

2017

Cruisessence



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Cruisessence.com
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Company: International Cruise Community Ltd (ICCL)

Creative Design Brief: Cruisessence.com (the trading name for ICCL)

Who we are:

Cruisessence is a web-based cruise tourism company connecting cruise passengers and crew with local retailers, hospitality sector providers, tour guides, attractions, galleries, other service providers (eg banks, hair salons, doctors, shoe repairers, etc) and more in cruise destinations. Cruise passengers can connect online, book excursions in advance or plan to visit that shop, café, restaurant or gallery onshore and become more connected with the locals. Our goal is to reach 1,500,000 local listings across 625 cruise ports worldwide.

Founded in August 2011 and headquartered in New Zealand, the company is privately owned and operated by International Cruise Community Ltd. We are not a broker for cruise line bookings nor are we targeting the river cruise market (at least for now).

Project scope:

The project is a complete rebrand of our previous company brand, CruiseBubble. We are seeking an innovative, creative, flexible and collaborative partnership to create the best possible solution for our Cruisessence logo and brand style guide.

Materials required;

- We also require a logo design.
- A logo: the logo will be used online, in print and on other collateral pieces.
- First deliverable deadline is **May 31, 2017**
- We require a brand style guide. The successful designer will be responsible for the design of our new branding look and feel, including the company brand colours and fonts, for use on our website, social media platforms (eg Facebook, Instagram, Pinterest and Twitter) smartphone and tablet apps, and print collateral.
- Currently, there is no advertising schedule to follow, no blog calendar or deadlines for print publication.

Who's our audience/target market?

Our customer is the international cruise passenger. The demographic is very broad, mid-twenties to mid-sixties, kids traveling with their parents/large family groups, and active seniors hailing from North and South America, UK, South Africa, Europe, Australia, New Zealand and Asia (the fastest growing cruise market). Cruise passengers range from cruise virgins to repeat cruisers, all looking to be cruise inspired.

Our website design is modern, informative, relevant, engaging and current, directing the user to explore authentic onshore excursions that offer memorable and unique experiences.

Travellers wanting to cruise use cruise specific, relevant and familiar websites with credible information, usually, a cruise line with whom they have booked their cruise or their travel agent. Researching port destinations and planning what to do and where to go when they arrive usually happens months before departure, however there is a trend to plan and book a day or two before reaching port, as almost all cruise passengers now carry their own laptops, tablets or smart-devices, and as Internet services onboard ships improve. Planning and booking excursions in advance is essential to cruise travellers who like to be prepared.

Who's our competition?

Our main competitors are cruise tourism and information sites like:

www.lonelyplanet.com

www.cruisecritic.com

www.cruiseabout.co.nz

www.nztourism.co.nz

www.azamara.com

www.cruiseline.com

www.airbnb.com

The majority of competitors' sites have the same or similar cruise port destination information, some are very in-depth and are dedicated solely to cruise related subjects like www.cruisecritic.com whilst other sites are very visual like

www.lonelyplanet.com and www.azamara.com. The written content is contributed by experienced travel bloggers and is often tempting and engaging.

Whilst www.cruisessence.com does not sell cruise travel, we are all about the destination and the connection to everything onshore. What we do have that our competitors do not have is our “secret sauce:” not only do we tell people what’s available in port, but we *connect* them to port locals. That is what makes Cruisessence unique.

Doing it right.

We promote anticipation of authentic experiences in cruise port destinations. We like to create an emotional connection with our audience that will inspire site visitors (cruise passengers) to want to connect with our subscriber at a very local level. We sell the same basic product as other sites, ie cruise tourism, but we appeal to our audience in a very different way. Our customers are varied -- from young, hip professionals to a little older, aware of their environment. We also have well-travelled, high net worth explorers, adrenalin junkies and young families and corporates on a sea voyage conference. As noted above, Asians are cruising more and more, and for them, trust and confidence are hugely important. Therefore, we need to convey a strong sense of local knowledge, transparency and appreciation for value-for-money.

So, what tone or image do we want to portray?

Cruise: *A voyage on an ocean-going ship taken for pleasure*

Essence: *Is the property or set of properties that make an entity or substance what it fundamentally is – its significant, individual feature or features, and which it has by necessity, and without which it loses its identity.*

Cruisessence evokes the pleasure side of travelling the world on a cruise ship and meandering across foreign seas, seeking the essence of destinations visited. Arriving in a new and exciting place every day, cruise passengers can explore the intriguing desert of Dubai, the historical realities of Nagasaki, the exotic bohemian city of Havana, the sophisticated cities of South America, Positano on the Amalfi Coast of Italy or Hong Kong's magnificent skyline at dusk while you take an evening cruise on Victoria Harbour. The romance of venturing onto unknown shores in

anticipation of walking ancient cobble roads, smelling fragrant spice markets, eating local street food and buying a special memento attract cruise passengers.

Cruisessence takes a conversational approach to our writing style, connecting like a friend to another friend, we involve our audience. When telling our stories or utilising power words we maintain the 2nd person writing style and incorporate words like “you” and “your.” This significantly impacts our audience and engages them directly and pulling them into the narrative, making it more likely they'll take action.

What colours do we like and don't like?

In cruise tourism or anything cruise related, colours are very much the same, using the spectrum of blue, aqua, gold and white so while colours are significant to distinguishing Cruisessence from our competition, we don't want to look similar.

One general comment: To stay away from the gaudy/bright/etc. But – this raises an interesting observation: Europeans will prefer muted, understated; Asians like gaudy/bright; Australians/NZers like nature colours....so, it has to appeal to national likes/dislikes.

Colours we do like:

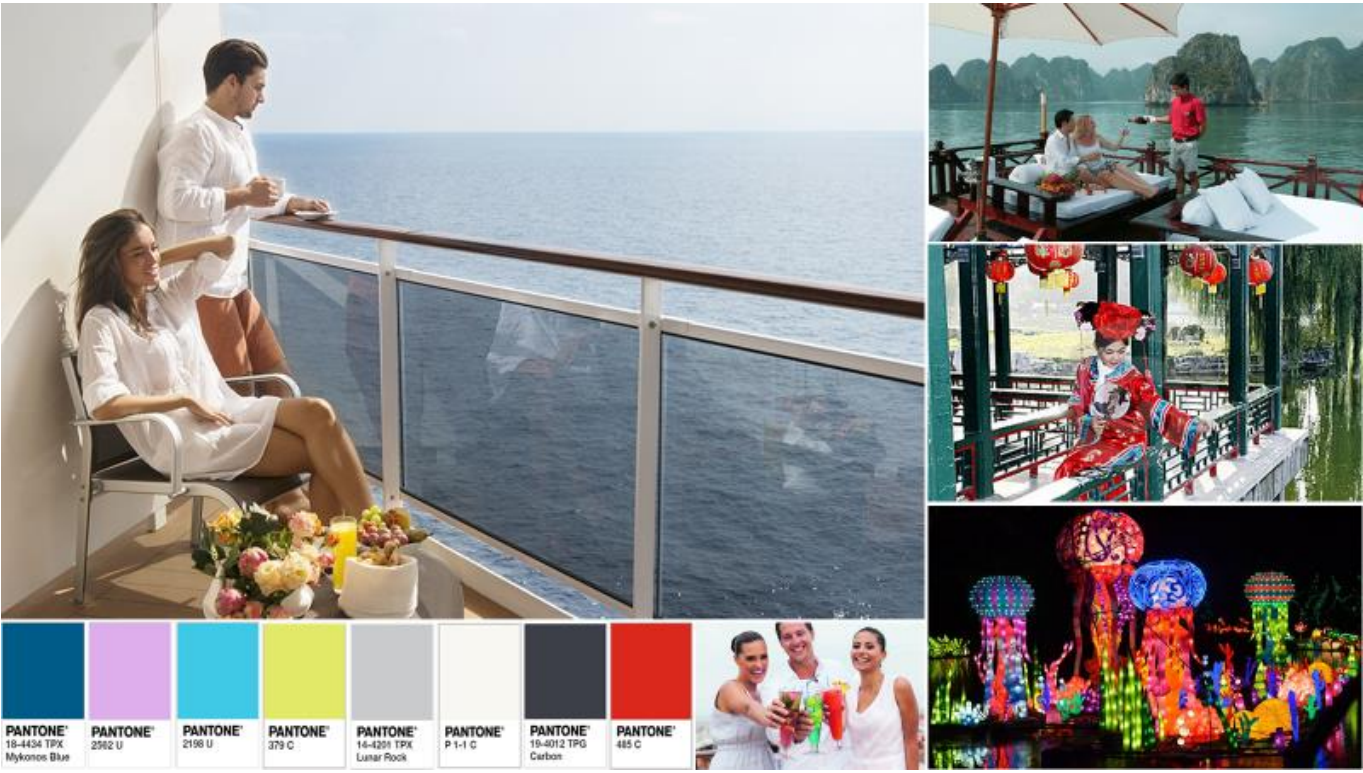
Example 1



Example 2



Example 3



What fonts do we like and don't like?

Our preference is for San serif fonts for the body of written content. Our site will be translated into other languages, so we want a font that can be morphed into a foreign, Western language as well as eg Mandarin – in other words, flowery won't work – we need a font that is universal. However here are 17 examples of fonts and logos that we like.

Example 1



Example 2



Example 3



Example 4



Example 5



Example 6



Example 7



Example 8



Example 9



Example 10



Example 11



Example 12



Example 13

Argentina



Example 14



Example 15



Example 16



Example 17



Our goal and how will we measure it?

We are rebranding our previous company CruiseBubble.com and establishing a new brand identity in the same cruise tourism sector. Our new brand is now Cruisessence.com. **Please note the spelling is a combination of two words, cruise and essence minus a middle 'e'.**

Our goal is:

1. To become the cruise passengers' 'go to' website for connecting to onshore locals.

2. Initially, roll out locally in New Zealand, eventually expanding to Australasia and Oceania then onto international cruise destinations worldwide.
3. Sign up a further 1,000 new subscribers in our local New Zealand market within the first few months of the 2017- 2018 cruise season.
4. To gain visual recognition with our logo and to become a dominant competitor in the cruise tourism marketplace specialising in connecting cruise passengers and locals; like Airbnb is an online marketplace and hospitality service, connecting travellers with local accommodation.



Or Lonely Planet, the largest travel guide book publisher in the world, guiding tourists to local attractions and more.



or

UBER getting people from A to B



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