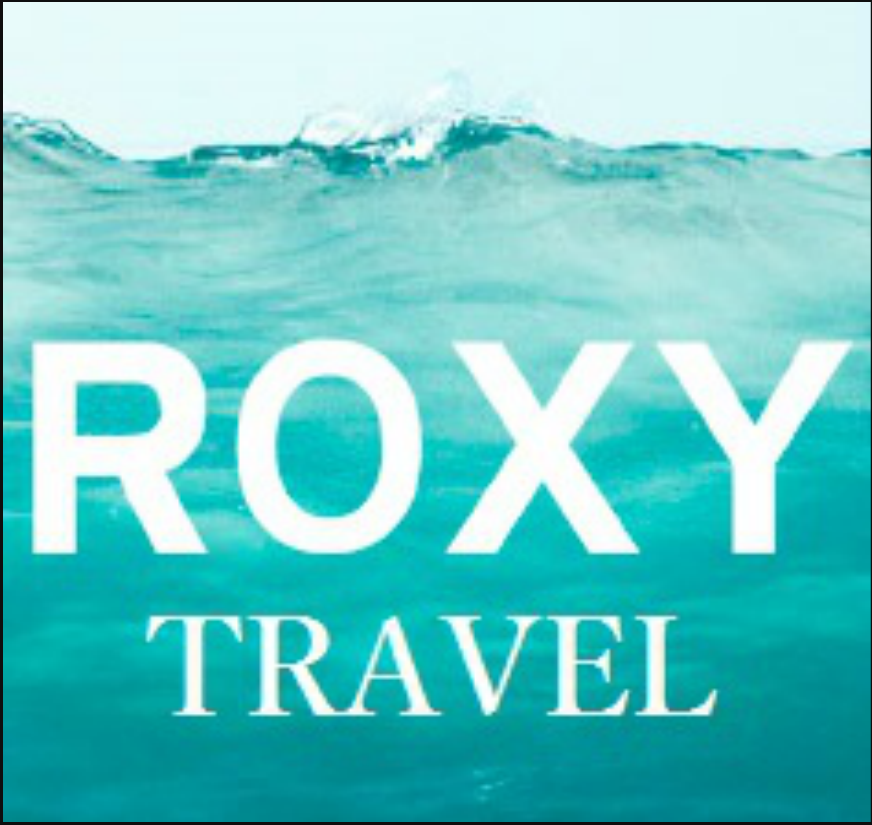
**Design Brief**

Roxy Travel

**Goal: CREATE A NEW LOGO DESIGN FOR ROXY TRAVEL.**

Current Logo



**Project Goals:**

I want to create a comprehensive digital marketing plan for Roxy Travel that they can use right away. The goal is to help build a new more affluent demographic of clients and increase brand awareness brand and its position in the travel industry post COVID-19. Please help design a logo that can accomplish this task.

**Considering using the color scheme of this website**:

<https://colorlib.com/preview/#ecoland>

**Company insights**

What we know:

1. What one thing--aside from eliminating the pandemic--would make the biggest positive impact on your business?

Answer: *Being seen more on the right product, ability to be reached via internet and e-commerce. I need a solid and impactful online presence.*

1. What is the biggest challenge your company faces?

Answer: *Marketing, financial clarity, and more clients with applicable budget to travel.*

1. What are your top three goals for the business in the next five years?

Answer:

* *Focus on product that brings higher commission*
* *Get more organized*
* *Expand client base to more affluent demographic*

1. What’s the primary way that you find your clients?

Answer: *Referrals*

1. What’s your target demographic?

Answer: *Clients aged between 45 – 65 years, established clientele with the financial means to travel and ideally booking a group trip. Focus on U.S. and Canada clients.*

1. What are your overall business objectives?

Answer: *Wish to enjoy the business, keep it easy, light and fun. I want to be busy but overwhelmed. Nationally recognized business want to keep a domestic profile. I also want more destination weddings.*

**Brand/firm Background: Roxy Travel**

Roxy Travel is a travel agency owned and operated by Roxanne Satterfield. Roxanne has been a corporate travel agent for over 25 years with the last 15 years mainly focusing on booking family vacations to Mexico, the Caribbean and Hawaii. The brand has grown through referrals and has maintained a successful reputation through word of mouth marketing, however, that was while the travel industry was at an all time high. Roxy Travel books most clients on family vacations, destination weddings and romantic getaways.

The current climate has brought forth a handful of road blocks for Roxy Travel and the Roxy Travel brand hasn’t necessarily had the most online exposure in order to be ready to move forward once restrictions are lifted. In a normal year, Roxy Travel books a few group vacations, a couple voyage cruises, and around five destination weddings. Voyage type cruises tend to bring in the most revenue for Roxanne, but group bookings always tend to turn into future individual bookings. All current business is brought in solely on client referrals. With a bigger reach, Roxy

**Broad business objectives**

For Roxy Travel, the overall business objectives can be achieved with an upgraded marketing strategy. Roxanne stressed that her number one goal is to increase the number of high payout bookings. Bookings that return the highest payout to the travel agent are trips by Holland America, such as Grand Voyages and World Voyages. The second overall business goal for Roxy Travel is to fine tune the focus of the clientele, specifically focus on the demographic of people who have the money to spend on more invested vacations. People in this target audience are typically retired, doctors, CEOs, or financial advisors to name a few. Lastly, Roxy Travel wants to create clients for life. Roxanne states that a simply stated goal, such as client satisfaction and retainment, is a bit difficult when strategically trying to figure out what are the most successful ways to get a client to book again in the future. Travel could be booking close to two or three trips a month.