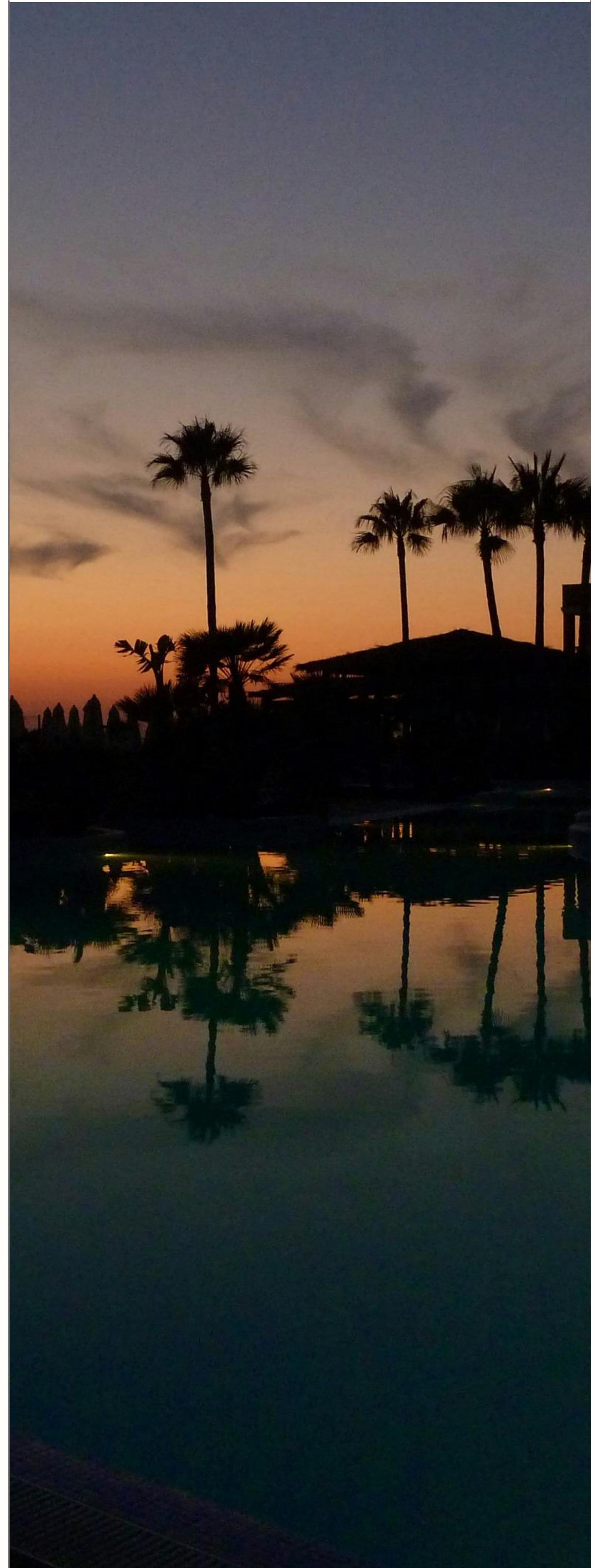




MVN
TRAVEL

BRAND STRATEGY GUIDE



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IDENTITY

A deep dive into your brand story and how you set yourself apart in your industry

AUDIENCE

Audience analysis and the problems you solve for them

MARKETING

How you can apply strategic marketing to reach your audience effectively

WEBSITE

Website strategy and strategic features we will use to accomplish your goals

CREATIVE

Direction for how we can apply this strategy to your visual identity

IDENTITY



BRAND MISSION

“We Travel Not To Escape Life, But To Not Let Life Escape Us”

MVN Travel Offers Seamless And Exclusive Luxury Travel Experiences To Wealthy Individuals Seeking Dream Vacations. We Exist To Make The Overwhelming Experience Of Planning Your Journey As Enjoyable And Stress Free As The Vacation Itself.

This is your mission statement about why you exist as a brand. This is a short and memorable pitch for how you help your customers achieve their desired transformation - it's important to remember to keep the customer at the centre.



Experience A Seamless And Stress-Free Vacation Planning Process.

WHAT

We exist to make luxury travel effortless and accessible, ensuring every journey is as seamless and enjoyable as possible.

HOW

Through our extensive network and industry connections, we offer exclusive access to the best luxury travel experiences.

WHY

We love travel, and we believe that everyone deserves the best vacations and experiences, stress-free, to balance out the difficulties of daily life.

VALUES



DETAILED
INNOVATIVE
PERSONALIZED
EXCELLENCE
INCLUSIVE

Brand values are descriptors that align all brand communications, actions, goals, and behaviours. These guide every business decision, distinguishing you from competitors and shape your identity within your industry.

TONE OF VOICE

FORMAL FRIENDLY

MAINSTREAM EDGY

SERIOUS PLAYFUL

REALISTIC IDEALISTIC

EXCLUSIVE ACCESSIBLE

CAREFUL SPONTANEOUS

TRADITIONAL PROGRESSIVE

EXAMPLE OF TONE:

At MVN, we specialize in creating exclusive, high-end travel experiences that feel both friendly and approachable. Our meticulous planning ensures your dream vacation is seamless and personalized, offering a perfect blend of careful attention to detail and spontaneous adventure.

COMPETITOR ANALYSIS

MVN TRAVEL

	UNIQUE SELLING PROPOSITION	STRENGTHS	WEAKNESSES	HOW WE'RE DIFFERENT
PELORUS	"Tailormade luxury travel experiences that seek to transform our perspective of the world and our impact on the planet."	The site is clean and breaks travel up into clear experience categories. The when to travel section suggests destinations based on time of year.	The site is a little too large, and while it offers a "choose your own adventure" style of discovery, it could be overwhelming. There's also no clear steps.	MVN offers clear steps of service, outlining the journey from the moment you visit our page. We also have a much smaller team of one, which allows for consistent, personalized experiences.
CASAMIGOS MIXERS	"We make it easy to discover and book trips you'll (actually) love"	Nominated Leading Online Travel Agency. Video shows a diverse array of experiences. Impressive metrics, and clear steps to your journey. VIP+ membership.	Too much information on landing page. Too many words on the page. Too much "award bloat". Not as great of a customer journey for discovery, compared to Pelorus.	MVN will bridge the gap between Pelorus and VIP Traveler, offering a clear customer journey and ways to explore and be inspired. Clean and simple website copy will make site navigation feel easy and avoid the feeling of overwhelm.

UNIQUE SELLING PROPOSITION

MVN offers a seamless and personalized luxury travel planning service, leveraging industry knowledge and firsthand experiences to curate exclusive vacation experiences. We provide meticulous attention to detail and stress-free travel experiences tailored to individual preferences.

MESSAGING

"Your Dream Vacation, Perfectly Planned. We'll take care of the details so you can enjoy the moments."

AESTHETICS

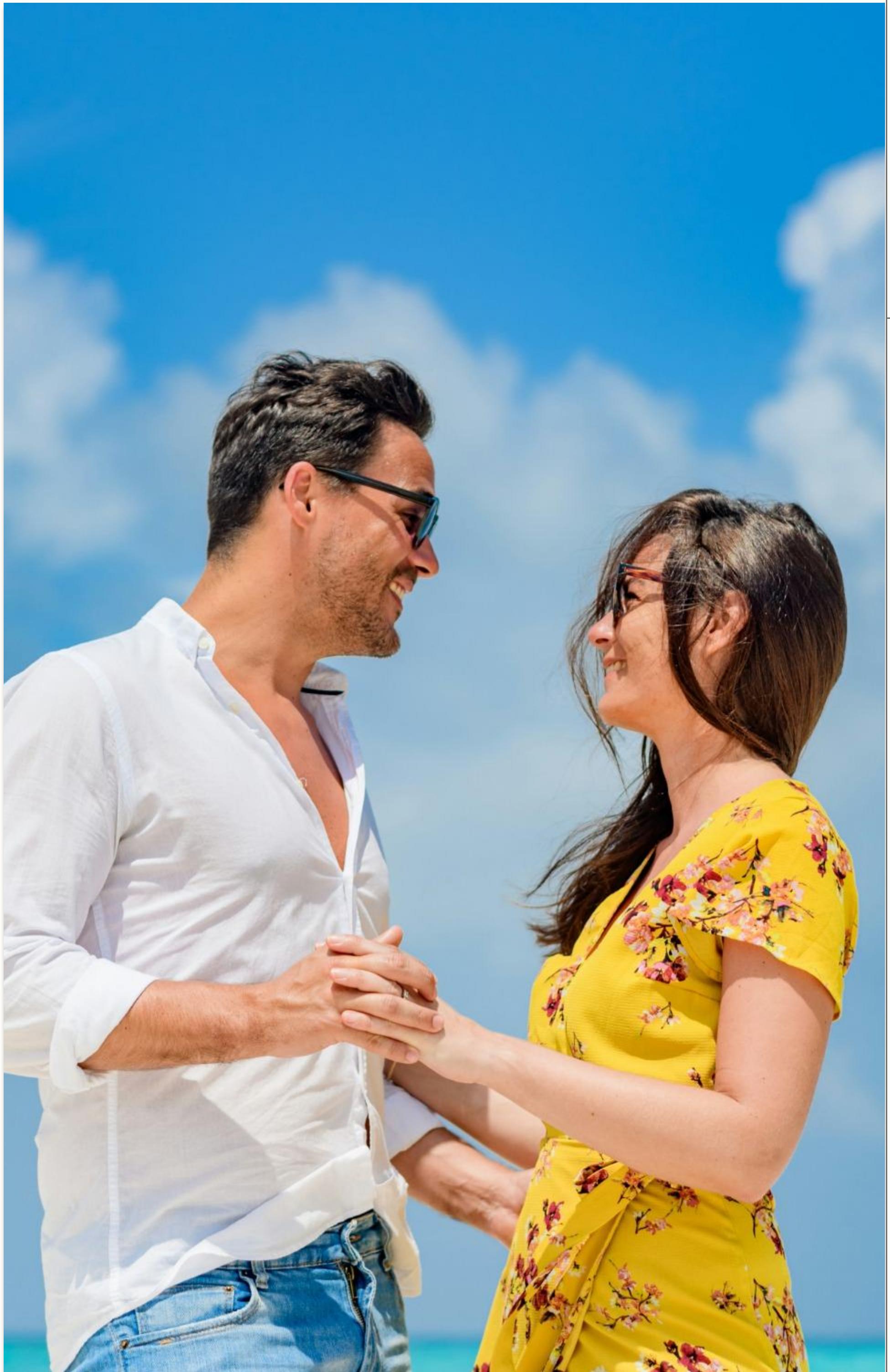
Clean, modern, luxurious, and elegant. Using dark, royal blue as our primary color, bringing in complimentary color primarily through the use of vivid imagery of exotic destinations, lavish experiences, and iconic moments.



HOW WE SET OURSELVES APART

AUDIENCE





THE ELITE VOYAGER

Background:

High-powered executives with busy schedules and high-stress jobs. Their downtime is precious and they have traveled extensively for both work and leisure. They appreciate the finer things in life, and they seek unique experiences that offer relaxation and adventure.

They desire to unwind in style and discover exclusive destinations, they value privacy, personalized services, and unique experiences that they can talk about. They are looking for every detail to be taken care of, allowing them to fully immersed into their vacation.

Goals:

- Find a travel service that understands their high standards and delivers exceptional experiences.
- Discover new, hidden luxury destinations.
- Stress-free planning that saves time and effort.

Challenges:

- Difficulty finding truly unique and luxurious experiences.
- Concern about whether the travel service can meet her high expectations.





THE ASPIRING JETSETTER

Background:

Early 30's and new to the world of luxury travel but eager to explore it. With newfound wealth, they want to experience the best life has to offer, including top-tier vacations. Tech-savvy, active on social media, and values experiences that can be shared with their followers.

Motivated by the desire to explore new cultures, enjoy high-status experiences, and create lasting memories. Wants to maximize vacation time by having every detail perfectly planned. They seek a brand that can introduce them to the best luxury options available.

Goals:

- Find a service that can introduce him to luxury travel.
- Experience exclusive destinations and accommodations.

Challenges:

- Lack of experience with luxury travel.
- Uncertainty about what to expect from luxury services.
- A need for clear information for informed decisions.





THE CORPORATE PLANNER

Background:

Executive assistants, HR managers, or working in corporate travel departments. They are responsible for organizing travel for employees, executives, and sometimes clients. They have a keen eye for detail and a strong focus on efficiency and cost-effectiveness. Ranges from medium-sized to multinational corporations.

Driven by the need to ensure smooth and seamless travel experiences for their colleagues and clients. They value reliability, consistency, and the ability to meet diverse travel needs. They seek to balance luxury and comfort with budget constraints, aiming to provide memorable experiences that reflect well on them and their company.

Goals:

- Find a service that can handle complex itineraries and corporate travel requirements.
- Ensure that all travel arrangements are hassle-free and meet the company's standards for luxury and comfort.
- Competitive pricing and services for travel packages.

Challenges:

- Managing multiple arrangements simultaneously.
- Balancing luxury with budget constraints and company policies.



CHARACTER

Wealthy individuals who want to experience luxury vacations without the hassle of planning every detail.

DESIRE

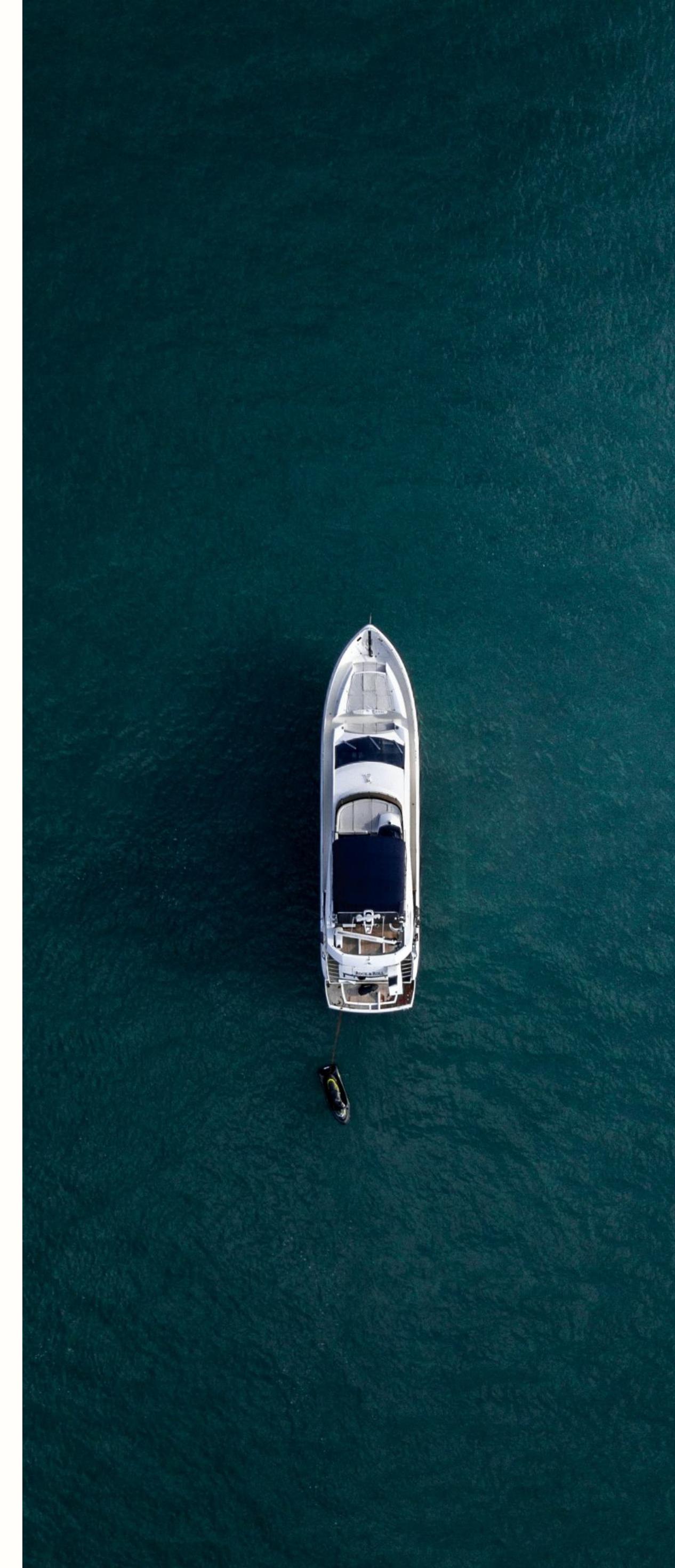
They face the challenge of finding and organizing the perfect luxury vacation that meets their high standards and unique preferences.

VILLAIN

The lack of time, expertise, and knowledge about the best luxury destinations and experiences. They are also hindered by the fear of making the wrong choices and not getting the most out of their vacation.

PHILOSOPHY

"You shouldn't have to spend your valuable time and energy planning a vacation when you deserve to relax and enjoy every moment of it."



BRAND STORY SCRIPT

EXTERNAL PROBLEM

What is your customer typing into Google? "Best luxury vacation packages," "luxury travel planner," "dream vacation planning services."

INTERNAL PROBLEM

Frustration, stress, and overwhelm due to the complexities of planning a luxury vacation that aligns with their expectations. They feel they are missing out on the best experiences because they can't find or organize everything themselves.

OUR EMPATHY

"We understand the challenges and frustrations of planning a luxury vacation because we've been there too. Our team has years of experience in luxury travel planning and knows exactly what it takes to create a flawless vacation experience."

OUR AUTHORITY

"With decades of experience in the travel industry and a portfolio of satisfied high-profile clients, MVN has the knowledge and connections to ensure you get the best of the best. We're seasoned professionals who specialize in creating extraordinary vacations."

MARKETING



AWARENESS

UNAWARE

Customers are unaware they even have a problem that needs solving. At this stage you want to use storytelling to hook the customer and start to make them aware of the problem you solve to build a connection with them.

STRATEGY: build brand awareness through targeted advertising and marketing

PROBLEM AWARE

Customers are aware of a problem or need they have, but may not be aware of the solutions available to them. At this stage you want to highlight what makes your brand unique and help your customer envision themselves using your product/service.

STRATEGY: Intercept customers when they are searching for solutions using SEO, blog posts and educational content

PROBLEM AWARE

Customers are aware of their problem and possible solutions, but may not know which brand to choose to help them. At this stage you want to highlight your brand personality and why your service/product is the best choice.

STRATEGY: Invest in branding that sets you apart from the competition in new and exciting ways.

PRODUCT AWARE

Customers are aware of your brand and its solutions, and are actively considering it as a potential solution to their problem. It's important to focus on providing detailed information and making the purchasing/booking process as easy and convenient as possible.

STRATEGY: Surprise and delight customers at every interaction, highlighting reviews, benefits and answering questions.

AWARENESS

SOLUTION AWARE

Solution aware means that your customers are aware of the problems they are facing and know ways in which they can solve it. However, they don't know directly where to look or know of any brands that directly solve their problem.

STRATEGY

Your marketing has two segments, firstly, making your audience aware that you exist. This is through social media advertising (UGC), website SEO and word of mouth.

The second segment is about making you the no-brainer choice for your audience. Your brand identity is going to be a large part of this, creating a unique visual that stands out from the others. But it's also about showing your audience HOW you solve their problem.

When speaking to an audience who are choosing between you and your competitors, transparency is key. It's important to focus on clearly presenting them with the options, answering questions and concerns and then show them why your product/service is the best choice.

JOURNEY

1: AWARENESS

Where are your website visitors coming from?
What stage of their journey are they at when they land on your website?

2: CONSIDERATION

What are the key questions that they need answered before they are ready to buy?

3: DECISION

What strategic website features can we use to help our customers make the decision to take action.

4: PURCHASE

How can we make the purchase process as easy and seamless as possible.



5: RETENTION

The first 48 hours after someone chooses to buy will confirm to someone whether or not they made the right decision. How do you plan to surprise and delight them even after purchase.

FONTS & COLOR PALETTE



COLOR PALETTTE

PRIMARY COLOR

8AA8C5



4679B4



1F3C67

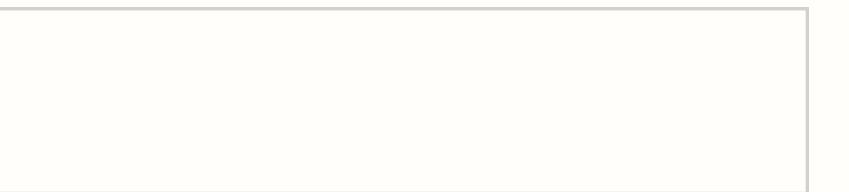


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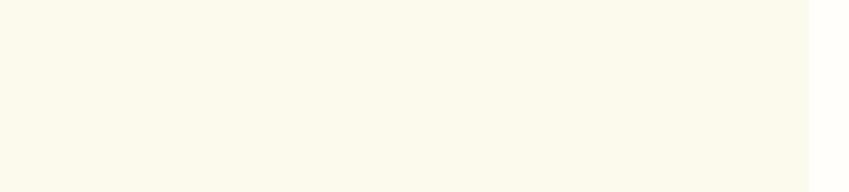


NEUTRAL COLORS

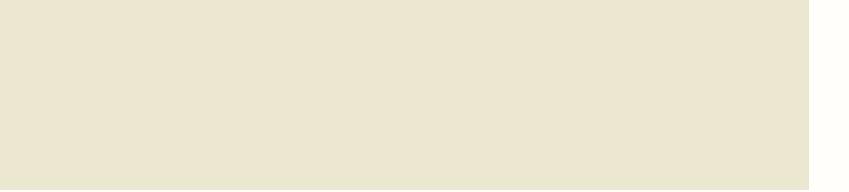
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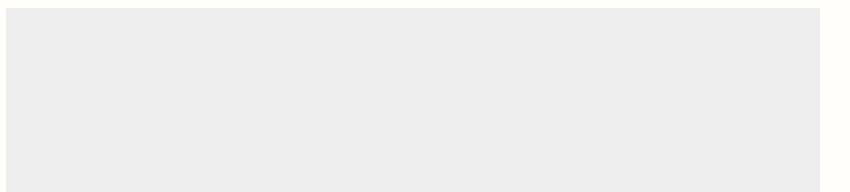


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GREYS

EEEEEE



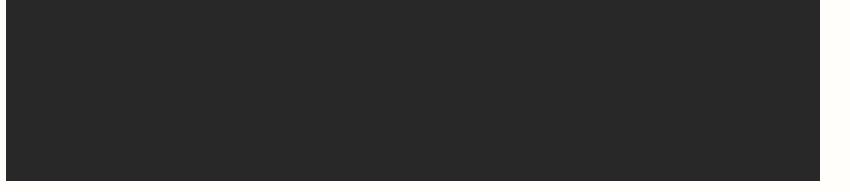
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LOGO & SYMBOL



FONTS

EXAMPLE

WE'RE HERE TO BE YOUR GUIDE

Without our expert help, you risk wasting your valuable time, experiencing unnecessary stress, and potentially having a subpar vacation that doesn't meet your expectations. Don't let the complexities of planning keep you from the luxurious getaway you deserve.

REGULAR

123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ

REGULAR

123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ

SEMIBOLD

123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ

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HEADINGS

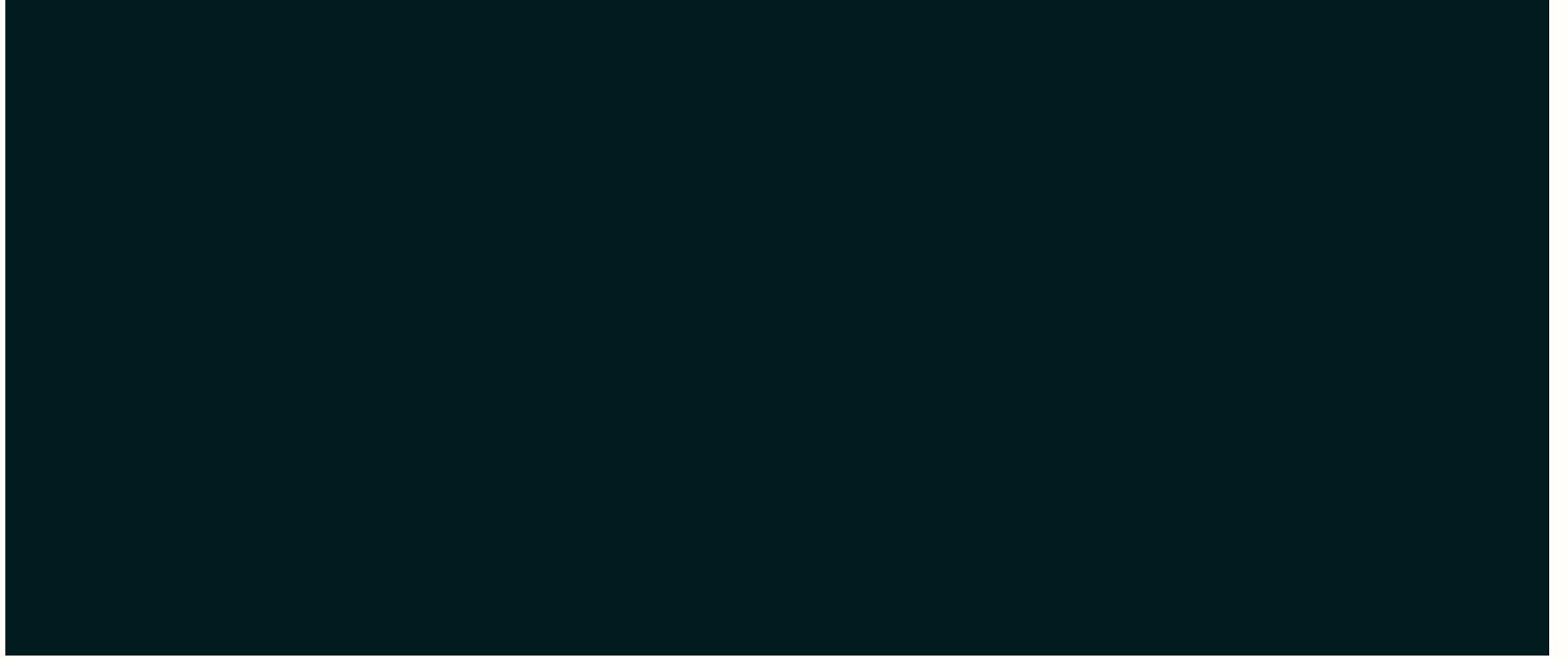
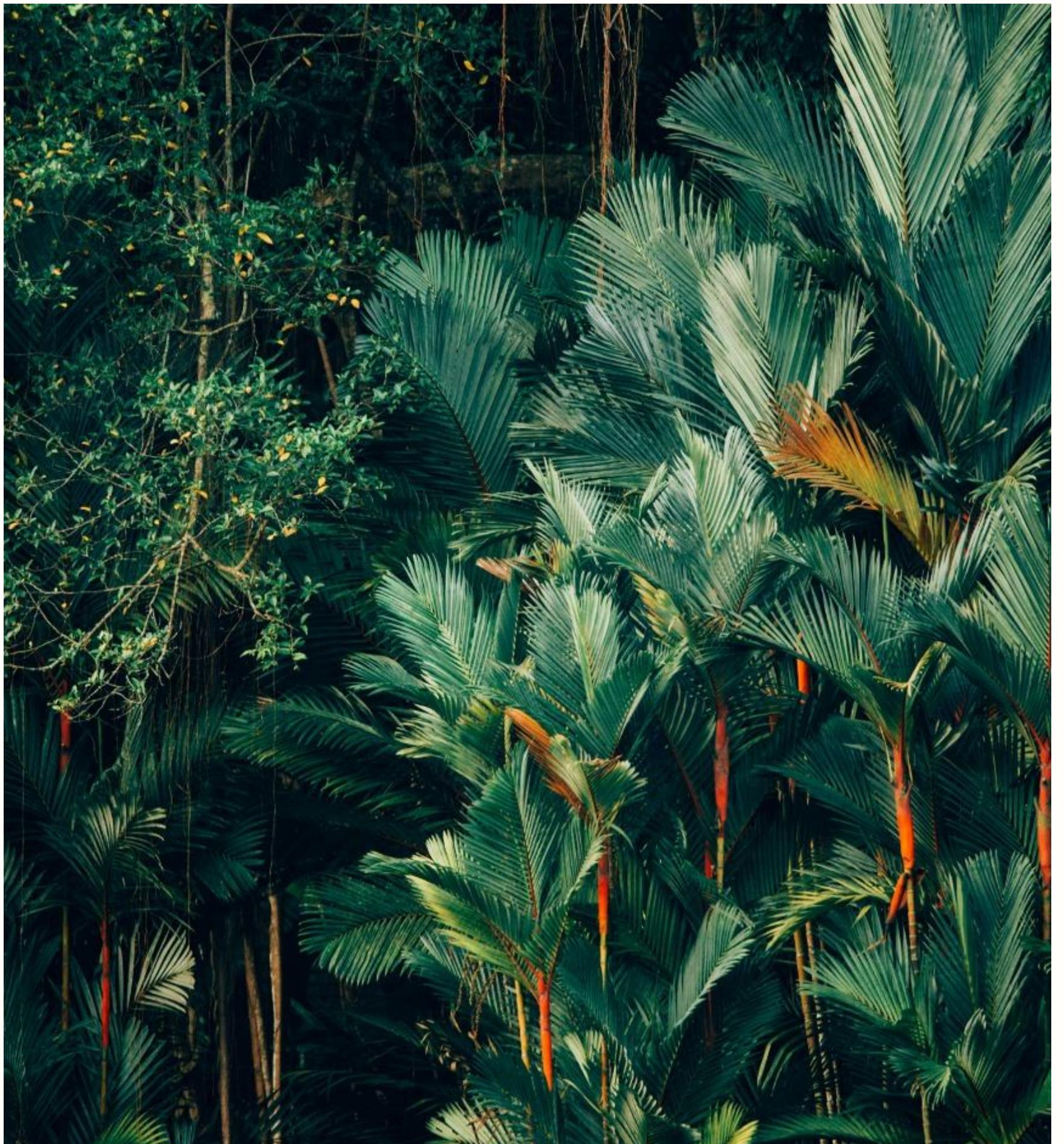
SANS SERIF | SOURCE SERIF 4

Paragraphs

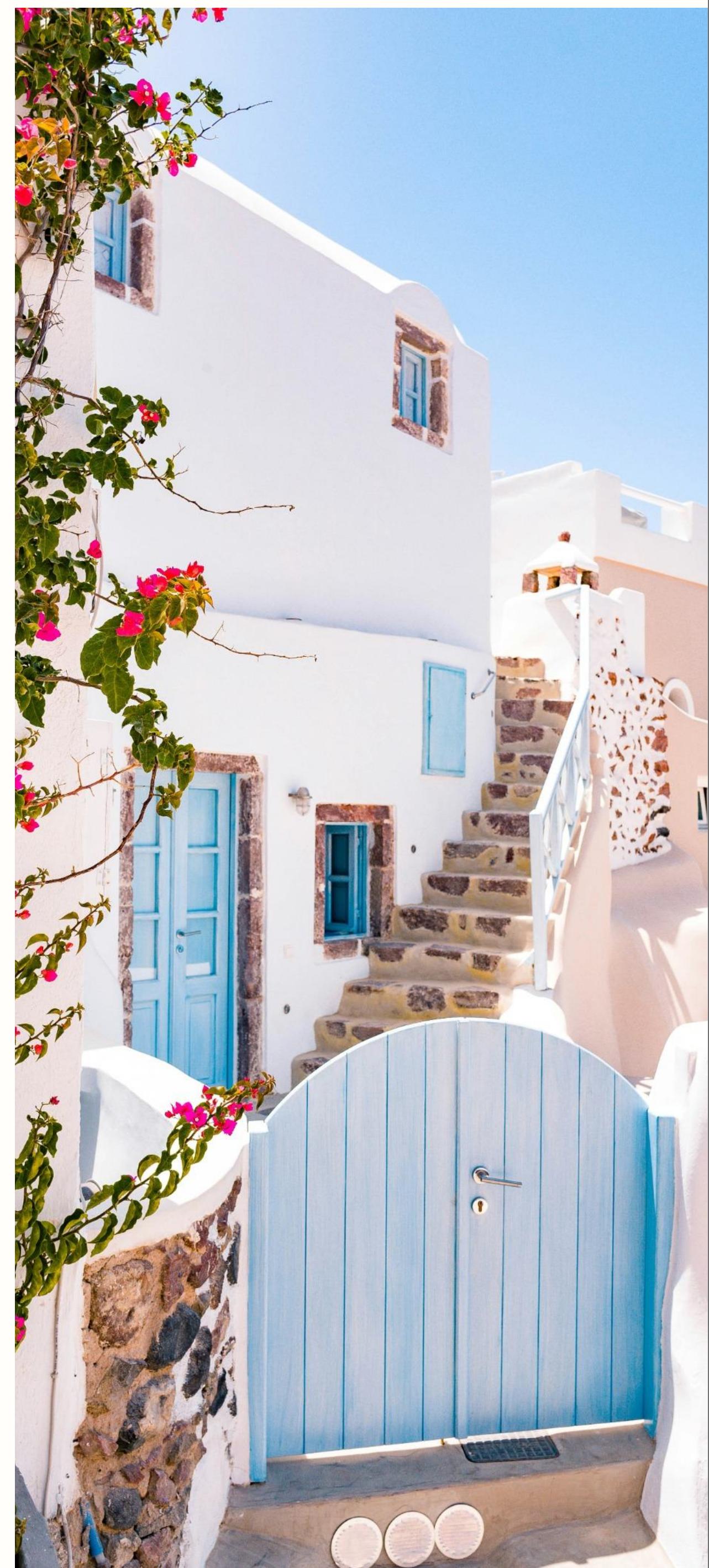
San Serif | Alegreya Sans

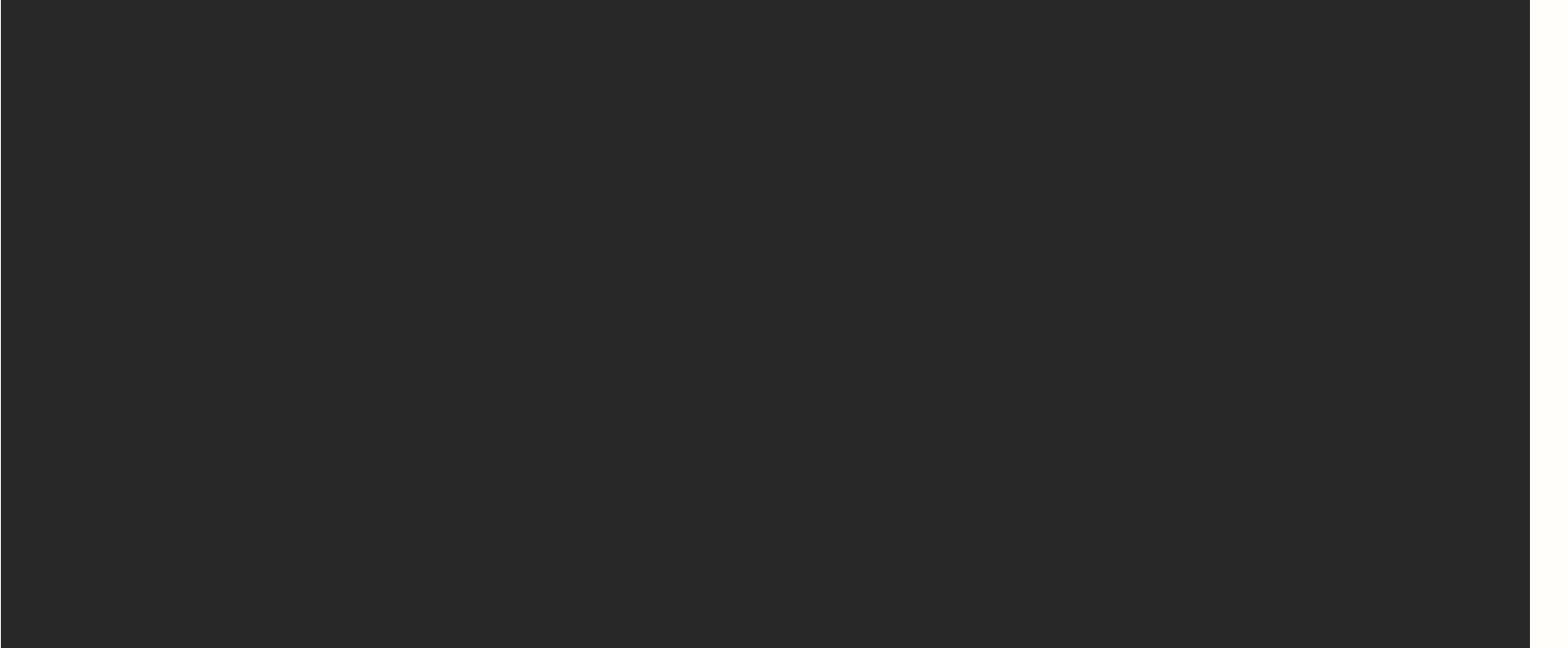
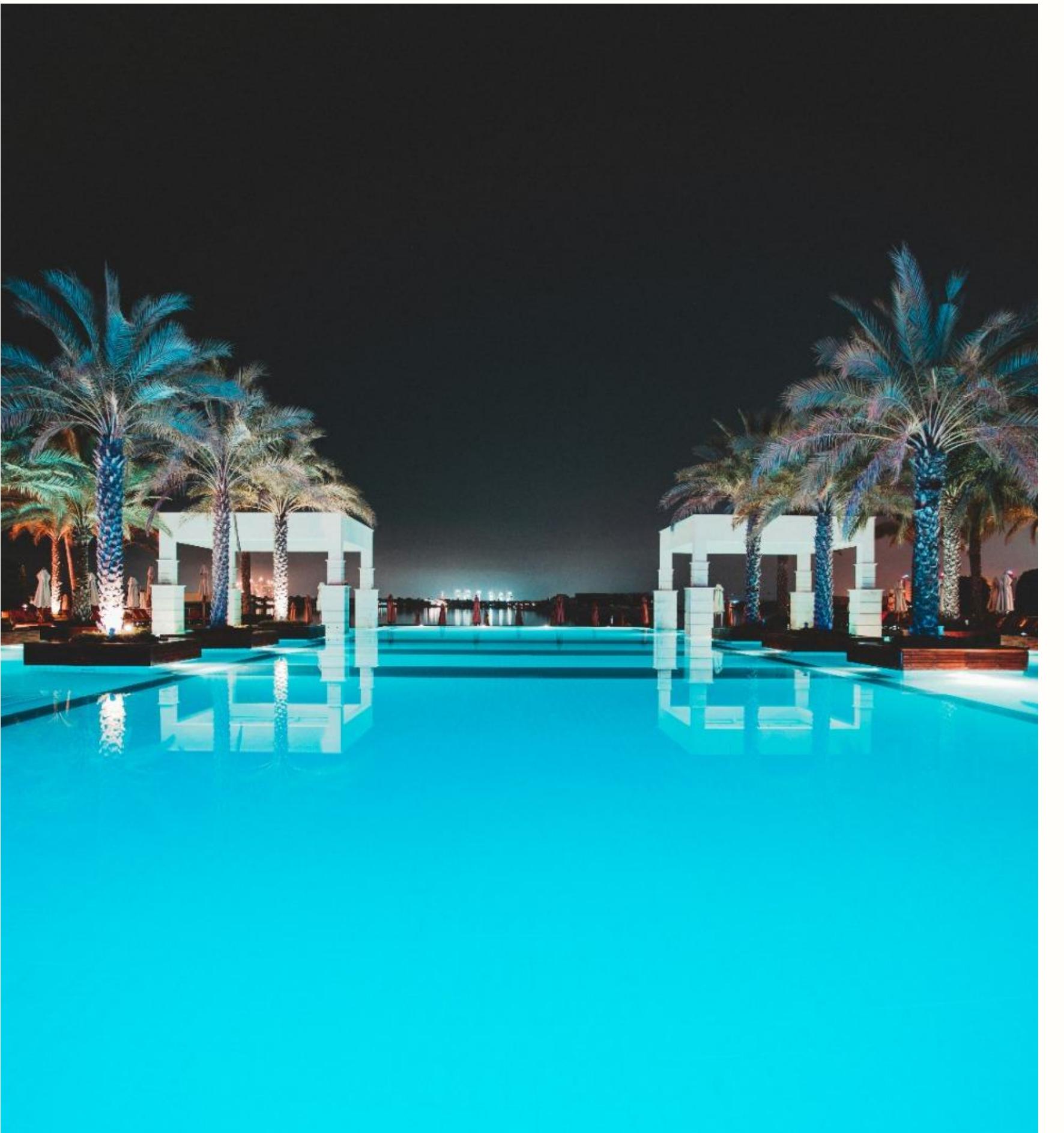
CREATIVE DIRECTION



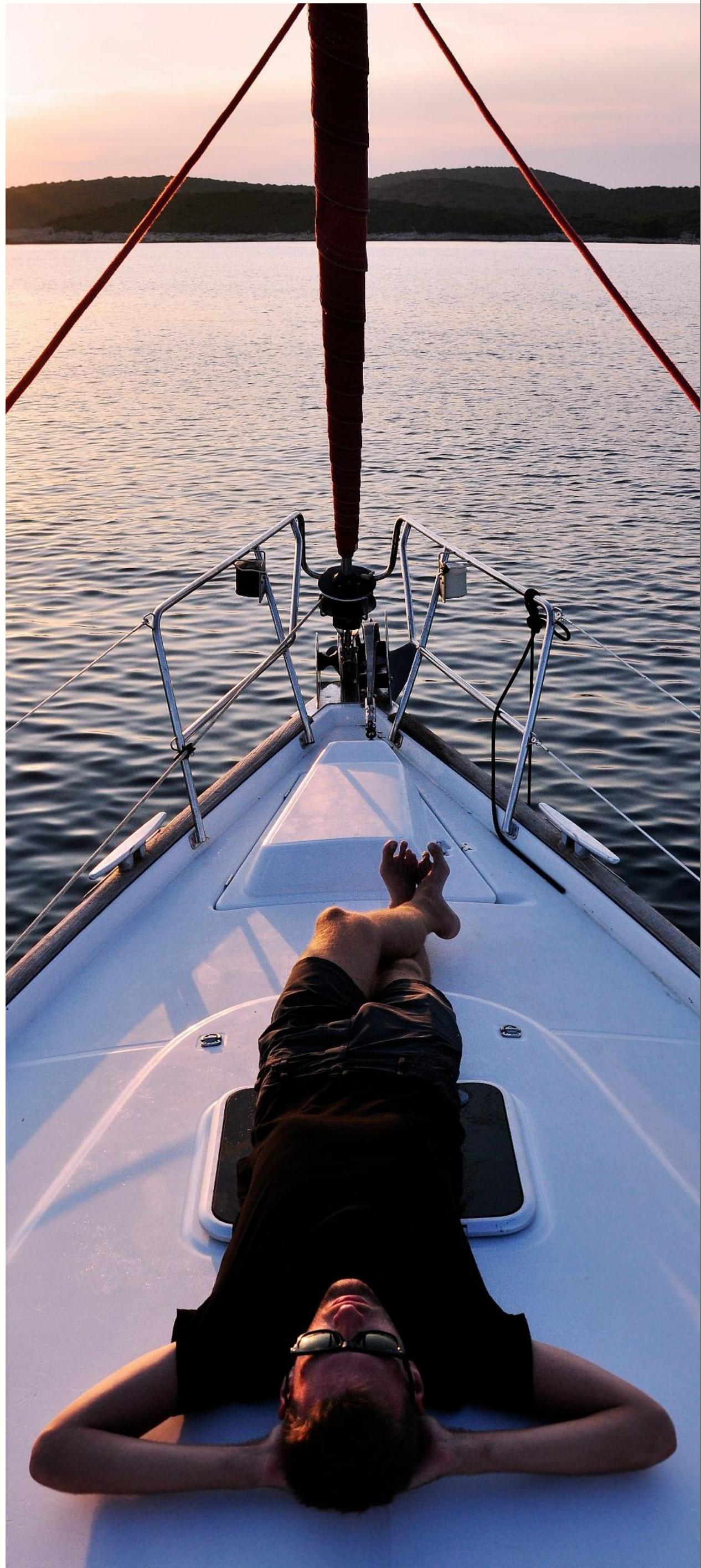
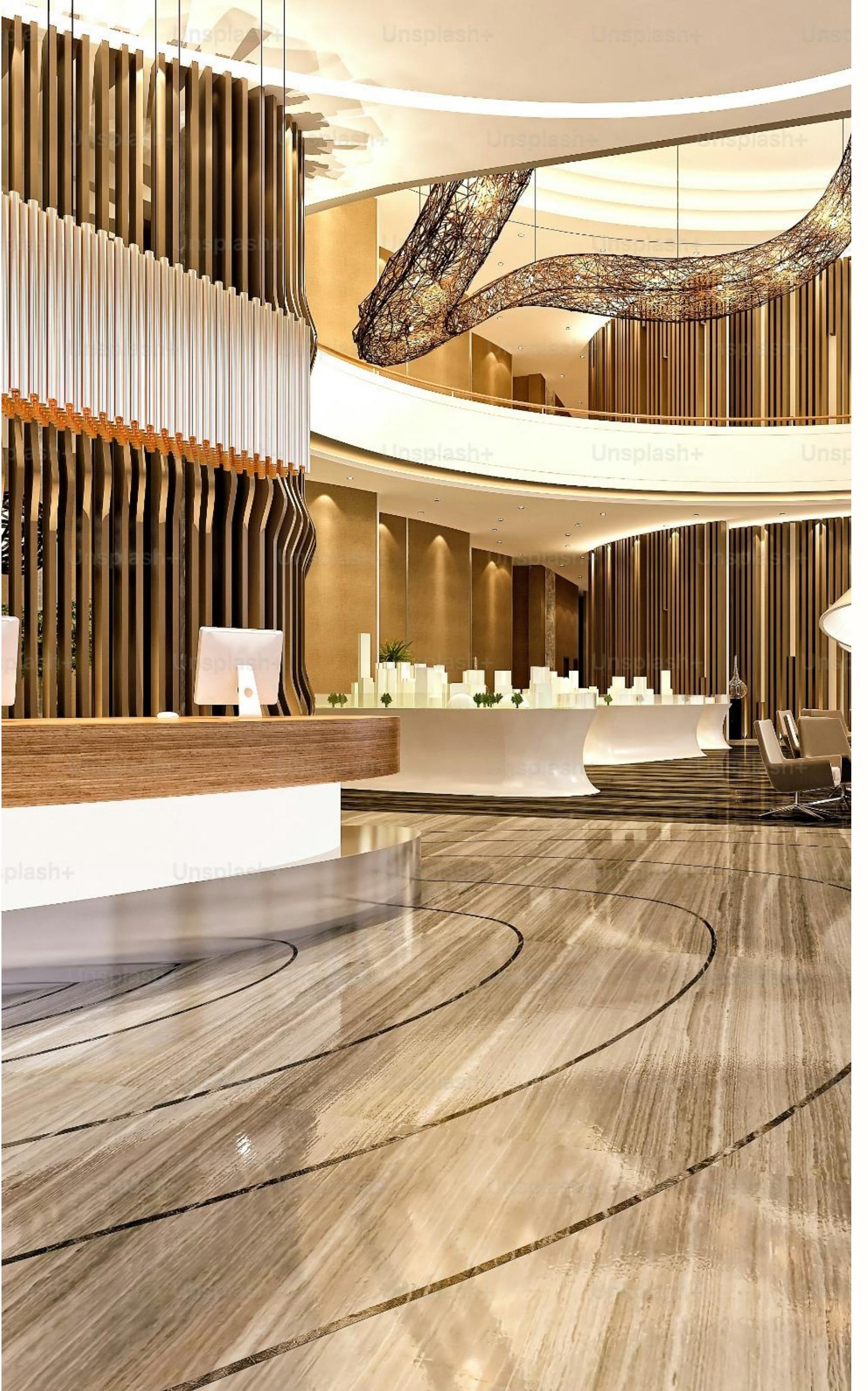


- Luxury Hotels
- Exotic Locations
- Vivid Color Selections
- High use of Theme Colors

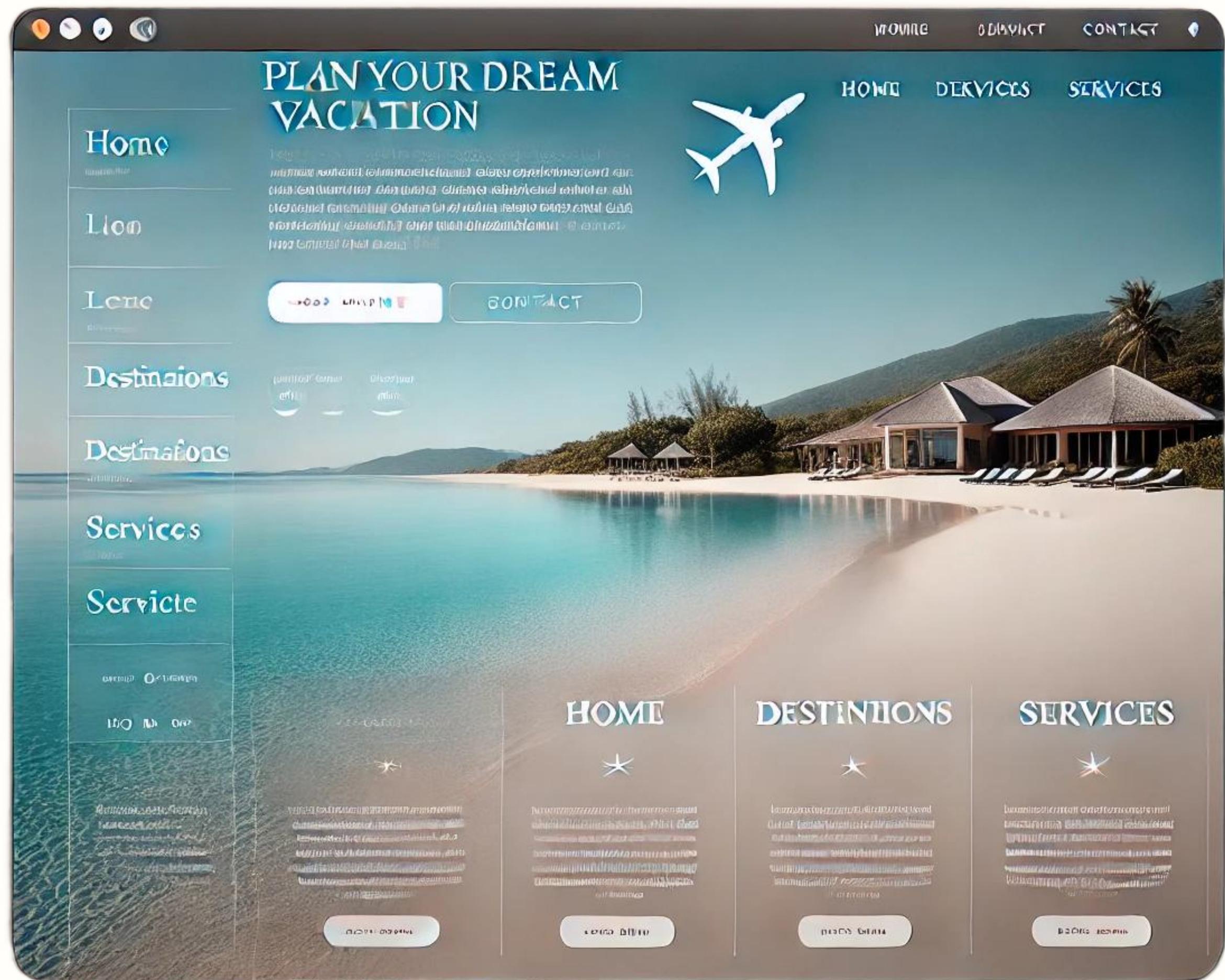




- Contrasting Photos of Night & Day
- Clean Spaces
- Portrayals of Relaxing Scenes



Examples of websites to draw inspiration from



Clean and modern with imagery and clean white text blocks and clear information.