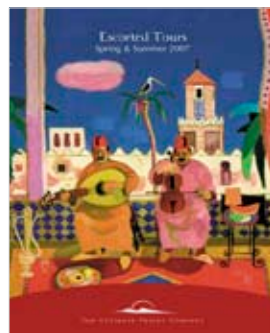
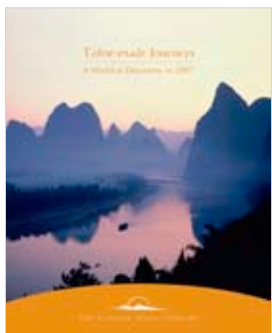


The highly individual travel service...

...for highly individual travellers



The Ultimate Travel Company Ltd

Re-positioning for growth

Background

Worldwide Journeys and Expeditions was a successful 'adventure' travel business. In order to expand, it acquired or merged with several complimentary operators.

Business opportunity

To increase volume and value by competing in the wildlife, escorted tours, business and luxury travel sectors.

Strategy

Having considered alternatives, use the name of one of the acquired companies with the appropriate client profile and reputation.

Develop a positioning that focused on the core proposition. A highly individual travel service.

Develop a design style that was appropriate for the market and applicable across all communication material and products.

Results

Re-positioned as The Ultimate Travel Company, turnover exceeds £25m and continues to grow.

The brochure design won an Observer newspaper award for best travel brochure and in research the design was judged best overall.

ideas that work across media and time...

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