

STOCK

TRAVEL

Brand Project 2020

The Mission

Key Objectives:

- Engage our target audience around current issues they care about in the travel space e.g. environmental, local impact, over-tourism.
- Bring more meaning into our brand by responding to these consumer needs and having a defined stance on responsible travel.
- Increase brand awareness and brand loyalty as a result.

The Sustainability Project:

As we move into 2020, the direction and focus of the brand will be framed around more sustainable and responsible travel. Internally, we aim to have a sustainability policy and updated CSR policy in place by Q2 2020.

This internal commitment will be mirrored in a centrally-produced customer-facing content piece called The Sustainability Project, a four-part brand content series that focuses on four of our key partners and their influence in the sphere of sustainable travel.

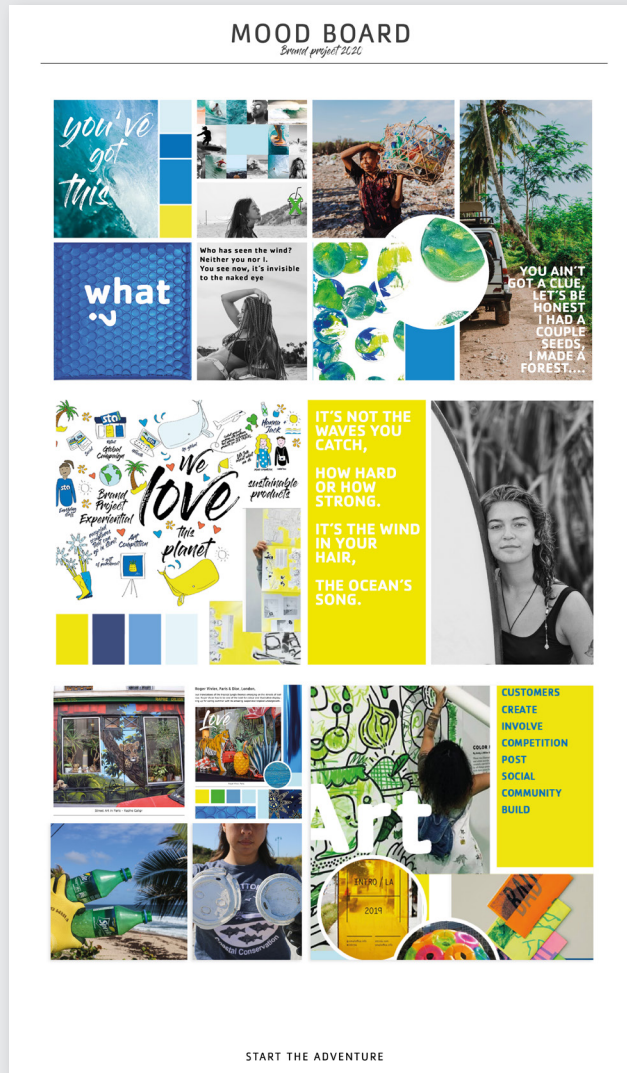
The content addresses issues around plastic pollution, animal welfare, community development and sustainable living in some of our key destinations and shows how tourism can help to tackle these issues and be a positive force, helping travellers to engage with the planet in a real and authentic way.

The content series will be supported by a 360 integrated brand campaign across digital, retail, internal and external channels.



MOOD BOARDS

The below mood boards are our starting point - working with our brand colours and identity, but also experimenting with new type, different tones of photography and layout. These mood boards use some examples of Jack's campaign photography and Hannah's suggestions for the customer-facing campaign copy.



Concept 1 - YOUR WORLD

In Concept 1 **Your World** I really wanted to get across the message of physically making a difference. Not just talking about it, but actioning it. The more we see of our world, the more we are exposed to what it is becoming. This sometimes requires a physical reaction to help a physical problem: whether that be picking plastics up off the beaches of Indonesia, or composting food waste in a hostel in Lisbon. This approach is inclusive, putting people at the centre of these incredible landscapes - but in an inspirational way, not in a way that makes them feel helpless. Questioning in a positive way, when I travel, can I do small things to make a difference?

Sketches influenced by imagery from the Mojo/Orca365 trip in Indonesia.



Action driven image, beautiful surroundings but with a really strong message about litter pollution.

First thoughts

Your World is a responsibility driven message. Even though your world is beautiful, there is a reality to what is happening in it.

People and actions are the key.

I'm wanting imagery to be action driven, travel led and above all, thought-provoking.



The way these people are all crouched down cleaning the beach is a very strong message. It's a commitment, not a whimsical action. These people are looking after their world, it feels good, 'this could be you'?



Typography as a symbol

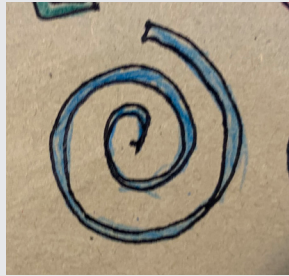
A huge part of this content trip was the interviews with the founders of these project, capturing their passion and commitment. Through Jack's photography and Hannah's interviews, we can bring that storytelling to life for retail - adding movement into a largely static space. Typography allows us to be emotive, inspiring and humble.

A circular typography based symbol represents the world, filled with the stories of the people we interviewed. A strong symbol for the campaign allows us continuity and longevity, and enhances the sincerity of the message.

Concept 1 - YOUR WORLD

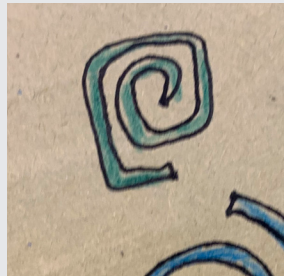
Graphic icon

Rough development of the symbol that represents Your World. It is hand-drawn to keep the authenticity of what it represents. Like a more holistic approach to life, it is circular, earthy and inclusive. It is also easily identifiable.



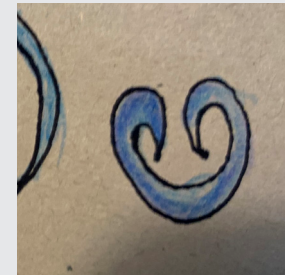
Circular shape

Drawing of a circular shape in a spiral to represent the world.



Rounded cube

Working on a cubed spiral that in the middle represents the wave of the world. Could be used at different angles.



Ocean heart

Two waves, representing the joining of one heart of the ocean, and one heart of the earth.



Spiral text

Looking at how the spiral text could work with the spiral logo/symbol. Each project has a quote that really encapsulates the heart and essence of that project, and works as a window into what that travel experience is about. Just imagine it animated!

Concept 1- YOUR WORLD

Fonts/type

Looking at a different font that could be used with this campaign. I have experimented with a new script font 'Tropical Asian', which adds a bit more movement to the words and works with the action focus of the concept.

The words

Hannah has added 'travel for good' to add more instruction/CTA.

Fonts - Cachet

Sentence case, making the words easier to read and the message clear.



Font size

Looking at different font sizes so there is movement in the spiral.

Font in spiral

Tropical font has a hand drawn style to it letters and would work well with the logo/icon.

Your world  travel for good

Spiral glyph

Using the spiral as a glyph and title separator font will have bold, so it works with the fonts weight.

Fonts- Tropical Asian

Looking at different font sizes in the title. Trying to add energy to the words works really well with this font.



ABCDEFGHIJKLM

NOPQRSTUVWXYZ

ABCDEFGHIJKLM

NOPQRSTUVWXYZ



YOUR WORLD

TRAVEL FOR GOOD

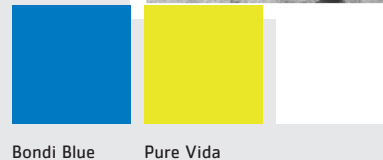
Concept 1- YOUR WORLD

Development

Looking at simplistic layouts that work with the spiral.
Wanting the over all shape to represent the action in the photograph.



Just icon + title
Looking as how you can strip out the text spiral and have a more simplistic layout. Overlaying the images on some of the assets will work.

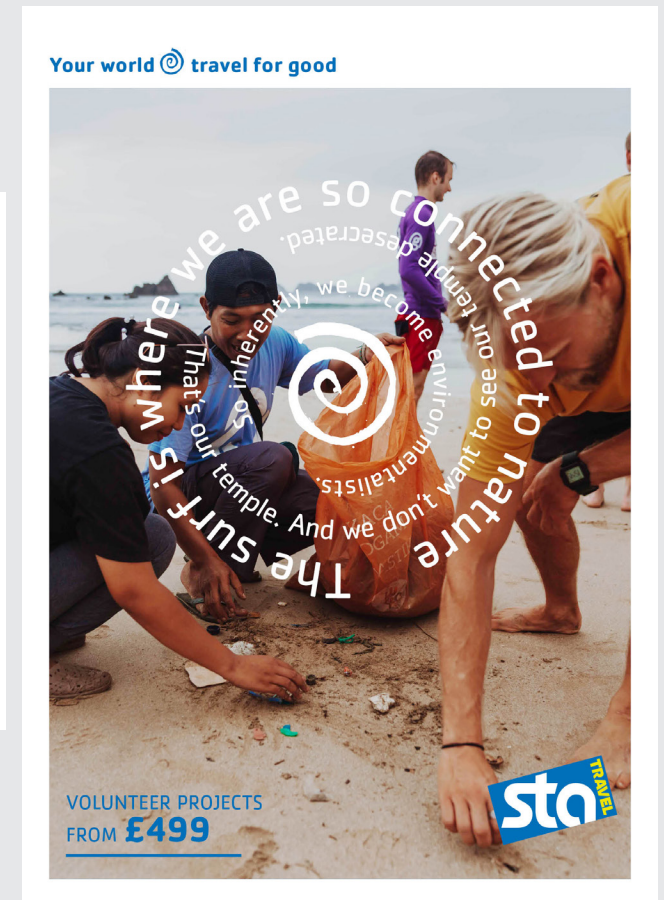


Bondi Blue Pure Vida

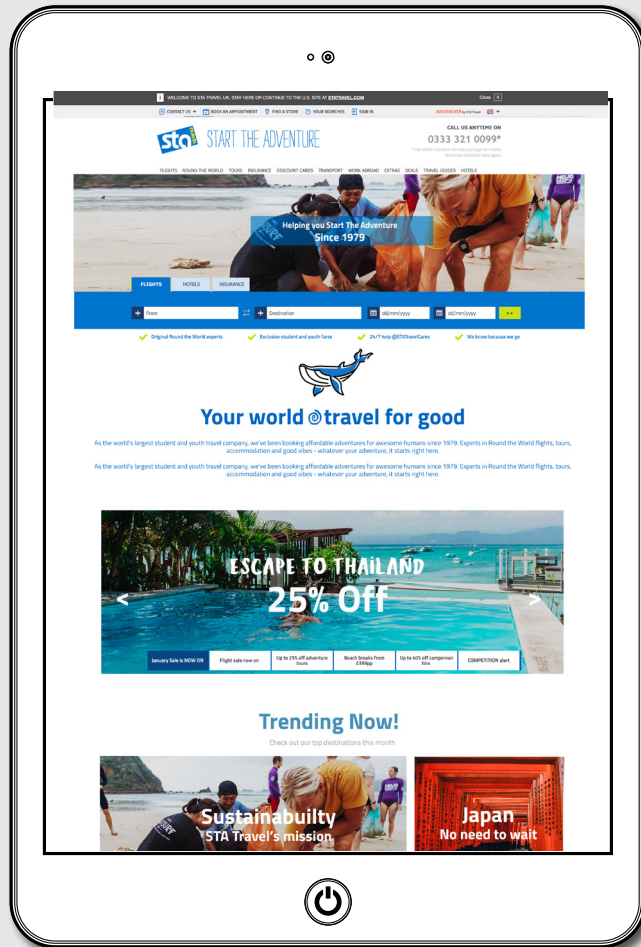
Your world  travel for good

Main lock-up

This would be an overall hero image and graphic for the campaign. Bright, bold, action focused and a clear message. However, other divisions may choose to use another project's image and quote as their hero.



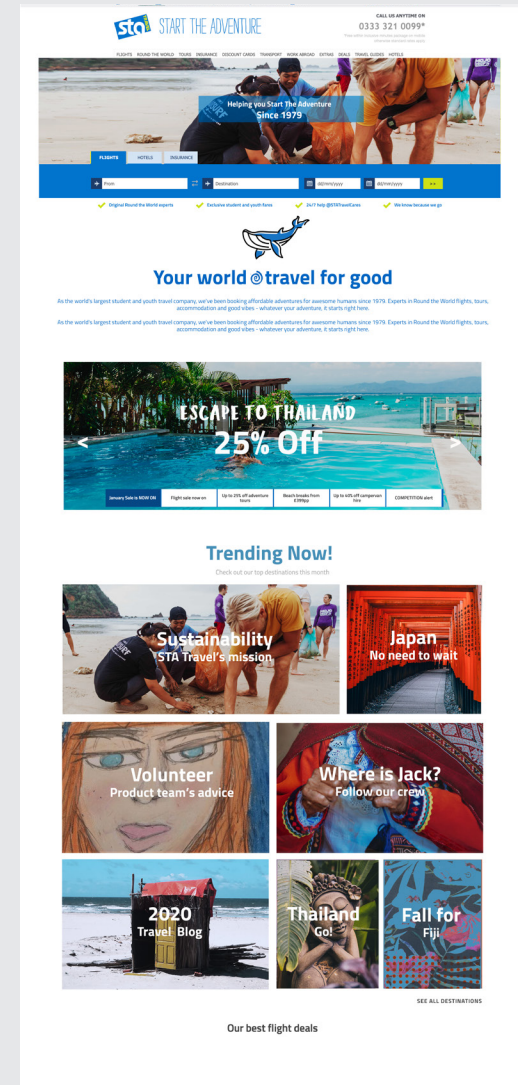
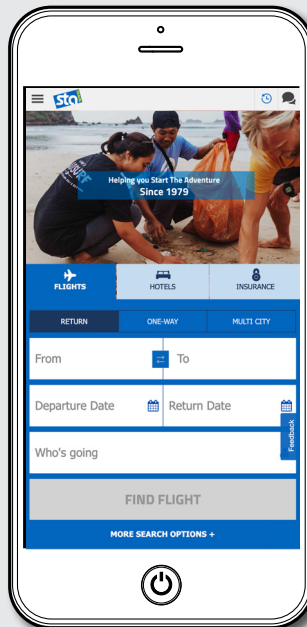
Concept 1- YOUR WORLD



Homepage

Displaying homepage using the existing wire frame and working with our core colour Bondi Blue.

- LHP banner text box - Blue.
- Would centralise the paragraph in the middle and add a simple message and icon.
- For the Carousel would strip it back to get rid of coloured box and make the two boxes one, making it more of a banner look, with a core CTA.
- Trend boxes, strip font make sentence case mix up the imagery a bit. Think it would be good if we could change these every month/two months.



Brand Project 2020

Concept 1- YOUR WORLD

Magazine

The magazine would be an educational, editorial piece, allowing consumers to discover and learn more around responsible travel as a subject, our partners, and the stories produced from the project.

If possible, we could add an optional donation when making a booking, so consumers could give back the partners/projects featured in the magazine. If STA Travel were to match these donations, it would also show that we genuinely care and add to our brand authenticity/improve perceptions.

Overall look and feel is light, but with a big message. Heavy on typography but light on content, with images taking over the full DPS.

Layout one

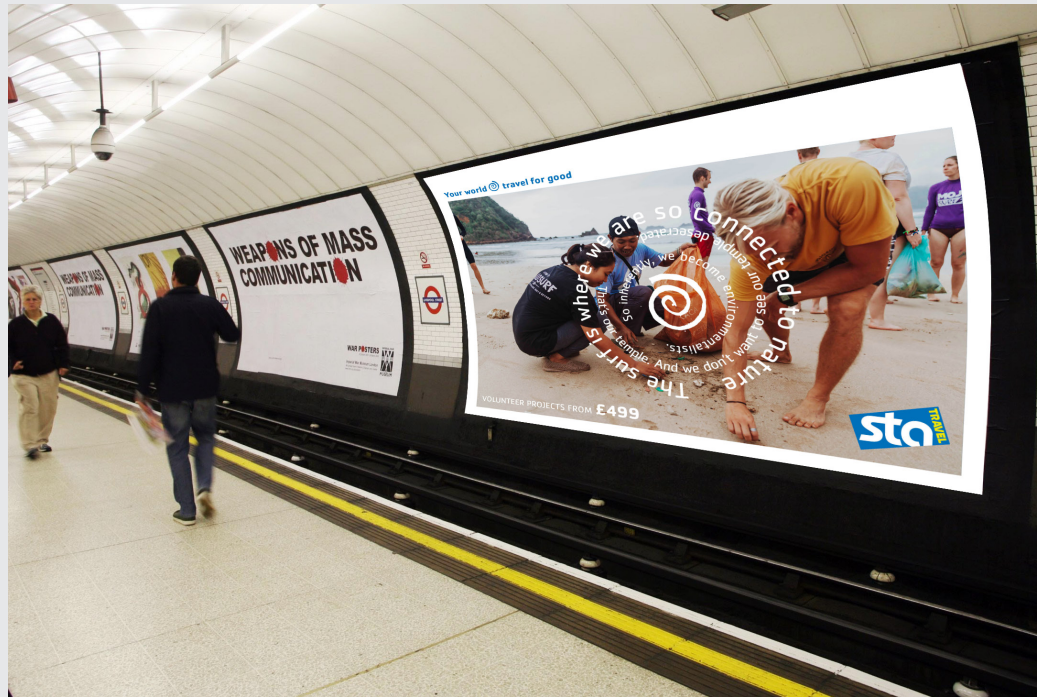
A typical layout displaying image plus icon. This adds continuity and repetition from retail and digital - to print.



Layout two

Looking at fun typographical styles and different script fonts to lift the spread and add personality.

Concept 1- YOUR WORLD



Out of home

Main advert and message would be used for out of home. Looking at billboards & digital boards.

We would add a lead in product and CTA to all advertising. However, this would be secondary to the inspirational element of the campaign. For example, Explore your world from a £49 deposit.

Concept 1- YOUR WORLD

Retail design

For each concept a generic poster will always be available. We are also looking into sustainable print products.



Whole window wrap

Vinyl or light Projection



Window projection image



Generic poster
Light box or poster

Concept 1- YOUR WORLD

Retail Design

Looking at printing on different materials.

Would like to research into sustainable material, such as bamboo. Or upcycled materials such as coffee or cement bags. This gives us an amazing opportunity to 'merchandise' our stores.

Supported with rope

Material with a print on it

Material with icon and CTA to book/lead in product/BNPL
Can use different printing techniques to get the correct colour



recycled cardboard



recycled material



recycled wood

Sustainable material with print

Concept 2 - MAKE IT COUNT

Make it Count: The sustainable travel project 20/20. This focus is very photography led. This concept for me is all about using facial expressions to show different people in different situations, and how they're making a difference. It is tactile - about making, doing, and changing. This concept would work well if divisions wanted to scale the retail display back, and feature other products to add more commercial value. For example, MAKE IT COUNT (Sustainability, volunteering, etc), MAKE IT YOURS (RTW product, touring product, etc), MAKE IT HAPPEN (Book now pay later, etc), MAKE IT NOW, MAKE IT FLY etc. Hannah would tailor the copy to meet their needs.

First thoughts

Wanting to focus on photography and people who are making it count. Whether it's to help their planet, their community or themselves. Something that if you reflect, we don't always do.

Essentially I want the imagery and the faces to do the talking.



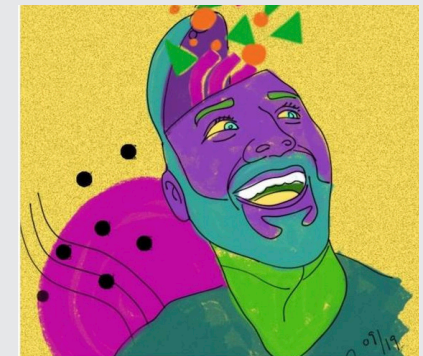
Block typography

Using capital case letters that flood the page, or a script font in white and outlined.



Rough sketches

First thoughts sketched down were to use some key people that had been captured.



Expression

This bit of illustration for me sums up the core focus of the expression and sincerity I am trying to use in this campaign.

Concept 2 - MAKE IT COUNT

MAKE IT MATTER

Fonts - Cachet

Tracking it into -100 makes it more of a compact font, which means we can enlarge it and make it bigger on the creative.

MAKE IT
MATTER

MAKE
IT COUNT

Fonts - Cachet

Using full or transparent filled font with a thin 0.25 outline.

Fonts - Tropical Asian

Using full font with an outline

MAKE IT
MATTER

Fonts - Municipal

Tracked in bold font

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

MAKE IT
MATTER

Concept 2 - MAKE IT COUNT

Development

Looking at key imagery from the trip that are people focused, really bringing out their personality and character. The white font is key as it brings out the vibrancy of the images more.



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Bondi Blue Pure Vida

Development

Keeping to the basic colour palette so that the images do all the talking. The bottom of the poster would be editorial space to tell the story of that project.



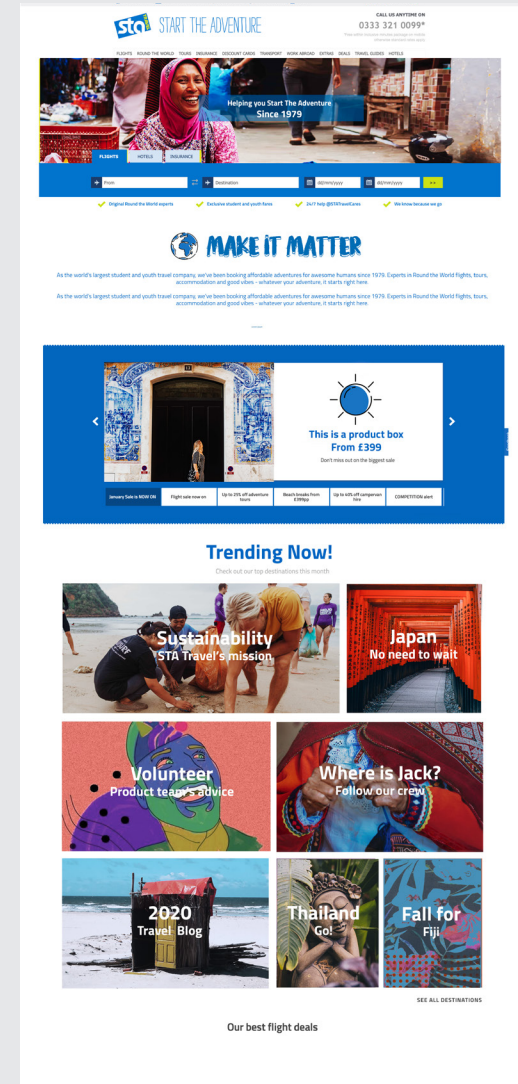
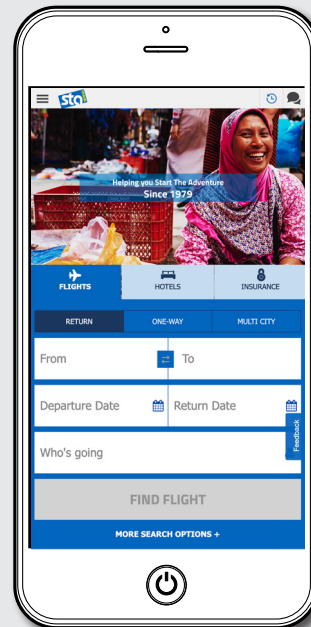
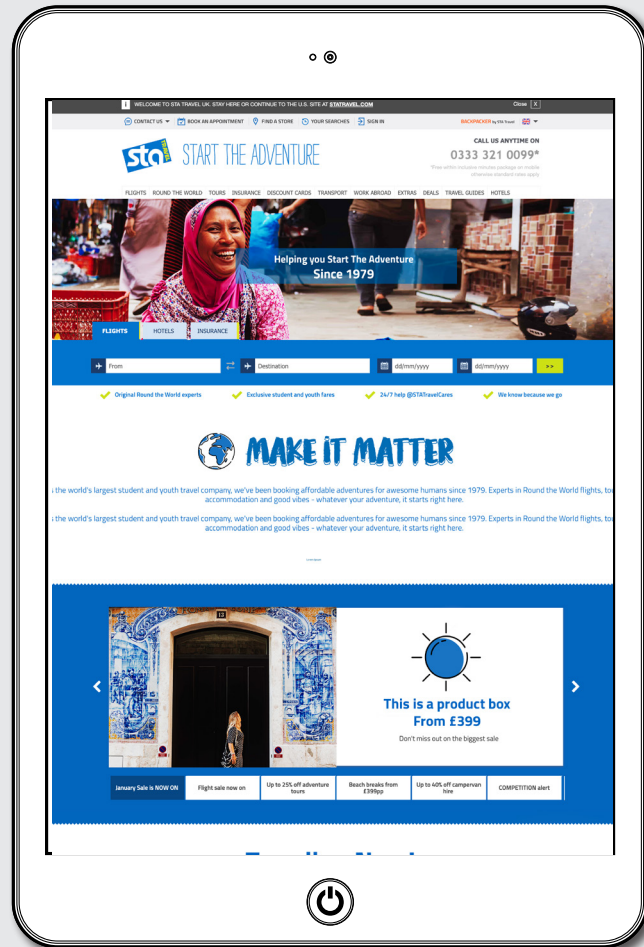
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Concept 2 - MAKE IT COUNT

Homepage

Displaying homepage using the existing wire frame and working with the core colour Bondi Blue.

- LHP banner text box - Blue.
- Would centralise the paragraph in the middle and add a simple message and Icon.
- For the Carousel would strip it back get rid of coloured box and make the two boxes one making it more of a banner look, with a core CTA.
- Trend boxes, strip font make sentence case, mix up the imagery a bit. Think it would be good if we could change these every month/two months.



Concept 2 - MAKE IT COUNT

Magazine design

With spread layouts, looking at a minimalistic approach where images are key.

Bold type mixing outline with solid to add the typographic story.





Out of home

Main advert and message would be used for out of home. Looking at billboards and digital boards. The editorial space would be reduced and likely tell a more succinct story of our overall mission and how we choose to explore the world.

Challenges?

How do we put the traveller in this moment, and stop it from looking like a charity campaign?

Retail design

For each concept a generic poster will always be available. We are also looking into sustainable print products.

A0 Double sized poster



Supporting vinyl that people can read. and that wont clutter the window

Concept 1- YOUR WORLD

Retail design

For each concept a generic poster will always be available. We are also looking into sustainable print products.



Whole window wrap

Vinyl or light Projection

MAKE IT MATTER

Window projection image



Generic poster
Light box or poster

Brand Project 2020

Concept 3 - PLANET YOU

For Concept 3 **Planet You**, I wanted this to be a more youth driven campaign: looking at black and white imagery and how we can integrate that with our existing brand style and variations of our colour palette. This concept puts the traveller in that image, into that moment, into that window, and into the idea that they could be out there experiencing the world we love. However, it is not selfish. It is about taking responsibility for the planet that they are part of. This is more disruptive than our usual style, and would be an ad campaign for our overall brand direction.



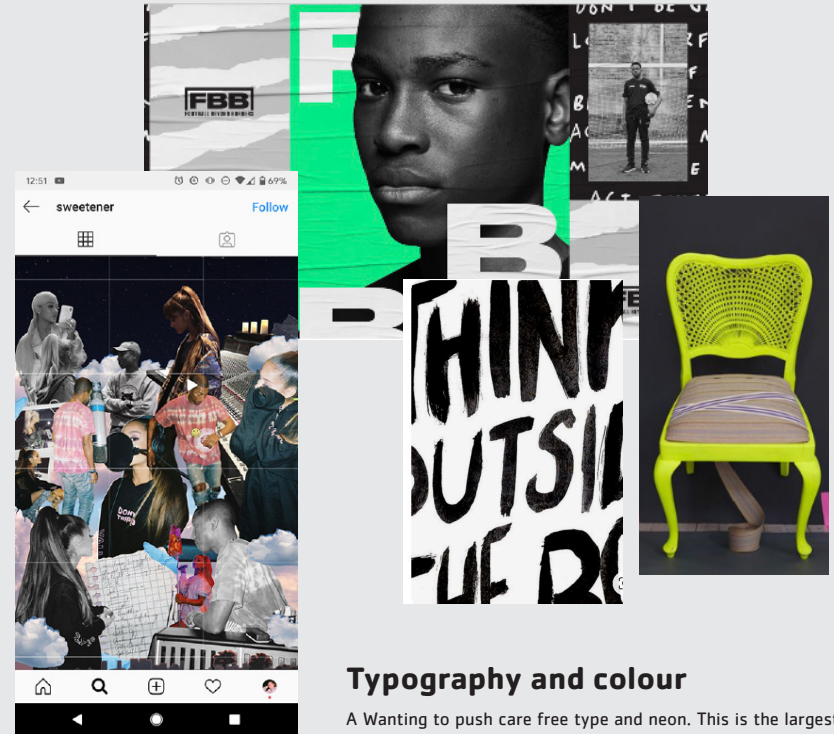
First sketches

Looking at surf vibes



First thoughts

Planet You looking at youth and surf vibes having a care free design but with an important message



Typography and colour

A Wanting to push care free type and neon. This is the largest step away from the brand.

Wanting to show something on trend and youth driven

Concept 3 - PLANET YOU

Fonts/type

Wanting to have a youth-focused font, to emphasise the freedom of this campaign. Looking at neon colours and cute symbols to add a bit of individuality.

Fonts - Gloss and Bloom

Looking at a new script font that can be used as a title font.



Symbols

Adding a symbol of love or a world to add a personalisation to the design.



Colours

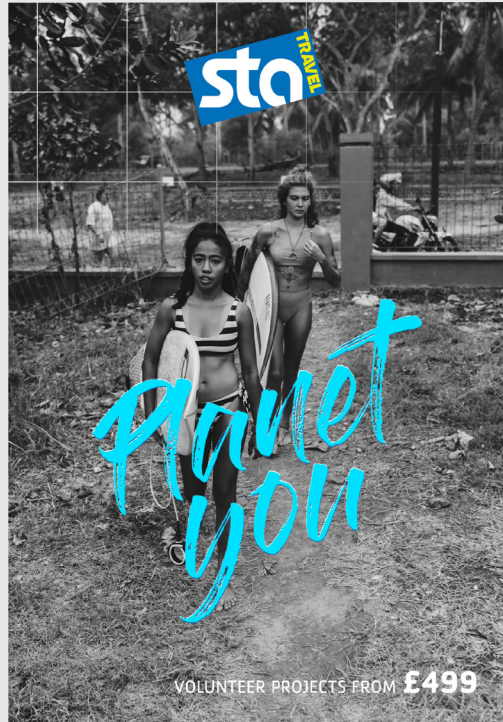
Working with core colours and then neon versions of the colours to add something different, and to make this stand out as a change to our brand.



Concept 3 - PLANET YOU

Development

I want to let the script and imagery do the talking for this campaign. The freedom of the B&W imagery will project any message, which is essentially to love your world.

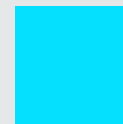


Grid

Mixing the imagery with a grid to add an extra layer to the photo.

Colours

Looking at solid white, neons and gradient for the fonts. Adding a different take on the palette that will work with the B&W.



Neon Blue



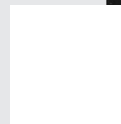
Neon Yellow

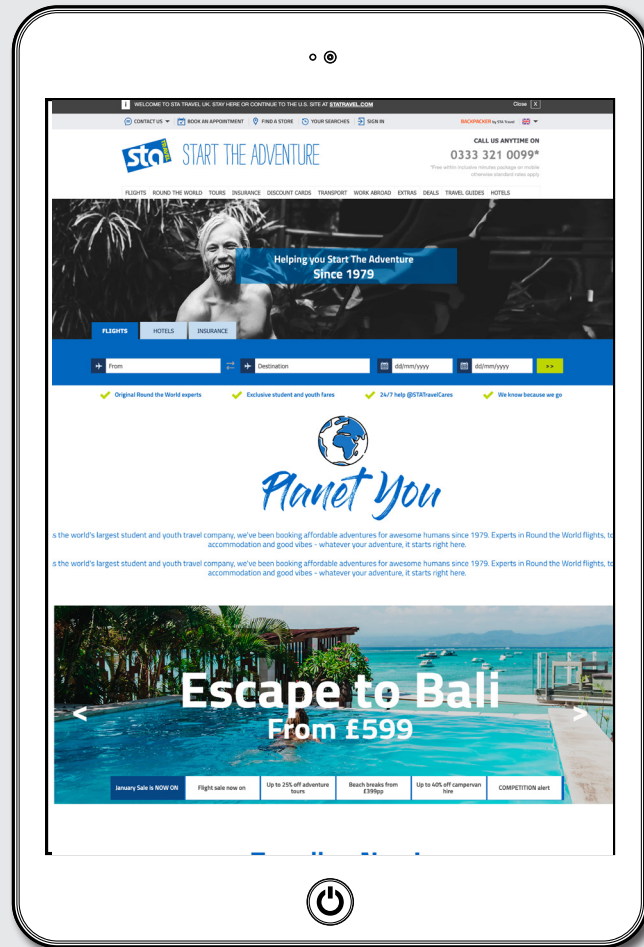


Bondi Blue



Pure Vida

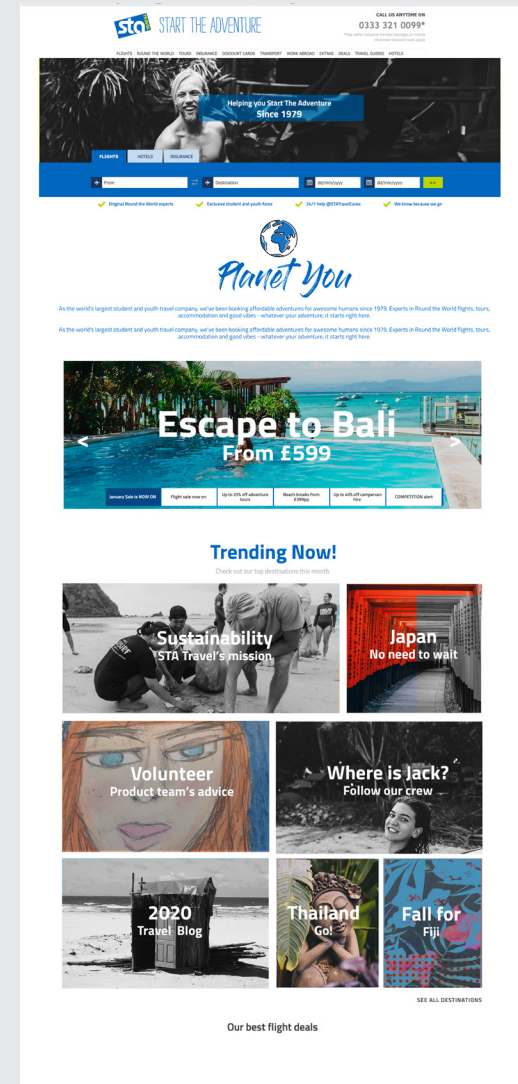
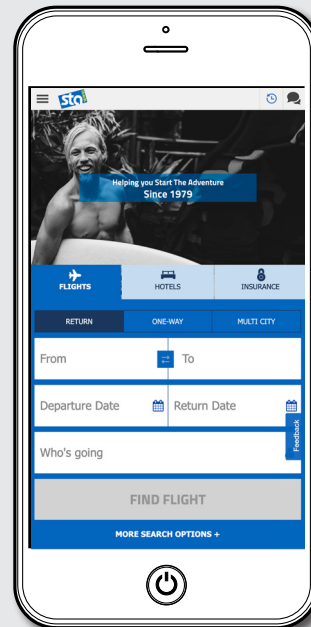




Homepage

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- Trend boxes, strip font make sentence case, mix up the imagery a bit. Think it would be good if we could change these every month/two months.



Brand Project 2020

Concept 3 - PLANET YOU

Magazine design

Overall look will be using a mixture of B&W and colour imagery, with a lot of white space and minimalistic spreads.

Layout one

Working with gloss font and the core colour bondi blue.



Layout two

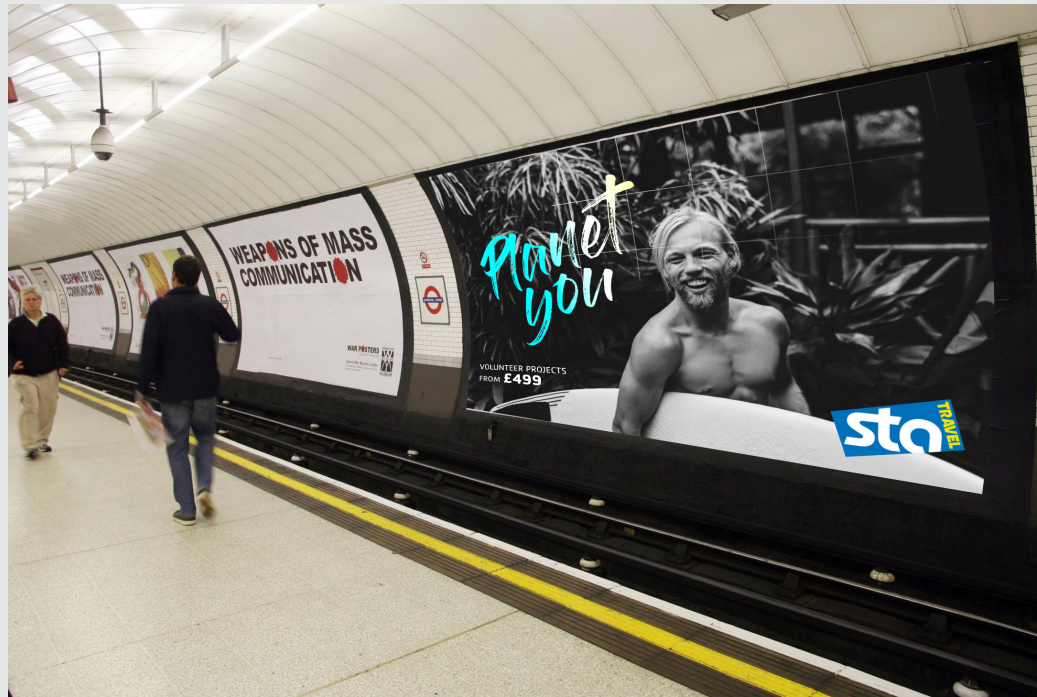
Floating DPS that can work with text and one image.



Layout three

Looking at two sing spreads, with different amount of information and layout.

Concept 3 - PLANET YOU



Out of home

Main advert and message would be used for out of home. Looking at billboards and digital boards. This concept also lends itself to bring in more of our key products, that are not tied to the subject matter. Planet You could mean anything, and any type of adventure.

Challenges?

This concept requires inspirational imagery, putting the viewer into that moment. Do we have enough volunteer/youth imagery from the campaign to support this, as the main focus of the campaign was on the founders/project owners and their stories.

Design

Black and white photography on A0
wired boards

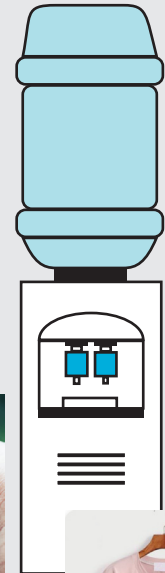
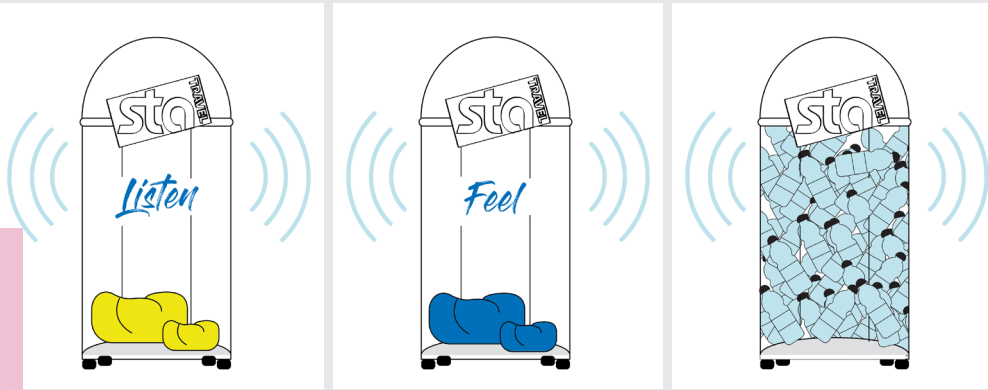
Full bleed wrap

Neon Vinyl



Brand Project 2020

EXPERIENTIAL



Watergate Bay Hotel
July 26, 2019

Turvey the Turtle has arrived at Watergate Bay from the Eden Project. He will be with us until 29 August. His twin, Topsy, is at Polkerris Beach and they have been designed as plastic recycling bins.

The aim of the installation is to encourage families to recycle plastic bottles as part of the 'make the change' campaign from their summer over: Earth Story.

By Will help to the Keep at The Turvey Plastic as Free and Protect Sea Turtles at The Reel and OTHER Ocean Creatures. #MakeTheChange

www.edenproject.com/earth-story
24 July-3 September.

