



Challenge

Urban Ships is an Amsterdam based company that builds high-end custom 'houseboats'.

They felt their brand was missing **depth** and wasn't reaching their ideal customer. Furthermore they wanted to have an 'iconic icon' to go with the brand.

Together we did multiple brand strategy workshops to reach the following..

Solution

Condensed target audience

Successful, authentic, entrepreneurial, confident males. Who's main goal in life right now is to have absolute freedom. Married with probably a way younger wife. A budget from 2 to 3 million euro's.

Values

Involvement
Lust for life
Freedom
Inspiration
Adventure

Look & feel

Elegant
Tough
Idealistic
Classic

The promise

We help people that seem to have everything but feel like their missing something to offer them space to fill in their own lifes by openings their eyes to a new way to absolute freedom and autonomy.

The line

Urban Ships - **Define your course**

The icon

