characterizing the way in which the brand fulfills the needs of the specific market niche it occupies in the competitive environment
5) The **Brand Footprints** - describing what the Churchill Yacht Partners brand means, and how it performs in its intended target markets

For example, in the case of the brand promise, MVP, working in partnership with the Churchill brokerage team, generated the statement "We treat every client as if you were our only client." This is backed up by related copy and imagery through all client communications.

Next, MVP tackled Churchill's visual brand attributes, formulating a questionnaire to discern how the expected superyacht community should perceive Churchill as measured by contrasting word pairs. For example: Masculine ↔ Feminine, Traditional ↔ Modern, Conservative ↔ Avant Garde, Earthen ↔ Metallic, Youthful ↔ Mature, etc. Armed with a clear understanding of our client's values, MVP synthesized brand identity elements into a unified whole consisting of the following elements: custom color palette, typeface, company logo, letterhead, Web site, advertisements (editorial and brokerage), marketing collateral and exhibit materials. All media—print or interactive—share a common identity and reinforce Churchill Yacht Partners' role as the leader in the brokerage, charter and management of "distinguished yachts."

Brand Image Development

As luxury yacht brokers where personal service is key, CYP required an emblematic brand identity that would embrace its multifaceted business: "Brokerage, Charter and Management." A regal griffin forges a link to the prominent Churchill name and imparts a sense of longevity, while a horizon line invites one to imagine the possibilities. Finally, the nautical whipping solidifies bonds with the select few in search of "Distinguished Yachts." The end result: A Euro-style identity true to its American roots.

Whipping: *The "yachtie" nautical whipping signifies that CYP knows its business down to the finest detail.*

ABCDabcd...
ABCDabcd...
GARAMOND FAMILY

ABCDabcd...
ABCDabcd...
CENTAUR FAMILY

Typography

Carefully chosen type fonts convey a bold, professional look consistent with industry expectations.

Pantone 5463

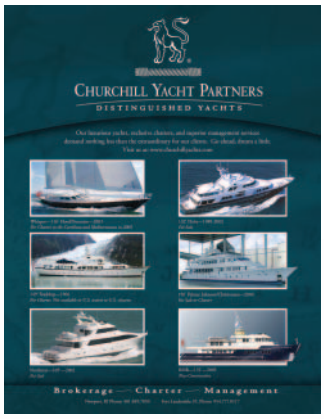
Pantone 877

Color Palette

Research on color trends indicated that today's teals and cobalt blues are reminiscent of the sea; creating a sense of luxury when paired with whites and especially gold.

"One Dream" Integrated Ad Campaign

Fulfilling the twin roles of institutional and brokerage advertising, the moving "One Dream. One Dream Come True" ad campaign relates childhood imaginings to fulfillment through luxury yacht ownership by employing a period sepia tone photo conveying a sense of timeless optimism.



Broker Advertising

This single-page brokerage ad format distills the benefits of the mainstream two-page "look" through a combination of prominently featured logo, map-like background elements, and a graceful arch that encompasses the yachts within.

Advertising Landing Page

To offer additional information and measure advertising effectiveness, MVP created specialized Web site landing pages to track viewer response. By following the customized URL included with each ad, Churchill can not only measure reader response, but put curious customers in contact with their own "broker of the day."

BROKERAGE

CHARTER

MANAGEMENT

Visit the site at www.churchillyachts.com

Web Site

Writing, designing and programming CYP's new online identity in record time was critical to client success. With fluid navigation to clearly marked destinations and a lavish company tour, the site also serves as a critical interactive selling tool to facilitate transactions between Churchill's brokerage, charter and management clients. The site includes multiple listing databases allowing clients to view and obtain detailed superyacht listings anywhere in the world. An MVP-implanted content management system enables CYP staff to manage information easily, on a timely and cost-effective basis.

Steer Your Next Project to MVP

Churchill Yacht Partners' new brand identity has served as a model for the company's marketing initiatives, as expressed through both direct selling efforts and acquisition. The outcome, as measured in terms of increased sales and charters of luxury yachts, as well as clear expressions of client satisfaction, attest to the efficacy of our process, the high standards we have set for our work, and most importantly, the enthusiasm of our smart and friendly team.

Award-Winning Recognition

The Churchill Yacht Partners logo design won highest honors at the American Corporate Identity award show. Every year more than 4,000 brands vie for acclaim at the nation's only annual competition devoted specifically to the field of corporate identity.

Winner: *American Corporate Identity Award, Highest Honors for Best Logo Design*

Results that Speak for Themselves

"Congratulations from Florida. We're busy at CYP trying to keep up with business…Needless to say, you guys earned the award!!!"

Dirk Johnson, Managing Partner
Churchill Yacht Partners

Signal Us Today

MVP invites you to visit our Web site and review the results we've achieved for clients in other industries. Please contact Dick Weinrib, President dick@mvpdesign.com for more information. We look forward to gaining a personalized understanding of your business challenges and helping you make headway with your brand identity and marketing communications.

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Rikki Davis Worldwide Yacht Charter Advertisements
Rikki Davis yacht charters are exclusive engagements designed to meet the demanding needs of high-profile clients. MVP has created a series of idyllic lifestyle ads that incorporate a new Rikki Davis "it's YOUR charter" theme with Churchill Yacht Partners' select services.

Rikki Davis Marketing Materials
To establish a parent-subsidiary relationship without diluting the equity of the Rikki Davis name, MVP formulated the "at Churchill Yacht Partners" logo modifier, while integrating the imagery and color palettes of both companies.

Whisper Yacht Web Site
As the recipient of ShowBoats' Awards 2004 "Best Sailing Yacht Under 40 Meters," Whisper is available for corporate and private charter. MVP's Web site solution speaks the language of luxury by offering prospective clients a dramatic succession of shipboard images and a 3D preview of the sailing yacht's opulent accommodations. Visit the site: www.whisperyacht.com