




THE SUPERYACHT AGENCY

HAS BEEN STUDYING BALLET, SHAPING UP, JOINING FORCES, BUILDING BREAKWATERS, ENSURING LUXURY, BENDING RULES, MINING FOR GOLD, COLOURING IN, PLAYING GOLF, SWIMMING OCEANS, CROSSING BRIDGES, AND COUNTING THE YEARS...



STUDYING BALLET | FEADSHIP - ADVERTISING CAMPAIGNS

After three years of failed attempts with global advertising agencies, Feadship needed a campaign that elevated them above competitors and could be used outside the superyacht industry to raise awareness in international luxury media. After an intense period of analysis, The Superyacht Agency created a solution that was much more than an ad campaign: a new strategic platform for the brand that used language and images unique to Feadship.

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STUDYING BALLET | FEADSHIP - ADVERTISING CAMPAIGNS



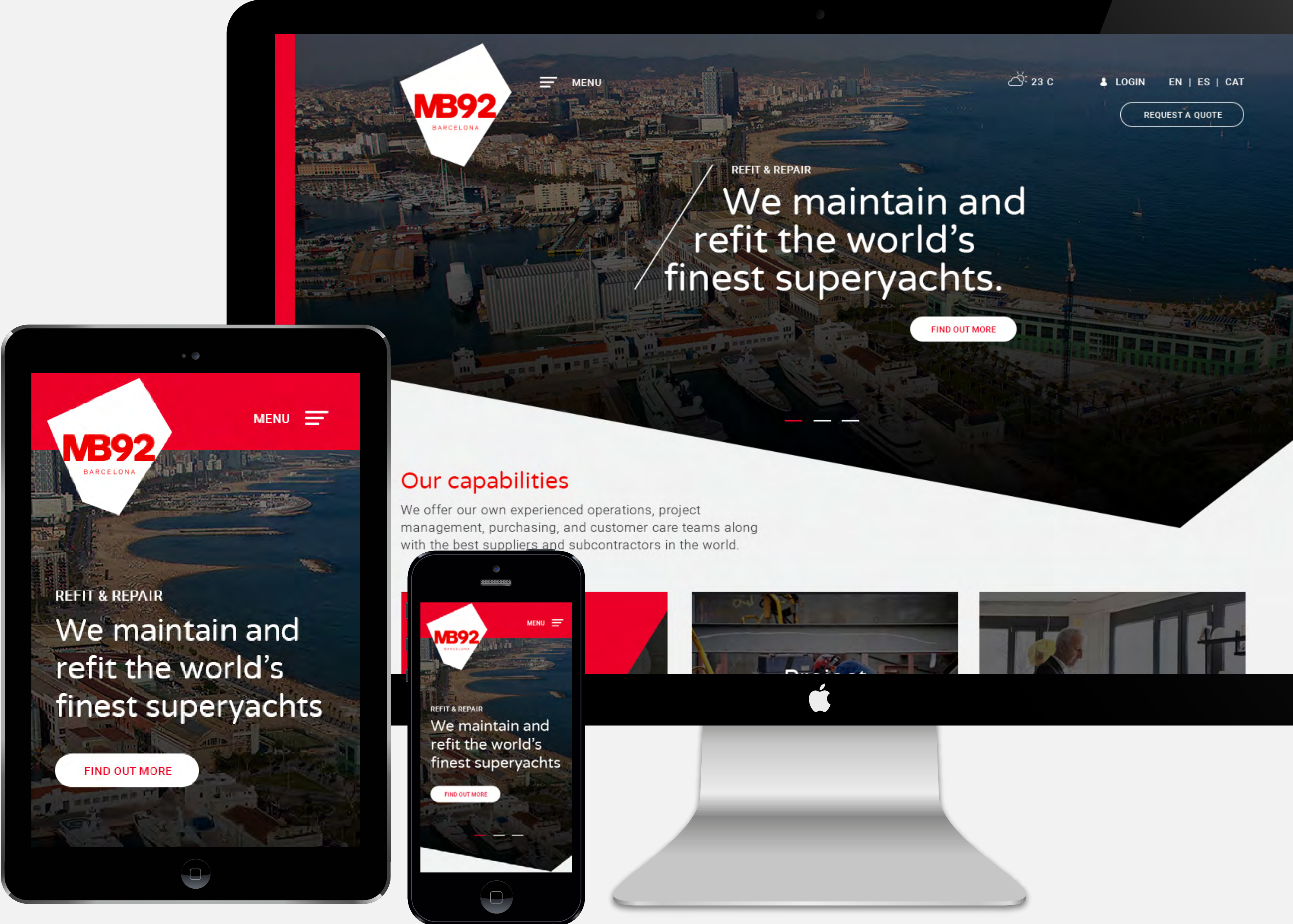
FEADSHIP
ROYAL DUTCH SHIPYARDS

There are yachts, and there are Feadships.
www.feadship.nl



SHAPING UP | MB92

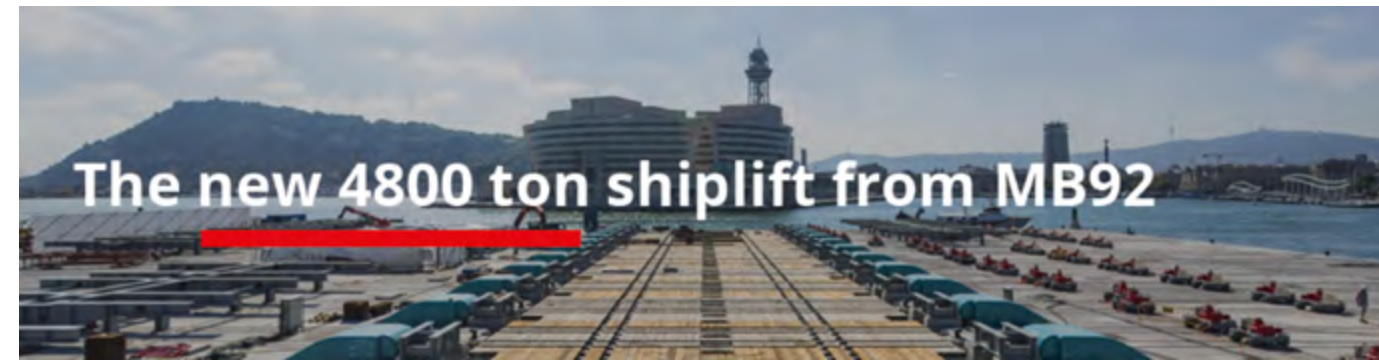
With new investment and major plans for growth, MB92 wanted a refreshed brand, along with a new website and digital communications tools. The Superyacht Agency worked with MB92 through our brand workshop and other methodologies, helping to identify them as 'smart pioneers'. The positioning worked at all levels within the business and contributed to our approach to their new website, facilitating straightforward messaging inspired by good engineering and effective design. The new company logos were inspired by the dynamism of MB92's home city, Barcelona, with the outlines of the city forming the new identity. We extended this to MB92's new site following its takeover of an existing facility in La Ciotat, France, and the Agency continues to work with MB92 on everything from brand guidelines to new, innovative digital campaigns.



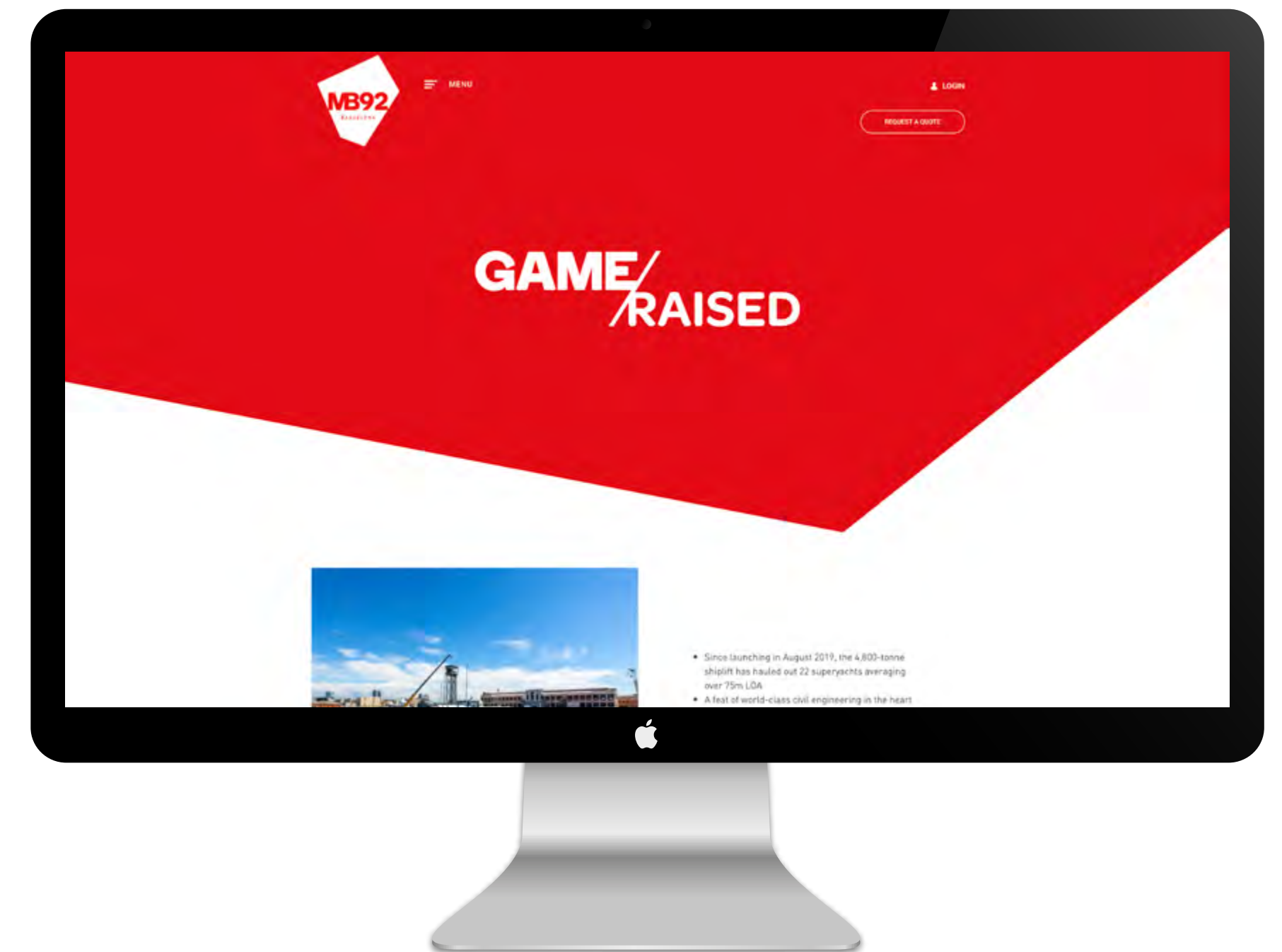
SHAPING UP | MB92 - IDENTITY



SHAPING UP | MB92 - DIGITAL CAMPAIGN



Animated Banner



Landing Page

JOINING FORCES | BOND - AD CAMPAIGN AND DIGITAL

© THE SUPERYACHT AGENCY

After working previously with The Superyacht Agency on a highly successful tenth anniversary campaign, systems and technology specialist Bond™ returned looking for a refreshed promotion and angle. The Agency's subsequent work has evolved into two campaigns, the first being a number of striking, hard-hitting but humorous ads that immediately stand out in the sector. The second campaign developed a concept focusing on their team of specialists and depth of expertise across key technological systems, and extends to multimedia and across multiple platforms.

CLARK DYKE
AV SYSTEMS

NORMAN JANNECK
AV SPECIFICATIONS

NIKO BRASSEUR
CRESTRON INTEGRATION

MICHAL WERNER
IT SYSTEMS

PATRICK VOORN
HVAC SYSTEMS

DR PAUL HUNTON
CYBER SECURITY

ZEB ROBIN
SYSTEMS DESIGN

**EXPERT CONSULTANTS,
TEAM EXPERIENCE.**

New builds. Refits. Support. The next generation
of technology consultancy is here.

To find out more about how the Bond Group
can help your project visit bondtm.com

bond
TECHNOLOGY MANAGEMENT
& CONSULTANCY



Storyboard of the animated landing page

BUILDING BREAKWATERS | PORTO MIRABELLO

Porto Mirabello in La Spezia is one of the Mediterranean's largest marinas, and also one of the newest. It commissioned a bespoke report from our Intelligence team to understand its position in the market and, following the results of that report, then tasked the strategic team with creating an entirely new brand and image in order to bolster its berth leasing proposition and highlight its suitability as the perfect homeport for large yachts. The Agency team held a brand workshop with Porto Mirabello management and key team members, then used this to develop a new logo that incorporated La Spezia's breakwater, along with the single organising principle for the brand of 'embracing beauty'.

© THE SUPERYACHT AGENCY





PORTO MIRABELLO
LA SPEZIA

MIRABELLO

Got the winter blues?

With La Spezia just a stone's throw from some of the Mediterranean's most beautiful destinations such as the Cinque Terre, Forte dei Marmi, Portofino, Elba, Monaco, Costa Smeralda and Florence, it's time to beat the winter blues by embracing summer hues. Porto Mirabello's dedicated superyacht concierge is on hand to ensure all your needs will be met – so book now, and get in before the berths run out.

portomirabello.it 44° 05' 803N / 09° 49' 989E



PORTO MIRABELLO
LA SPEZIA

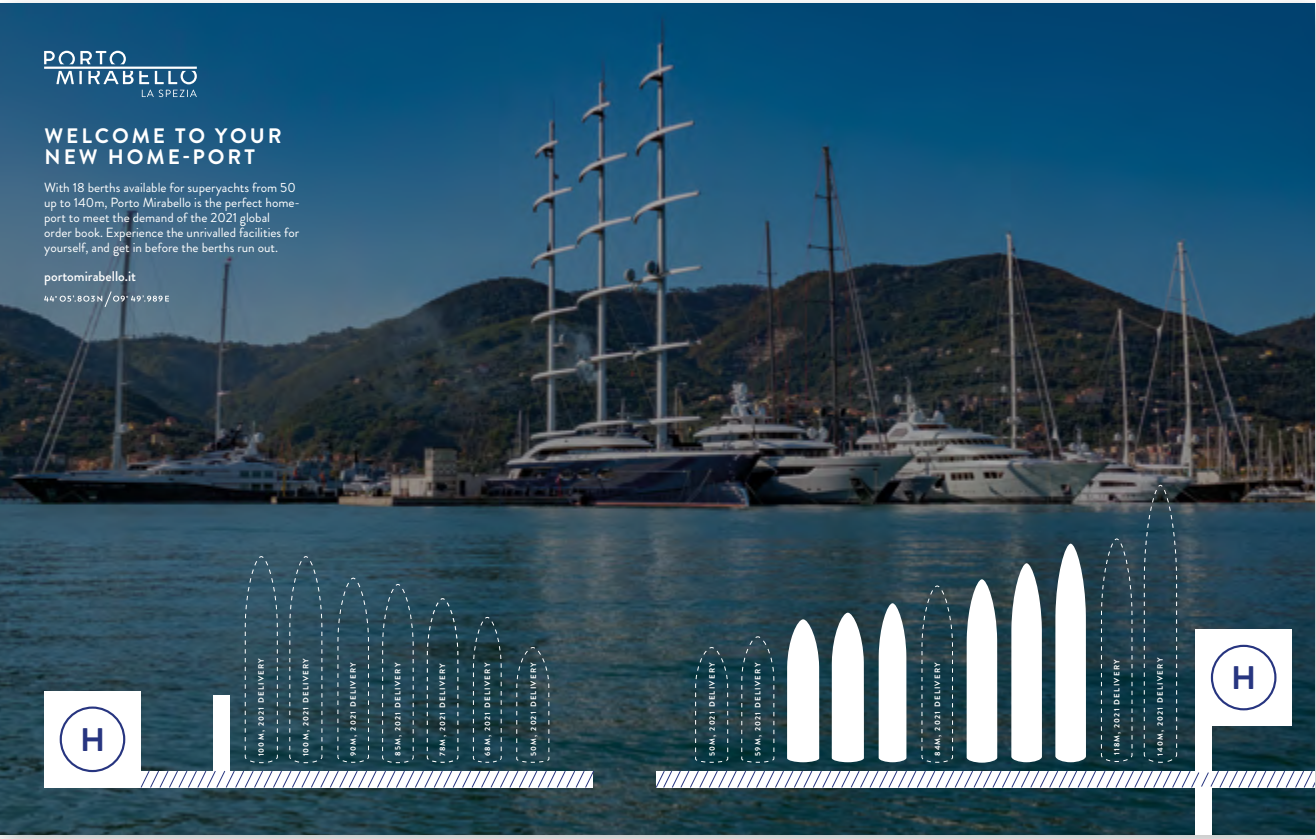
JUST YARDS AWAY.

With an extraordinary range of famous shipyards and yard facilities within a 22-mile radius, it's no wonder that Porto Mirabello is fast becoming the preferred home port for some of the world's most iconic superyachts. Talk to us today about our seasonal and leasehold berthing options, and book now to get in before the berths run out.

LA SPEZIA	RIVA FERRETTI 1,2 NM	SANLORENZO 1,2 NM	BAGLIETTO 1,5 NM	PERINI NAVI 1,5 NM	FINCANTIERI 2,0 NM
		AMEGLIA 11,0 NM	SANLORENZO 11,0 NM		
		MARINA DI CARRARA	ADMIRAL 12,0 NM		
				FIPA GROUP 22,0 NM	OVERMARINE GROUP 22,0 NM
				AZIMUT BENETTI 22,0 NM	CODECASA 22,0 NM
					ROSSI NAVI 22,0 NM

22 NM

44° 05' 803N / 09° 49' 989E
portomirabello.it



PORTO MIRABELLO
LA SPEZIA

WELCOME TO YOUR NEW HOME-PORT

With 18 berths available for superyachts from 50 up to 140m, Porto Mirabello is the perfect home-port to meet the demand of the 2021 global order book. Experience the unrivaled facilities for yourself, and get in before the berths run out.

portomirabello.it
44° 05' 803N / 09° 49' 989E



PORTO MIRABELLO

FIRST CHOICE IN THE MED

Porto Mirabello's brand new dock is the essence of looking toward a bigger, brighter future. With 18 berths for superyachts ranging from 50m to 140m overlooking the Gulf of Poets, we're set to be your first choice in the med. Get in before the berths run out.

portomirabello.it
44° 05' 803N / 09° 49' 989E

LOGO DEVELOPMENT WORKINGS



PORTOMIRABELLO
LA SPEZIA



PORTOMIRABELLO
LA SPEZIA



PORTOMIRABELLO
LA SPEZIA



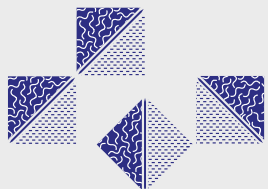
PORTOMIRABELLO
LA SPEZIA



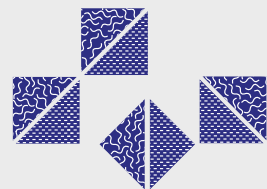
PORTOMIRABELLO
LA SPEZIA



PORTOMIRABELLO
LA SPEZIA



PORTOMIRABELLO
LA SPEZIA



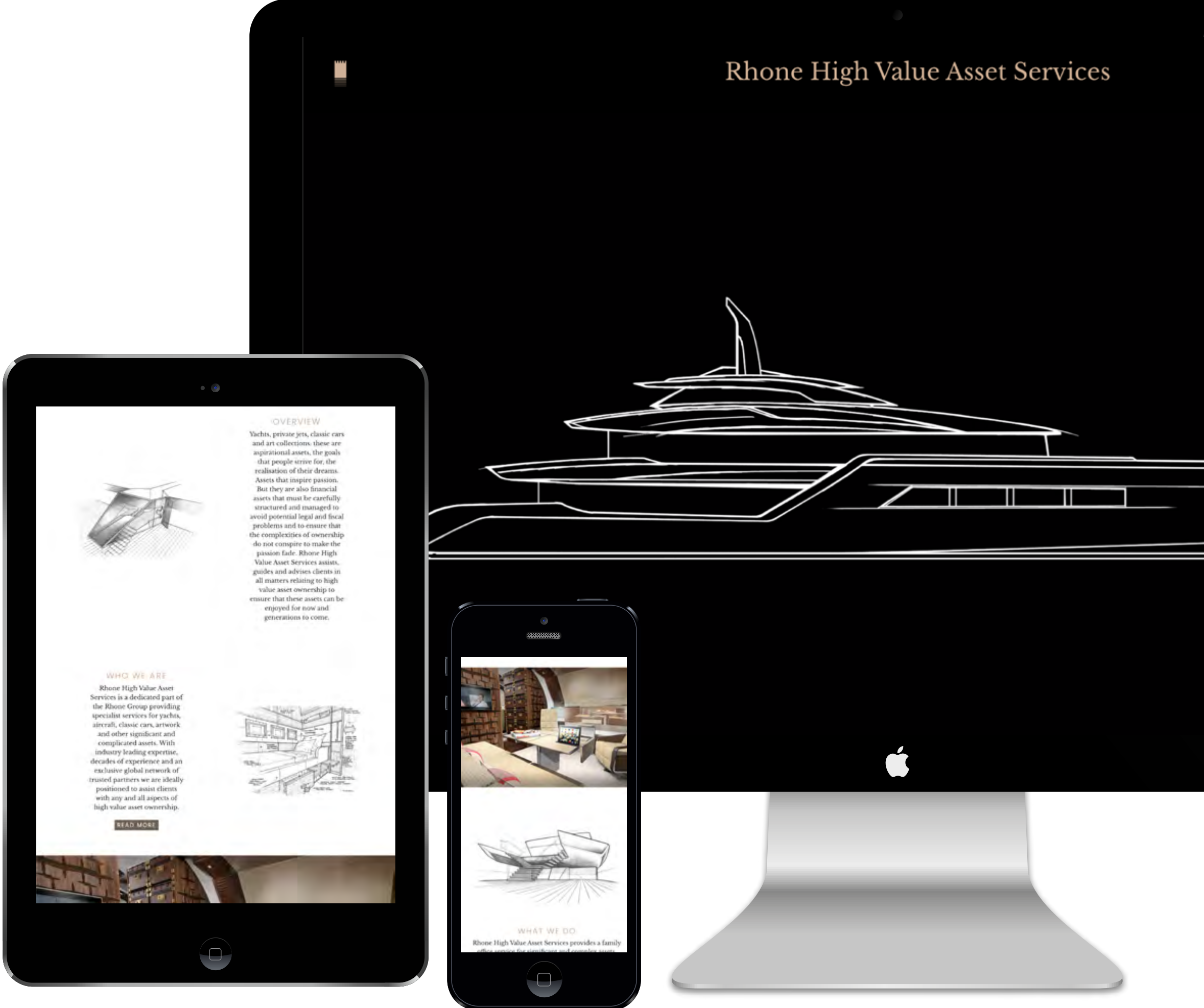
PORTOMIRABELLO
LA SPEZIA



ENSURING LUXURY | RHONE

Rhone High Value Asset Services

A specialist division of Rhone Asset Services approached the Agency looking to design and develop a slick brochure and website that would showcase their extensive range of services as well as the highly valuable assets they manage. The agency team created a site that employs modern touches such as parallax scrolling, while keeping the content management system clean and simple to use.



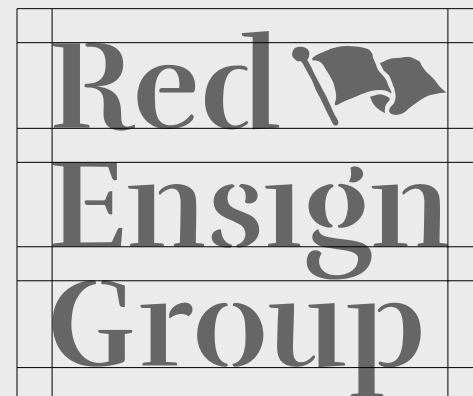
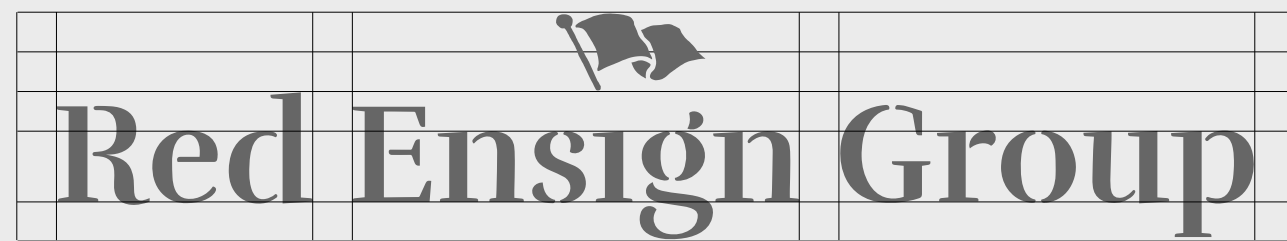
BENDING RULES | RED ENSIGN GROUP

© THE SUPERYACHT AGENCY

The Red Ensign Group approached The Superyacht Agency to help them not only understand market perception and positioning, but also to develop refreshed branding, messaging and promotional strategies both for the Red Ensign Group itself and also for its new unified Yacht Code. Our findings – delivered to REG in a printed report – also informed our work in creating a new brand identity, a campaign to launch the unified Yacht Code to the industry, and general promotion for REG across print and digital media as well as live events.



LOGO DEVELOPMENT WORKINGS



MINING FOR GOLD | HEESSEN - THE ANNUAL; INTELLIGENCE

Our longstanding client Heesen Yachts tasked The Superyacht Agency with producing an innovative annual coffee-table book that would reflect the Heesen brand. Working closely with the Heesen team, we created a concept that would use gorgeous photography and insightful features to illustrate the company's past, present and future achievements, while conveying the traditions, craftsmanship and attention to quality and detail that make Heesen one of the leading Dutch luxury shipyards.



MINING FOR GOLD | HEESEN - INTELLIGENCE

Heesen wanted to definitively affirm the residual value of its vessels on the brokerage market in comparison to its competitors. We went mining for information gold and analysed our proprietary database of second-hand superyacht sales between 2012 and 2017, of yachts delivered after 2000. We then used our own statistical modelling to calculate a price-per-gross-ton for vessels within the aforementioned parameters, across a number of shipyards, delivering a level of insight into residual values previously not seen in our industry.



COLOURING IN | CAMPER & NICHOLSONS INTERNATIONAL

Camper & Nicholsons International, one of the world's leading brokerage houses, asked The Superyacht Agency to create and develop a marketing campaign to highlight several facets of their business, including their project management and yacht management divisions, and other services. We created a series of coordinated digital banners, print ads, and a promotional supplement that was bound in to the print edition of *The Superyacht Report*, ensuring not only clear messaging backed up by striking design but also maximising the campaign's reach through The Superyacht Group's market-leading print and digital products.

© THE SUPERYACHT AGENCY

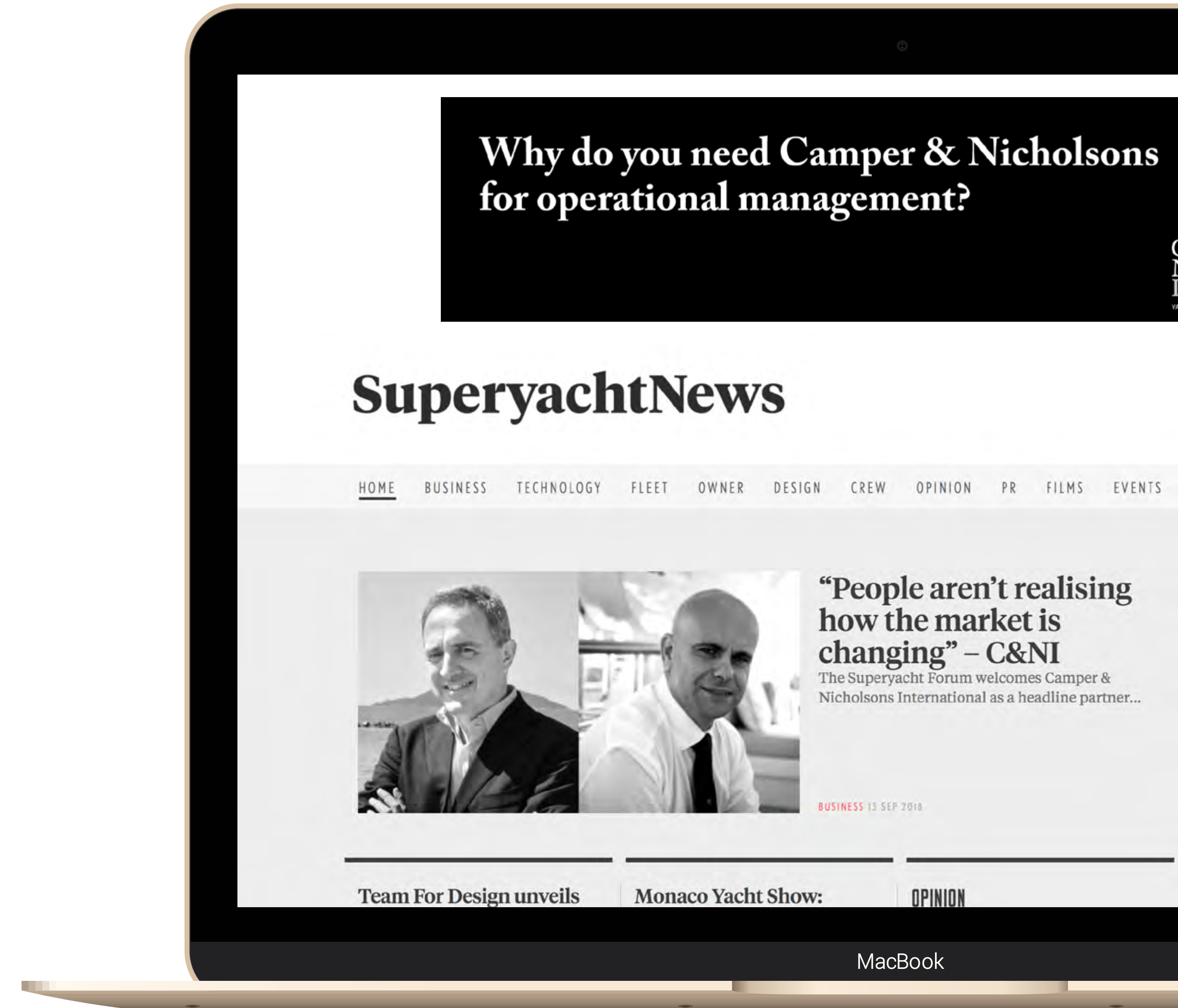
*Some things
are black
and white.*

If you think hiring a professional is expensive, try hiring an amateur. Your yacht is too valuable an asset to risk putting in the hands of an inexperienced team, which is why Camper & Nicholsons International is the natural choice for all your needs. Our end-to-end services cover everything from new build pre-contract advice, the pre-build design and specification phase, selecting the right yard and full project management and support, charter management to operational management and support, charter management and full brokerage services. Like our extraordinary heritage, the CNI teams comprise experts in every field of yachting – not just people who have been around boats.

**Camper &
Nicholsons
International**

YACHTING SINCE 1782

camperandnicholsons.com



PLAYING GOLF | PINMAR - THE PINMAR GOLF MAGAZINE

After several years producing *The Pinmar Golf* magazine – an annual publication tied to Pinmar’s hugely successful annual charity golf event in Mallorca – the Agency team undertook a complete revamp of design, content and finish for the 2020 edition, incorporating features on coatings technology and high-profile superyacht builds, enhanced layouts, and new paper stock. Distributed with the Captains issue of *The Superyacht Report* and through Pinmar’s own channels, the new-look magazine has been widely praised.



THE PINMAR MAGAZINE

In it for the long haul
A burgeoning 70m+ sector has necessitated the development of large refit infrastructure

America's Cup
Auckland gears up to host the 36th edition of the America's Cup

Let us spray
Behind the scenes at the trialling of Awlgrip's revolutionary spray filler

2020

SWIMMING OCEANS | ONE OCEAN - BRAND STRATEGY & IDENTITY

The Superyacht Agency was tasked by One Ocean with defining brand strategy and positioning, and creating an identity fit for a new global luxury brand with ambitious plans for the future. We created an identity and logo that immediately distinguishes the brand as a global luxury leader and a major player in the operation and management of the world's most valuable private assets. We then extended this across all applications and assets, from on-site branding to show stands, website and print collateral.



One Ocean

Welcome to OneOcean.
Join us, as you traverse the globe.
Embarking on elegant journeys,
there is one essential partner.
Crossing frontiers and time zones
in style, there is one trusted advisor.
One port of call. OneOcean.

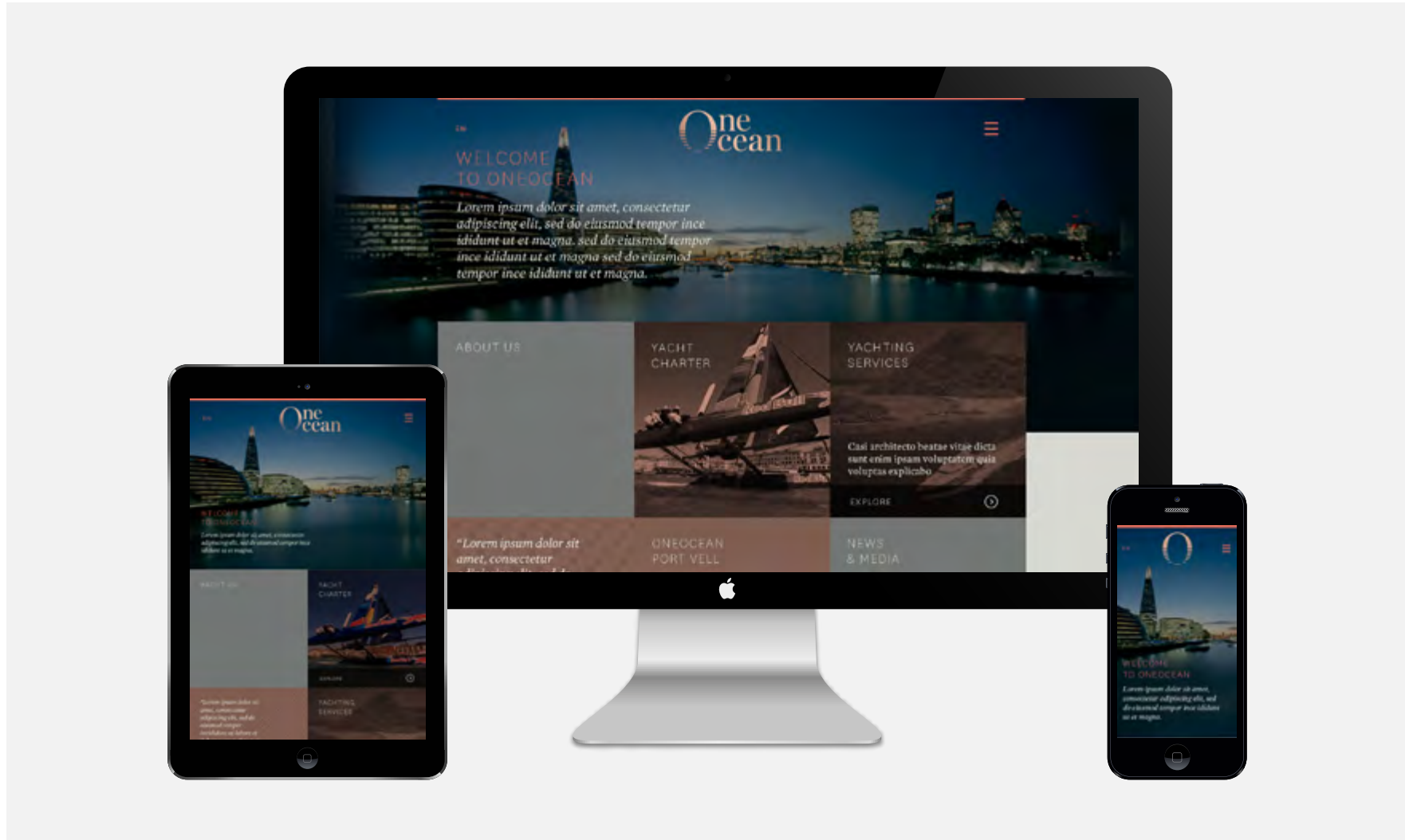
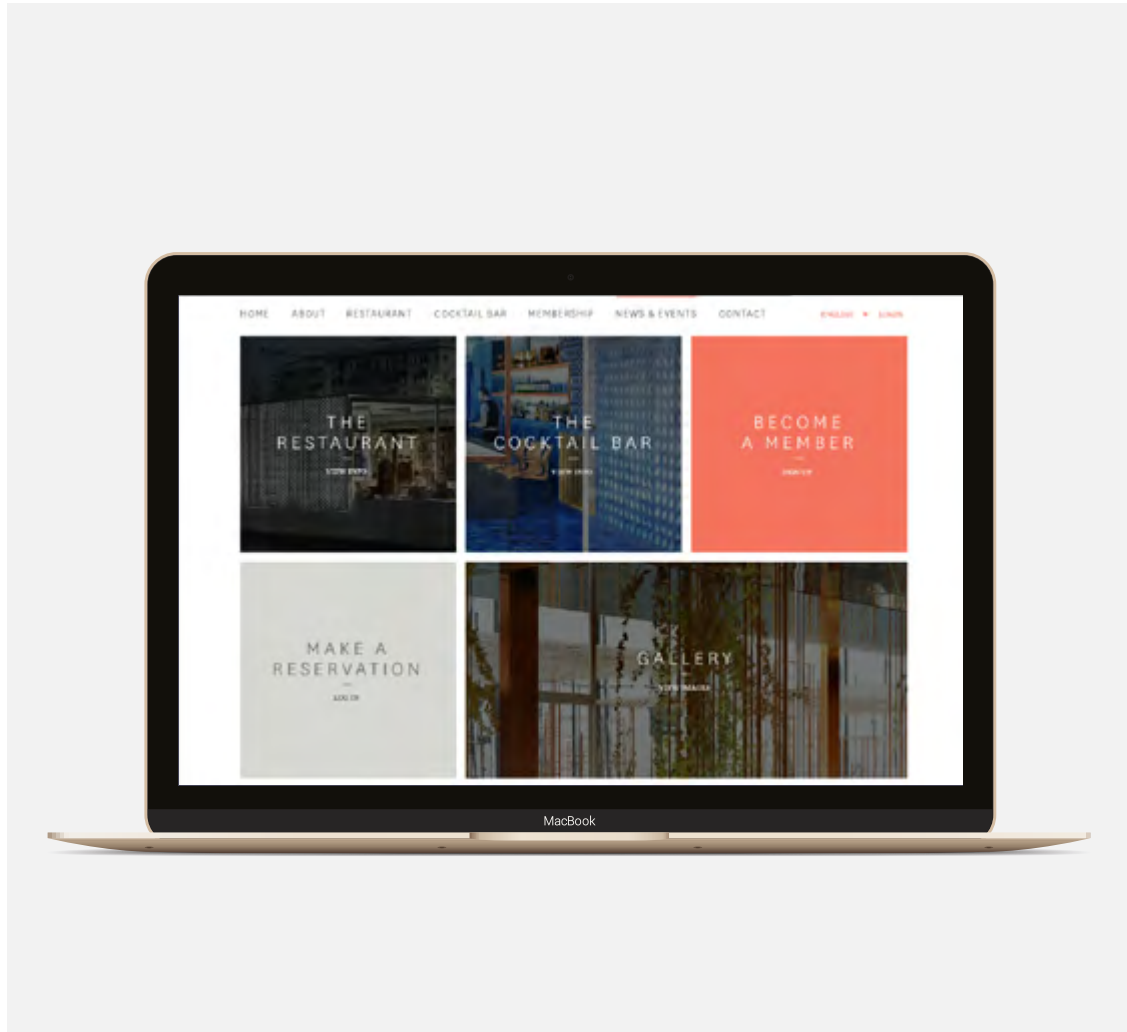
OneOceanVentures.com

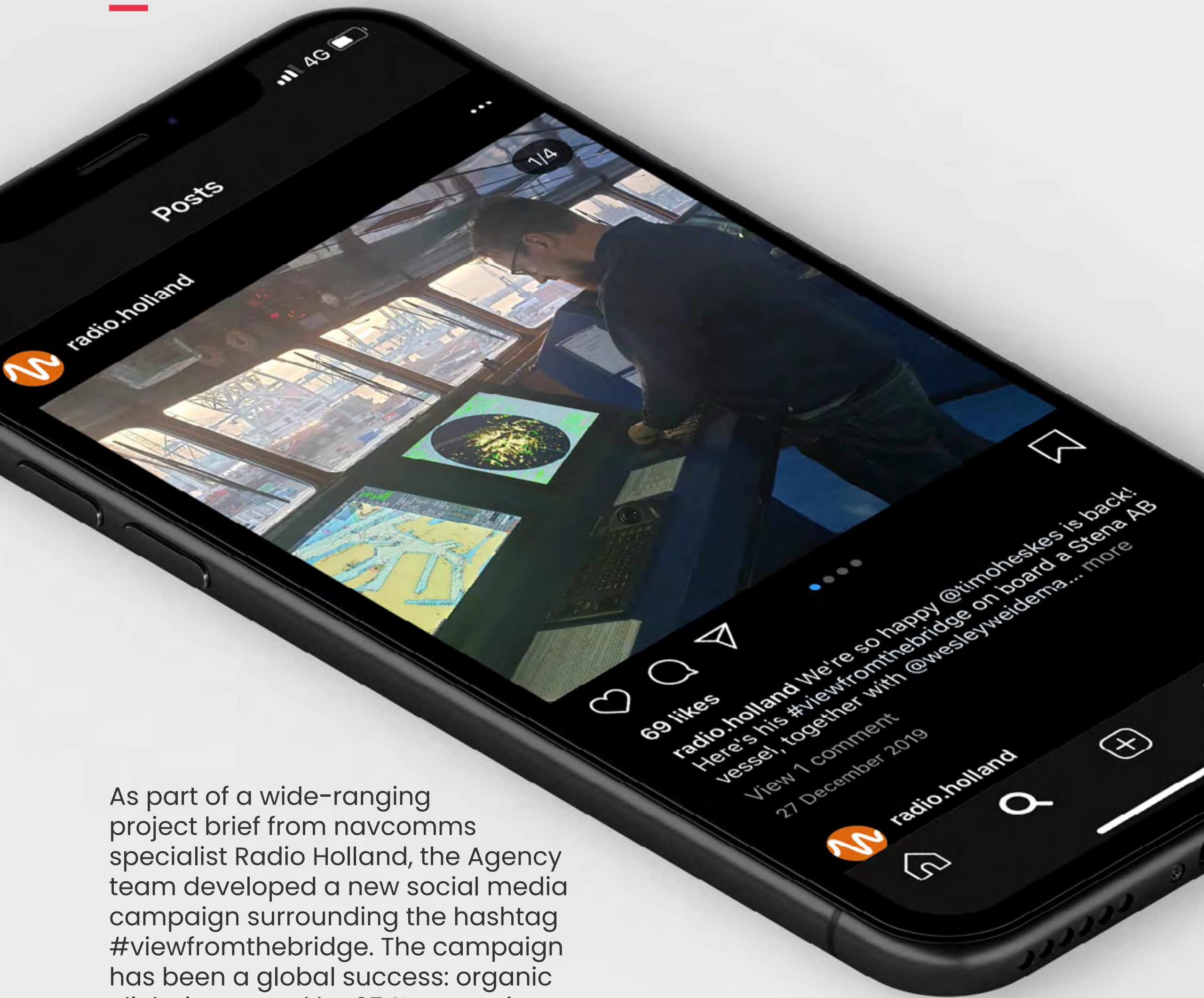
RAFTED BY ASPINAL OF LONDON
FOR ONEOCEAN

Care information

Original passport cover is hand
dyed only the highest quality
from Italian calf leather.
To preserve the look and feel of
avoid prolonged exposure to
harsh direct sunlight or humid conditions.
Clean with a soft cloth
and water. Avoid strong
cleaners or polishes.

SWIMMING OCEANS | ONE OCEAN - BRAND STRATEGY & IDENTITY ROLL-OUT





As part of a wide-ranging project brief from navcomms specialist Radio Holland, the Agency team developed a new social media campaign surrounding the hashtag #viewfromthebridge. The campaign has been a global success: organic clicks increased by 254%, organic reactions by 740%, and organic impressions by 69%.



Campaign Engagement



Organic Engagement Rate

↑ **12%**



Organic Impressions

↑ **69%**



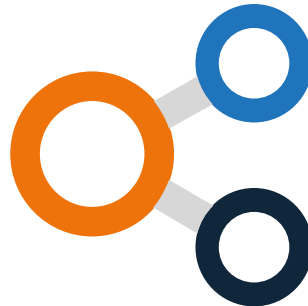
Organic Clicks

↑ **254%**



Organic Comments

↑ **93%**



Organic Reactions

↑ **740%**

COUNTING THE YEARS | SUPERYACHT25

To celebrate perhaps one of the most extraordinary periods of evolution in the history of the superyacht sector, The Superyacht Agency created *Superyacht25* – a 330-page luxury book that highlights the most iconic yachts, people and innovations of the past 25 years, captured in words and through stunning imagery. The resulting volume stands both as a book to treasure and a reference work for one of the superyacht industry's most exciting periods of growth and change.





**WE HELP OUR CLIENTS STAND OUT IN A CROWDED
SUPERYACHT LANDSCAPE WITH EXHAUSTIVE
RESEARCH, EXPERT INSIGHT, ENGAGING IDEAS,
UNIQUE SOLUTIONS AND INTELLIGENT EXECUTION.**



WHAT WE DO

Whether you need to understand your marketplace and the market's perception of your business, completely rebrand your company or products, develop an informed business plan, build a dynamic communications or digital campaign, host a private event for your best customers, arrange a video shoot with complete storyboard, research a new territory, analyse the competition or test a new product or idea, The Superyacht Agency delivers a 360-degree, intelligent marketing approach through research, analysis, strategy, creativity and interactivity.

We are not a 'jack of all trades'; we are a focused team of experts passionate about intelligence, marketing and strategy who live and breathe the superyacht market. With more than 25 years' experience in the superyacht world and a large team of experts who are connected globally, we really understand how this unique market works, and what strategic and marketing solutions deliver.



SMARTER TOGETHER

The Superyacht Agency does not work in isolation, but rather operates as a collective where our core team draws on the wider expertise within The Superyacht Group as and when needed. The Superyacht Group's editorial, intelligence, events and support divisions represent the global elite – the finest journalists, editors, analysts and event planners in the industry, coupled to market-leading publications, digital portals and global events. We are firm believers in the mantra 'smarter together', because our combined knowledge, experience and passion is greater even than the sum of its parts.

This confers unparalleled benefits and opportunities to our Agency clients in every aspect of the projects we undertake, from bespoke market analysis to intelligent brand, communications and marketing strategies. Our mantra also applies to what we can deliver for our clients – your strategies and campaigns are more effective when you work with us, because we are smarter together.



+



OUR FOUR CORNERSTONES

Drawing on the unparalleled depth of knowledge and experience within The Superyacht Group, The Superyacht Agency's team of brilliant creatives, analysts, event planners, digital experts and marketing consultants combine four cornerstones to deliver the most effective campaigns and strategies.

01
INTELLIGENCE

UNRIVALLED INSIGHTS

02
STRATEGY

INFORMED CAMPAIGNS

03
CREATIVE

INSPIRED SOLUTIONS

04
EVENTS

INCREDIBLE EXPERIENCES

01

INTELLIGENCE

UNRIVALLED INSIGHTS

By combining the unrivalled expertise of The Superyacht Group's editors and analysts with the strategic thinking of our Agency team, we can deliver the research, methodology and analysis that can support a business plan, a branding and communications strategy or market positioning assessment. We employ multiple vectors – from targeted bespoke surveys to qualitative interviews –

to ensure you have the tools to reinforce your business strategy or make you stand out in a crowded superyacht landscape. We can define the market's perception of your company against primary competitors, accurately assess your core market, undertake a feasibility study for your next investment, or clarify the true state of the market in general.



02 STRATEGY

INFORMED CAMPAIGNS

Understanding where you want to be – and knowing how to get there – is perhaps the most important part of a marketing strategy. The combination of our market-leading media channels, our commercial relationships across the market and our comprehensive database of

decision-makers, allows our team to work with any client on a strategy that will be effective and will deliver results. Knowing who to reach, and how and when to reach them, is the combination of our market insight, our unparalleled intelligence proposition and our smart thinking.

03 CREATIVE

INSPIRED SOLUTIONS

The superyacht market is made up of a diverse mix of brands and marketing collateral that has, over the years, followed a copycat approach. Our team of creatives monitor the market and watch the wider world of branding to bring our clients fresh ideas and creative solutions

that will stand out and create an impact or get noticed for the right reasons. We all operate in a crowded 'brandscape' and we pride ourselves on thinking creatively, but intelligently and differently. However, we never 'think outside the box' – because that's what everyone else does.

04 EVENTS

INCREDIBLE EXPERIENCES

Imagine hosting a dinner for 10 yacht owners in a private room so you can ask them strategic questions about a business model, or building a focus group of technical experts who can explore the viability of a new product. Events can be as large or as small as you need, but most importantly they need to bring customers together for a strategic purpose, not just a social

gathering. People say there are too many events in the calendar – we say there are not enough quality customer experiences. We create bespoke events that deliver value, customers and loyalty, and which can take the form of forums, parties, sit-down dining experiences, think tanks, workshops, pop-ups and more.

OUR CLIENTS

BERMUDA
TOURISM AUTHORITY



Camper &
Nicholsons
International
YACHTING SINCE 1782



DEBASTO
DESIGNS

Deloitte.

The
Economist

FEADSHIP
ROYAL DUTCH SHIPYARDS

FERRETTIGROUP



IYC



KPMG



MB92/
GROUP



NAIAD
DYNAMICS

oceAnco

One
ocean

PENDENNIS
WORLDCLASS SUPERYACHTS

PORTO
MIRABELLO
LA SPEZIA



VRIPACK

OUR TEAM



MARTIN REDMAYNE
CHAIRMAN



WILL MATHIESON
EDITORIAL & INTELLIGENCE
DIRECTOR



JACK SLATER
DESIGNER



JACK ROBERTS
MARKETING STRATEGIST



DENNIS LEUNG
DATA ANALYST



RUSSELL COCKERTON
HEAD OF INTELLIGENCE



GIACOMO GUGLIELMINI
MARKETING EXECUTIVE



GEMMA CASSIDY
DIGITAL STRATEGIST

CONTACT

The Superyacht Agency is based in a cool, relaxed and fun part of London, known as the Northcote Road. If you'd like to explore a fresh approach or see how we think differently, give us a call. Send us a creative brief, invite us to pitch or come and have a coffee (or beer depending on the time of day), we're fun to chat to about marketing and branding.

JACKR@THESUPERYACHTGROUP.COM
[THESUPERYACHTAGENCY.COM](https://www.thesuperyachtagency.com)

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