

How
strategic
is your
business?



Your brand
is what *other*
people say
about you when
you are not in
the room.

JEFF BEZOS, AMAZON

Introduction

For the past 30+ years, The Superyacht Group has been watching closely the large-yacht sector (yachts over 30m l.o.a.), in terms of strategy, branding, marketing and engagement in the various marketing channels.

Our two media channels, The Superyacht Report & SuperyachtNews.com, our CRM database system and our in-house proprietary market intelligence tools provide access to every layer of the industry in order to understand the decision-making process, the customer behaviour and the demands of the market.

Our expert brand strategy consultants, creatives, market research teams and market analysts have been studying the industry for the past three decades, this unrivalled knowledge allow us to help our clients do things differently and stand out in the crowded brand scape. Over the past 20 years since we launched our Strategic Branding & Market Consulting division, we have worked with some of the best brands in the market, analysing their position, building smart strategies and delivering intelligent and effective campaigns and activations. The following guide will share with you some of the questions we have answered or can answer for you.

We look forward to working with you,

Martin H. Redmayne,
Chairman and Specialist Market Consultant





Who *are* you?

This may seem a crazy question to start with, but it is the foundation of a good marketing and branding strategy. If you asked your team, your senior management and your customers who you are as a company or a brand, it's fascinating what they say. Making sure everyone is aligned and on the same page is key to ensuring that everyone is communicating together and that your brand is consistent. So when you ask yourself and your team, 'Who are we?', if they don't quite know, we need to have a conversation.

Who are your best customers?

We ask this question all the time and again we get very different responses from different perspectives: those that spend the most, those who come back for more, those we have worked with the longest or our most recent customer is our best customer. Actually, there is no strict answer but it is critical for a good strategy to understand what all your customers are saying about you, good, bad or ugly, and also what your non-customers think too. If you don't know what your customers are saying, we can help you find out.

Do they know what you do?

We spend a huge amount of time asking a client's customers what they think or feel when they do business with them. We also delve into their understanding of the company's offering, purpose and products. It's amazing how many customers never truly understand everything about you and this is essentially untapped potential and opportunities that need to be built into your strategy. If you'd like us to talk to your customers impartially and strategically, it's what we do.



Is your brand strategy *defined*?

If you ask yourself what is your brand's purpose, what are your brand values and how unique are you in your brand landscape, does your brand communicate clearly what you do and make sense to your customer? All these questions and so many more are vital in shaping a powerful brand strategy and making sure you, your team and your customers are all brand advocates. With brand focus groups or with internal and external brand and market research we can help shape your brand strategy for the future.

How *brave* is your marketing mix?

In our opinion, many brands will follow the herd and keep doing the same thing every year without challenging themselves to be a bit braver and to try new things. In a crowded market place with very similar marketing messages, images and styles, we truly believe it is easy to stand out and be different. Essentially when the crowd zigs, you should zag. Let us help your branding to be brave and let's try something new together.



Are you a *me-too* brand?

Have you ever looked at your brand on a wall of other competing brands at an event and realised that your brand doesn't actually stand out or communicate who you really are? Maybe your brand is looking a little tired or it's not evolved with your company vision, but you never have the time to think about it. In our experience, you should always make time to review and refresh your brand, so your customers notice the little improvements and tweaks that reflect the improvements and tweaks you're making in your business.

Are you proud of your brand collateral?

When you pick up your latest brochure or visit your website or even pick up your phone to scroll through your social channels, does it make you feel good, does it represent who you are as a brand and does it speak volumes about how good you are at what you do? Does it look different and cool or is it just another big colourful brochure with lots of yacht shots and the same old superlatives? If you'd like us to review your collateral and explore how you can be a little bit braver, it's what we love to do.



Is your social *a distraction?*

Social media has become a yachting obsession and everyone needs to be on Instagram, X and Facebook ... or do they? In addition, we see clients employ someone in the company to manage and create their social, just because they like doing it and have an interest in posting pretty images and hashtags. However, Social Media needs a strategy, a plan, a goal and a brand style and message that talks to your customers and doesn't just copy what everyone else is doing.

Do you have a clear purpose?

This is essentially why you are here and what you do and is a fundamental pillar to your Brand and if your purpose is not clear, your branding and your marketing may not be clear to your audience. So, if you haven't got a clearly defined purpose, maybe we can help you define one, by sitting in a room with you and your team and brainstorming why you are here, what you do and defining how you think, act, talk and create. It's actually quite fun and by just spending a couple of days together, lots of interesting things emerge as part of an overall brand strategy.

Is your brand exhausted?

Brands need focus and time, brands need measuring and health checks and more importantly, brands need refreshing and sometimes upgrading. Therefore, it is important to ask yourself, is your brand tired, while all of your competitor brands have woken up and have more energy. If you haven't analysed or researched your brand alongside your competitors, this is an easy process that can pay dividends and find out where you are in the brandscape.



Is everyone *on brand?*

When your team attend events or meet customers, what do they say about you and how do they represent you and your brand? This is a key element of internal marketing, where it is key that anyone in the company understands the goals, mission, vision and purpose of your brand and know how to communicate what it is you do. It only takes a couple of people in your organisation to damage your brand or confuse the market. A little guide to your brand is a key tool that can make sure everyone understands the brand.



What do *non-customers* say about you?

If we ask a client, ‘What do your customers say about you’, it’s incredible how many companies say, “Oh they love us!” and then when we say, well, what do your non-customers say, the answer is less confident and often an unknown. Our research team can use really effective quantitative and qualitative research methodologies to find out in confidence and with candour exactly what your customers think and say about you and, more importantly, what your non-customers say or don’t think about you. Then in addition, the same research explores what they both say about your competitors, the answers are often revelatory and rewarding.

Am I *copying* my competitor brands?

Plagiarism is rife in the yacht market, from marketing and advertising styles, to photography and videography and even from copy and product descriptions. When someone has a really good marketing idea in yachting, more often than not, it gets copied by a variety of competitors and starts to look the same and the marketing messages blur and confuse. It's key to look at your competitor brands and to see what they're doing, but it is even more important to create your own tone of voice, style and message, so you stand out and can present your brand with originality, authenticity and personality.



The Superyacht Group

Since 1992, **The Superyacht Group** and our two flagship media channels have become the most valuable and respected media channels in the sector. We describe ourselves as the ‘Financial Times’ and ‘The Economist’ of superyachting, with a powerful and unique combination of intelligent journalism, smart insights, trusted intelligence and candid opinions.

With two slogans – “*A Report Worth Reading*” and “*We Don’t Do Click Bait*” – we are read and are referred to by the market’s leading decision-makers and influencers, because they understand our core values and recognise our strengths as one of the most expert teams in the sector, with decades of experience.

We are not focused on reaching everyone in the market or writing content that is designed to generate the highest number of clicks, but we are focused on making sure the most important people in the industry, owners, captains, advisors, influencers and the C-Suite network, all read and respect our channels.



*Over the past 30 years we have worked with more than
200 clients with specific consultancy projects*

DAMEN YACHTING - BOERO - AKZO NOBEL - MB'92 - DELOITTE - PORT DE MARSEILLE - TAHITI TOURISM
- CLYDE & CO - CAMPER & NICHOLSONS - VRIPACK - PENDENNIS - FEADSHIP - PORT OF VENICE - LIST
GC - DUBAI TOURISM - PORTO MONTENEGRO - AL SEER MARINE - P&O MARINAS - MONACO MARINE -
MCKINSEY - CBRE - BARDEX CORPORATION - BAGLIETTO - MARINA PORT VELL - FRASER - CHRISTOPHE
HARBOUR - PORTO MIRABELLO - ACQUERA - IYC - CRESTRON - HOLLAND YACHTING GROUP - DNV -
LLOYDS REGISTER - RED ENSIGN GROUP - ISLAND GLOBAL YACHTING - LURSSEN - JOTUN - INMARSAT
- LUIZ DE BASTO - NAUTICAL STRUCTURES - OCEANCO - SEVENSTAR - SF MARINAS - ROLLS ROYCE -
ROLAND BERGER - QINVEST - PENINSULA PETROLEUM - RHONE TRUST - OCIBAR - WINCH DESIGN - RED
SEA AUTHORITY - NEOM - OLESINSKI - WREDE - PALUMBO - CVC CAPITAL - GYG GROUP - HEESSEN YACHTS
- BERMUDA TOURISM - KNIGHT FRANK - BALEARIC MARINE CLUSTER - BNP PARIBAS - SANLORENZO
- AMICO - FINANCIAL INVESTOR PROJECTS IN PANAMA - PUERTO RICO - ANGUILLA - PHILIPPINES -
HONG KONG - MEXICO - THE MALDIVES - THE RED SEA - ABU DHABI - DUBAI - GIBRALTAR

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