

All Year Baltics corporate identity design

Target audience

Primary audience (by priority):

- 1) Couples (45-65 yrs)
- 2) Families with teen-agers;
- 3) Solo travellers (25-44 yrs);
- 4) Groups

Age: 25-65 yrs old

Target markets (by priority):

- 1) UK
- 2) Germany
- 3) Finland
- 4) Norway
- 5) Sweden

Finance capabilities:

People with average and higher than average incomes.

Brand positioning

Company background:

All Year Baltics is a Lithuanian based company that offers a wide selection of individual theme related holidays and group tours to Lithuania, Latvia and Estonia.

Brand positioning:

Have a vacation in Baltics anytime of the year at lower price and high quality service.

Company brand features (tone, status, goals, advantages, and etc.)?

- travel packages for any period of the year
- a wide selection of individual theme related tour packages for different taste and budget
- involvement and gaining experience tours
- customized group tours
- offers and consulting in local language
- online sales
- big bet on online marketing

Company services:

- wide selection of travel packages (Citybreaks, SPA tours, Countryside, Arts & Crafts, Culture and Heritage, Gourmet tours, Activity tours, Events, Entertainment, Shopping tours)
- get everything on site – travel package + air ticket (+ car rental)
- buy the vacation online

How and where your company services will be sold to the customer?

- Individual packages – online through allyearbaltics.com website.
- Group tours – direct sales with personal company visits and participation at specialized exhibitions.

Main competitors:

[Baltic Holidays](#) – active since 1999, one of the first companies in UK specializing to Baltic States. Widely recommended through mass media and travel book guides.

[Baltic Travel Company](#) – UK based company having a big selection of interesting tours not just to Baltics with clear and informative website.

[Scantours](#) – leading scandinavian tour operator specializing in customized independent and group travel to Scandinavian and Baltic countries. High level customer service, but high prices.

[Baltic Adventure](#) – Lithuanian company offering wide selection of individual travel packages.

[Baltikum-Tours](#) – a german company offering mostly active travel tours thorough off beaten path.

Design preferences

The style of our marketing materials is modern, creative, eco, in harmony with nature, fresh, cheerful.

The design should show that we got packages for any time of the year.

Style:

- Modern
- Fresh look
- Bright colors
- Curved lines

Inputs provided

Logo in convex and flat shapes.