Refreshing the Brand Grid
for a Leading European
Cruise Company

COSTA

Creating New Brand Guidelines for a Leading European Cruise Company

Costa is the largest Italian travel group and Europe's leading cruise company, comprising the brands Costa Cruises, AIDA Cruises and Iberocruceros. With the brand's recent expansion in Asia, we helped this top tour operator to refresh their brand and create guidelines to ensure a smooth deployment and adaptation.

Business Strategy

Brand Strategy
Unique Positioning Statement

Design and Touchpoints
Brand Grid Refreshment
Brand Guides
Advertising Design
Brochure Design
Stationery Design

Digital & Social Media

Costa Cruises Brand Refreshment
Updating the Brand Grid for Italy's Largest Travel Group

Costa's main business objective is to provide complete satisfaction for anyone who chooses the brand for a journey of discovery to the finest locations in the world. As the brand proposes an authentic Italian experience in all of its offerings, from entertainment to hospitality, we helped Costa to craft the positioning "Italy at Sea", illuminating how the customer can experience all of Italy on Costa's cruises and how the brand is bringing all things Italian through its service offerings.
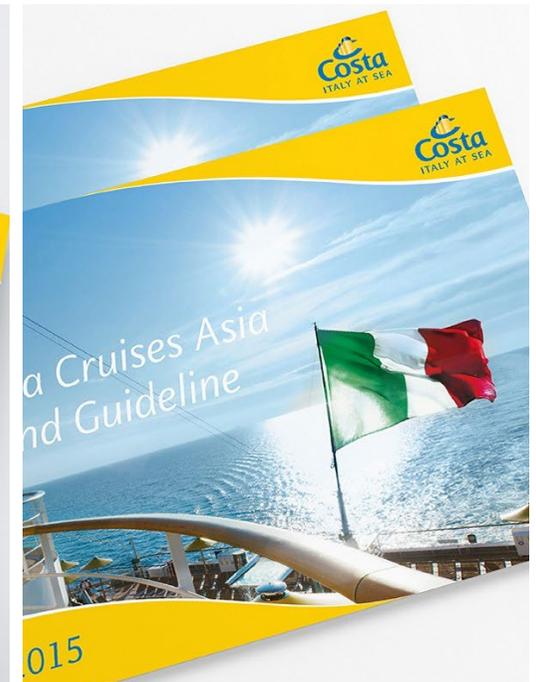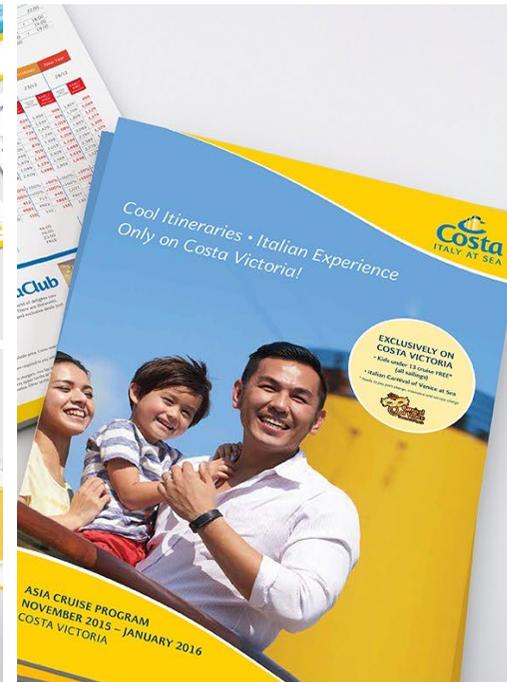
Scope of Work   **Business Strategy**

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BASECREATIVE

Costa Cruises Brand Refreshment
Updating the Brand Grid for Italy's Largest Travel Group

We created the stationery, advertising (corporate, co-op, tactical) and a range of point of sale materials that conveyed Costa's exceptional Italian quality and credentials. This has effectively formed a brand platform for its launch across regions in Asia.

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