

GET ME LOST

BRAND WORKSHOP SUMMARY



HEAD NORTH

CONTENT

Value proposition canvas

Brand personality

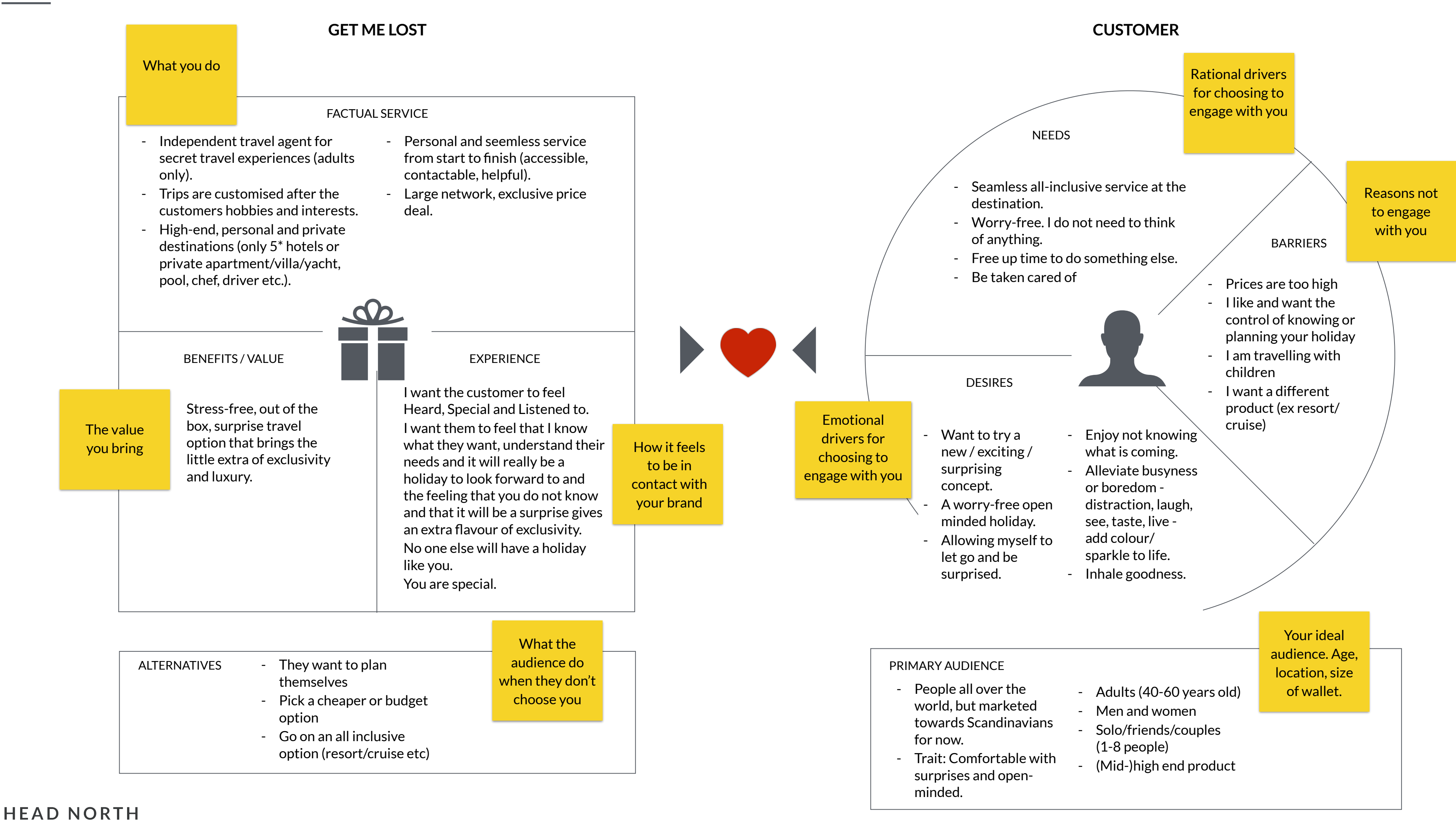
Brand perception

Brand purpose

Brand platform

Brand essence

VALUE PROPOSITION CANVAS





BRAND PERSONALITY

Working the room (*networking*)
Inquisitive (*interested in getting to know people*)
Interested
Questioning
Engaging
Talkative
Smily
Inviting
Open body language
Authentic
True
Softly confident
Smart casual
Colourful, but not garish

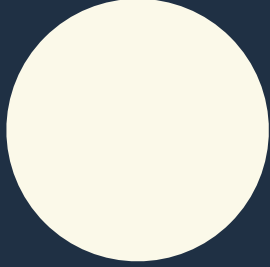
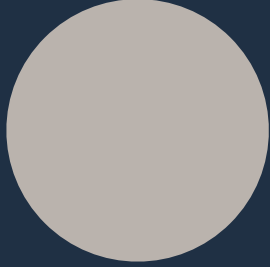
BRAND PERCEPTION



BRAND PERCEPTION



BRAND PERCEPTION



- Classy
- Personal
- Customisable
- Romantic
- Comfortable
- Luxurious
- Active
- Exciting
- Tranquil
- Relaxing
- Brave
- Proud
- Trusting
- Stylish
- Simple
- Special
- Unique



BRAND PURPOSE THOUGHTS

Fighting against:

Boredom

Averageness

Grey, everyday life

Narrow-mindedness

Being afraid of trying new things

I believe the world would be a better place,
if people dared to say “yes” more.

I believe the world would be a better place,
if people were more accepting of differences.

I believe the world would be a better place, if
people dared to see and understand each other.

I believe the world would be a better place, if
people were brave enough to embrace the
unknown.

I believe the world would be a better place, if
people dared to embrace what they don’t know.

RANDOM MINDSET THOUGHTS

Adventure exists in the unknown.

The unknown is a sea of possibilities.

Embrace the unknown and let life surprise you.

I have no idea where I'm going. And I love it!

It feels good to be lost in the right direction.

Fill your life with experiences, not things. Have stories to tell, not stuff to show.

Travel for romance, travel for architecture, travel to be lost.

Never loose your sense of wonders.

It's when you travel to the unknown that you find yourself.

BRAND PLATFORM



Key statement #1
Your mindset

Adventure exists in the unknown. All you have to do is embrace it, wake up your sense of wonder, and let life surprise you.

STRENGTHS

I create secret holidays that are perfect just for you, so you can sit back and enjoy the excitement of the unknown.

Key statement #2
The concept

Motivator

PERSONALITIES

Pathfinder

Confident

ATTITUDES

Curious

BRAND ESSENCE

Wonder

Committed

Passionate

Friend

Connector

Key statement #4
The service

I support you every step of the way, ensuring your comfort and enjoyment from planning to take-off and when you're back at home.

I have a large network of people who take pride in proving you with exclusive luxury and comfort in every single aspect of your holiday.

Key statement #3
The experiences

Wonder

This is the feeling you should evoke in your customers mind.

You awaken their sense of wonder.

You give them experiences that amaze and excite.
Your service is based on admiration and respect for people's lives.

This means your brand experiences should reflect the sense of wonder (see thoughts on page 13)

START WITH WHY IN YOUR CORE STORY



THOUGHTS

Brand feel

The brand should feel adult, exclusive, classy, romantic and personal, and reflect the contrast of relaxation and action.

The brand should wake people's sense of wonder. To do that it should ooze surprise and exploration. Consider adding explorative / secret element to website to inspire visitors and make them wonder at the opportunities that lie in the unknown.

Colours

Add notes of warm grey and beige (associations to beaches and mountains) for exclusive feel.

Use warm orange (association to sun) as highlighter colour on headings and buttons to add splashes of excitement.

Copy

Use headings, larger intros and pull-out text to invite the visitor into the website and make it easier to read at different levels



HEAD NORTH