Design Brief for Major Projects Advertising Campaign Concept

# Summary of Aims

1. Fred. Olsen Windcarrier (FOWIC) aims to create an advertising campaign for the new ‘Major Projects’ service that they would like to build and provide to the offshore wind industry.
2. To make FOWIC become the ‘go to’ organisation for ‘Major Projects’ in the offshore wind sector
3. The campaign will need a theme and may consist of two or three designs/messages/images.

# Background FOWIC provides innovative and tailored services for the transport, installation, and maintenance of offshore wind farms.

Building on 167 years of offshore and marine experience, FOWIC was established in 2008 to service the growing offshore wind sector. The company currently owns and operates two class leading purpose-built jack-up vessels; Bold Tern and Brave Tern, and a fleet of eight modern service vessels for transporting crew and equipment to and from offshore wind farms.

FOWIC has gained extensive experience installing the latest generation offshore wind turbines on some of the world’s largest wind farms. The company provides project management and has wealth of engineering expertise in-house. It’s also able to supply manpower in the form of technicians, and crew transfer vessels

The company has offices in Oslo - Norway, Fredericia - Denmark, Lowestoft - United Kingdom, Hamburg - Germany and Pieta - Malta.

***Lifting Offshore Wind***[www.windcarrier.com](http://www.windcarrier.com)

Our new offering is called ‘Major Projects’ We describe this as a project that requires the wind farm owner to source a service that is outside of the normal operation of the wind farm. An example of this would be a wind turbine major failure offshore that will require a large vessel to lift out the broken part and replace it with a new one. Prior to starting this work the wind farm owner will require detailed plans on how this project will be accomplished and by whom and at what price.

Our Target Market

The customers and the target of this marketing campaign are large scale utilities that own offshore wind farms. They generate clean green electricity. Companies like Scottish Power, Centrica, EDF, Statoil, Statkraft, DONG, RWE, E.ON. Large professional organisations with high demands for safety, flexibility and cost-effectiveness. They do not want to work with smaller less capable companies.

# Our Message

Our campaign needs to show that FOWIC is the right choice for Major Projects work. We are flexible, reliable and offer a full scope.

We want a strong advert that will stand out from the normal FOWIC adverts and the adverts of our competitors in our industry.

The main competitors to Windcarrier

1. <http://www.mpi-offshore.com/>
2. <http://www.seajacks.com/>
3. <http://www.a2sea.com/>
4. <http://www.seafox.com/>

FOWIC have images online to be viewed to assist in the creation of this new campaign. But it is not the aim of this project to use these images in the campaign.

# Our Tone of Voice

Our brand has a strong identity and all artwork must reflect and build on this. Please see attached brand guidelines for our brand values, our brand identity and our general corporate style.

Our marketing to date has a strong focus on using photography from our own projects – this is something we will maintain for our installation campaigns but not what we want for the Special Projects campaign.

Our company is Scandinavian owned, and this style can be seen in all of our material – it is fresh, clean and modern.

We need a message and visual that says

* 1. Strong
  2. Bold
  3. Efficient
  4. Pedigree
  5. Innovative
  6. Full scope
  7. We will take it from here
  8. It’s in safe hands
  9. Trust us
  10. Signed sealed and delivered
  11. Keeping the lights on
  12. Battling against all odds
  13. Weather will not stop us trying
  14. Quiet giants
  15. Nice people
  16. Easy to work with
  17. He who dares wins
  18. Prepared for the future
  19. Building for the future
  20. Looking after the old for the young
  21. Scandinavia
  22. Norway, Norwegian
  23. Spread across Europe
  24. The best survive another day
  25. Only the best

# Approval process

The offshore wind industry is strongly focused with health and safety – all images and messages need to be approved by our HSEQ teams. The industry is risk averse.

# How will we use the concept?

The designs will be used by our retained marketing company in the near future

# Colours

See brand guidelines for details.

# Distribution

Advertising designs to carry across print (mostly trade publications), online MPU adverts and a light box at Billund Airport, Denmark. It may also be incorporated into exhibition stand designs and branded clothing

# Budget

£1200

# Deadline

2 weeks (insert actual date)

# Project Team

David Matthews – General Manager, UK

Stuart Thornton – Business Development Manager

Katy Chilvers – Marketing Coordinator