

Courmayeur's identity

28 September 2016

Interbrand

An introduction to Interbrand

Founded 1974

1200 Employees

32 Offices

24 Countries

20 Languages

6 Continents

1 Mindset



An introduction to Interbrand

We grow brands and businesses.

An introduction to Interbrand

Insight

For a deep understanding of the client, customer and industry, we use research, analytics and ideation to gather insights and identify breakthrough opportunities.

- Customer understanding
- Research & analytics
- Brand intelligence
- Brand valuation
- Business case/ROI
- Experience valuation

Strategy

By defining the purpose, identity and role your brand plays in the world, we build a strategic and creative foundation for the future.

- Brand Definition
- Brand Strength Management
- Portfolio and architecture
- Experience strategy
- Innovation
- Naming
- Social engagement
- Corporate Citizenship

Experience

Through the development of products, services, and places, we craft unique experiences that connect people and brands in meaningful ways.

- Creative Idea
- Experience Design
- Identity Design
- Retail & Environments
- Consumer branding & packaging
- User experience
- Service Design
- Messaging
- Voice
- Content

Activation

Through strategic planning, platforms and internal engagement, we strengthen an organizations' marketing and UX capabilities.

- Go-to-market
- Brand management platforms
- Implementation
- Internal engagement
- Marketing capability development
- UX capability development



1

Research

Research phase: multiple sources

Management interviews with members of the Comune and CSC

Analysed reviews in international and national newspapers

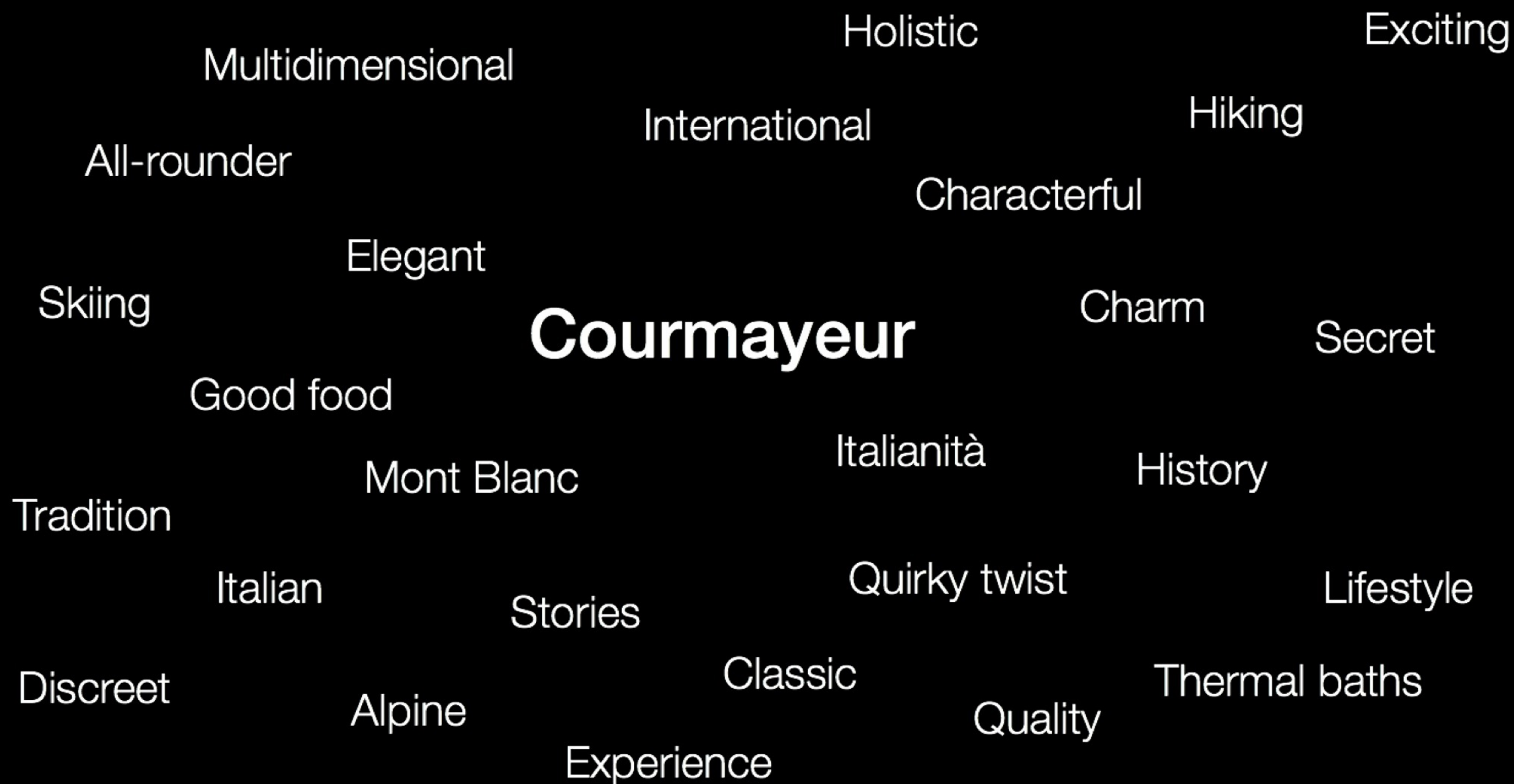
Analysed the perception of Courmayeur across social media channels

Analysed the perception of competitors and trends

Studied internal data (marketing plan, strategy plan, visitor statistics etc)

Investigated external data (communications campaigns, brochures etc).

What stems out from the **audit**



We tested two shortlisted concepts
through focus groups and an online survey...

...to gauge how they performed in the
target markets of Sweden, Switzerland,
Italy, UK and USA.

The research confirms that Courmayeur...

...is considered as somewhere magical,
intimate and unexplored where they could
imagine having adventures.

...is considered as somewhere magical,
intimate and unexplored where they could
imagine having adventures.

... **freedom** to choose what you want to do.
Relaxing or **enjoying** mountain sports.

2

Positioning

Brand owner perspective

Values

Brand positioning

Personality

Target audience definition and insight

Drivers of choice

Brand Proposition

Brand owner perspective: who we are

Courmayeur, born as a thermal spa town, put on the map by pioneering mountaineers in the 1800s, has long been an Italian gem nestled away on the side of Mont Blanc.

The sleepy, elegant town is brought alive by the vibrancy of its loyal visitors, drawn by the wealth of its offering: from eating well to skiing off-piste, from partying to hiking, from breathing fresh air to shopping the chicest styles.



Our Values: what we believe in

Freedom

We believe that everyone should be able to choose how to enjoy their own holidays.

Curiosity

We believe that each visit should be an occasion to embrace new experiences.

Understated
Elegance

We believe that everything we do should effortlessly spark Italian lifestyle at its best.

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Our target audience: who we talk to

High-fliers from all corners of the globe, who know that travel enriches the mind and body.

They have travelled extensively and look for a real sense of place, character and charm in the places they visit.

They understand that Italy stands for quality and understated elegance, and they have chosen mountains, Italian style.

This is their time off, and they want to enjoy the good life in an exclusive Alpine setting.



Drivers of choice: what our target looks for

Quality

83%

Good food & drink

Relaxation

Variety of activities

Drivers of choice: what our target looks for

Quality

83%



Good food & drink

80%



Relaxation

Variety of activities

Drivers of choice: what our target looks for

Quality

83%



Good food & drink

80%



Relaxation

76%



Variety of activities

Drivers of choice: what our target looks for

Quality

83%



Good food & drink

80%



Relaxation

76%



Variety of activities

68%



Our personality: our characteristics

Multifaceted

We have more than just one way to enjoy life

Vibrant

Classy

Our personality: our characteristics

Multifaceted

We have more than just one way to enjoy life

Vibrant

We are open, welcoming and convivial

Classy

Our personality: our characteristics

Multifaceted

We have more than just one way to enjoy life

Vibrant

We are open, welcoming and convivial

Classy

We are naturally elegant and exclusive

Our manifesto

Italy is the land of good food, fine wine,
incredible culture and beautiful landscapes
that make for the good life.
Italians know how to live...



Our manifesto

Italy is the land of good food, fine wine,
incredible culture and beautiful landscapes
that make for the good life.
Italians know how to live...

Surrounded by the Alps, guarded by the Mont Blanc stands
Courmayeur: the perfect gateway to find your own pace.



Our manifesto

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Italians know how to live...

Surrounded by the Alps, guarded by the Mont Blanc stands
Courmayeur: the perfect gateway to find your own pace.

You can relax to the max, filling your days
with endless different activities:
you choose what you want to do,
when you want to do it.

Courmayeur,



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Courmayeur,

Enjoying Italy at its peak



Our proposition

Enjoying Italy at its Peak

Our proposition

Enjoying Italy at its Peak

Change of pace

Freedom

Relaxation

Discovery

Our proposition

Enjoying Italy at its Peak

Strong sense of place

Hedonism

Style and quality

Our proposition

Enjoying Italy at its Peak

Mont Blanc
Superlative
Best in class
Summit of experiences

Brand owner perspective

Courmayeur, born as a thermal spa town, put on the map by pioneering mountaineers in the 1800s, has long been an Italian gem nestled away on the side of Mont Blanc. The sleepy, elegant town is brought alive by the vibrancy of its loyal visitors, drawn by the wealth of its offering: from eating well to skiing off-piste, from partying to hiking, from breathing fresh air to shopping the chicest styles. At Courmayeur, you can have it all.

Values

Freedom | Curiosity | Understated Elegance

Brand positioning

Courmayeur is the perfect gateway to find your own pace. It offers quality, relaxation and charm to enjoy the exclusive Italian lifestyle. The surprising breadth of its offering inspires exciting adventures in the incomparable Mont Blanc setting.

Personality

Multifaceted | Vibrant | Classy

Target audience definition and insight

Busy high-fliers from all corners of the globe. Rushing between their exciting but exhausting appointments. They want a break, a change of pace: they are looking for the freedom to breathe, to think, to do, to be.

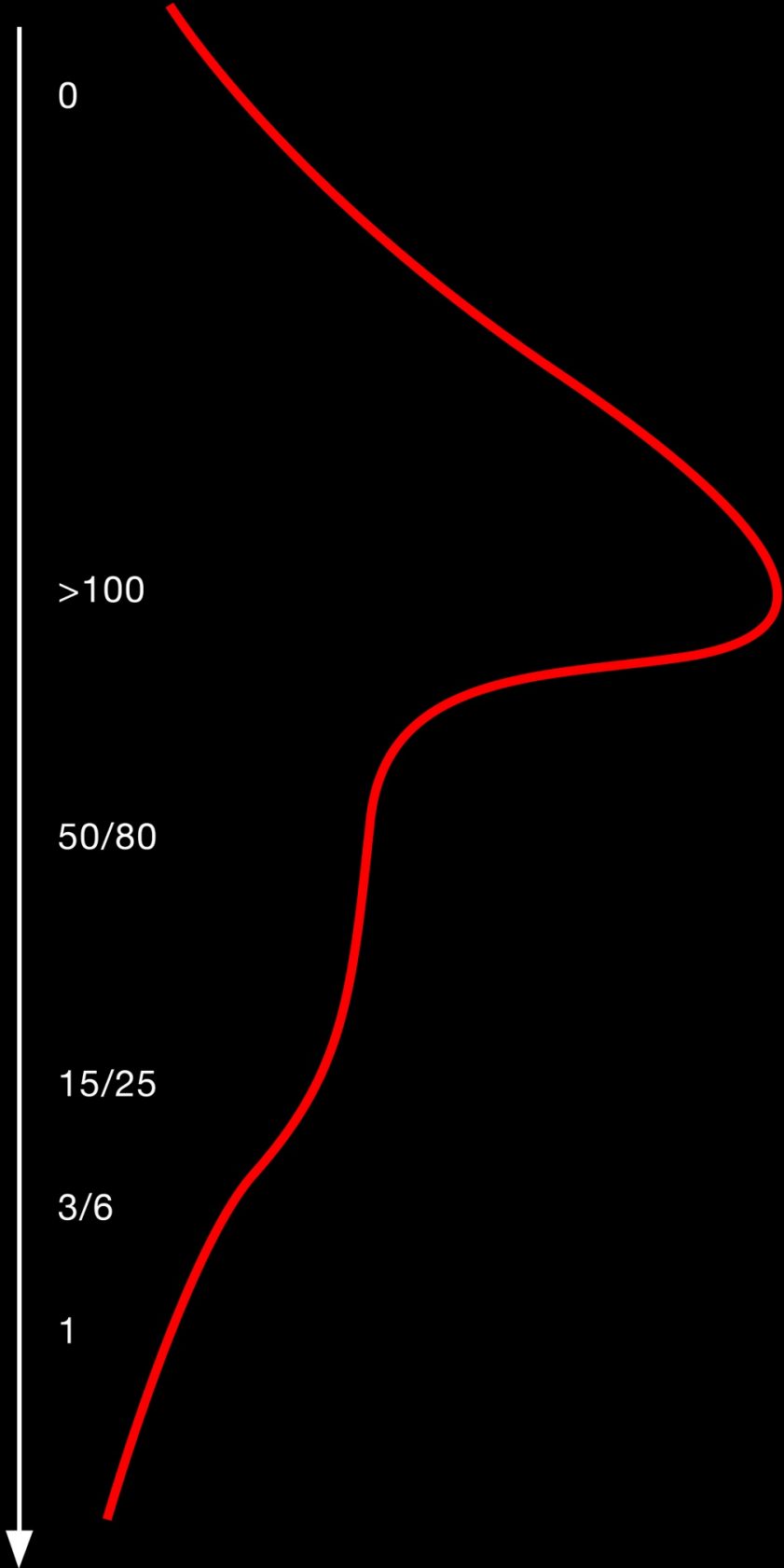
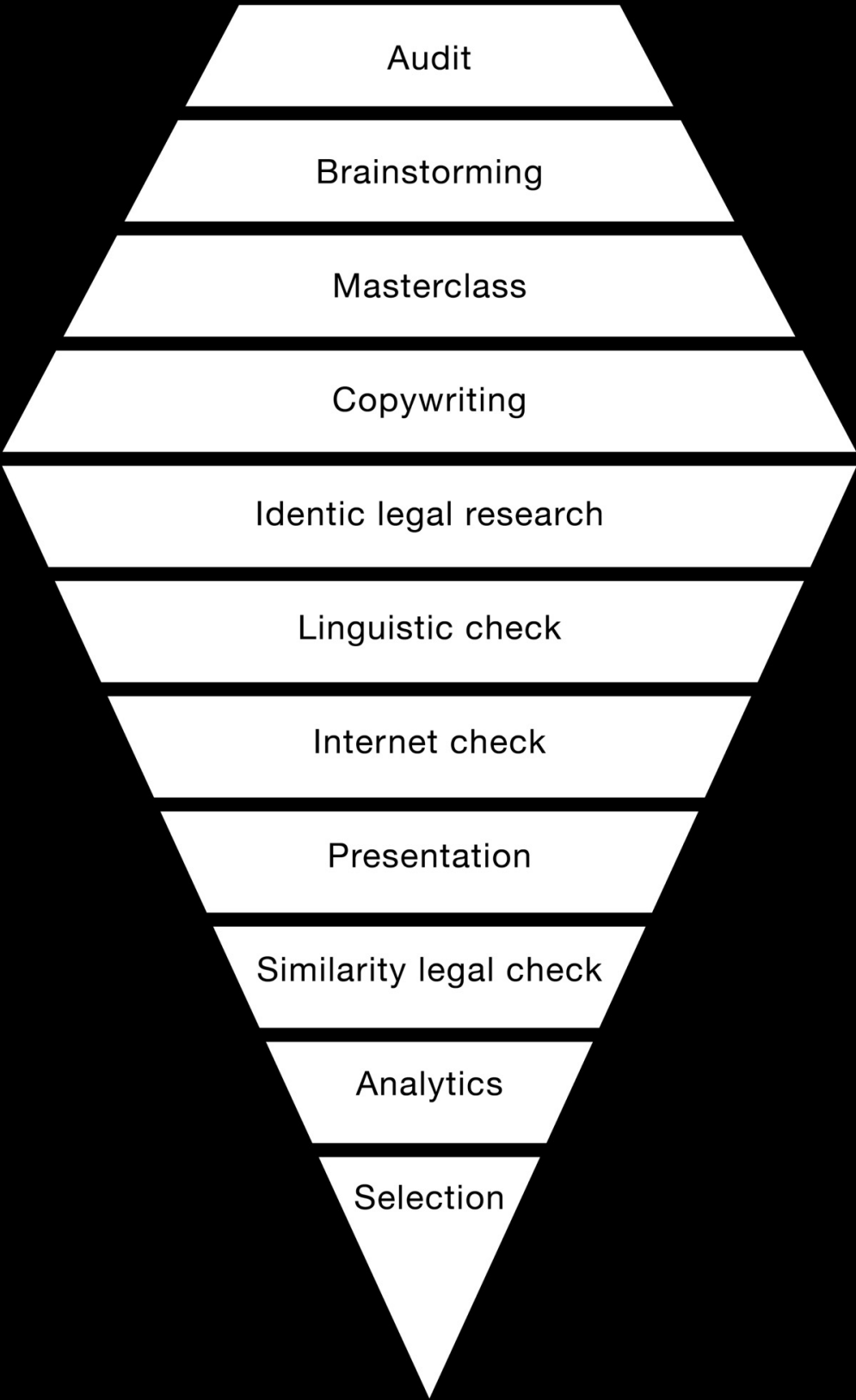
Drivers of choice

Quality | Good food & Drink | Relaxation
| Variety of activities

Brand Proposition

Enjoying Italy at its Peak

Payoff - creative process



The filters:

Linguistic checks in:
English, German, French,
Spanish, Italian, Chinese,
Swedish, Swiss

Internet checks

**Trademark identity
and similarity searches:**
Classes: 35, 39, 41,43
Register: Italy

How do we express our positioning?

3

Identity

The logo is the basic identity element.
What if we google “mountain logo”?



Do we need to be yet another
of those mountain logos?

Do we need to be yet another
of those mountain logos?

No.

We will never build a distinctive brand
if we stick to the little mountain way.

The logo



The logo



The logo



The logo

COURMAYEUR

The logo

Upward tension
of the letters



The logo

Upward tension
of the letters



The logo

Monte Bianco
profile

Upward tension
of the letters



Dynamic and
unexpected

The logo

Monte Bianco
profile

Upward tension
of the letters

COURMAYEUR

Dynamic and
unexpected

LAVAZZA

In general:
High recognizability with
a clear footprint

The logo

COURMAYEUR
MONT BLANC

We developed the identity system



The logo is used as a hero element of the communication.

Special Italia
GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN
All aboard the ITALIAN SPECIAL
high-speed, well-styled...and
even world-leading

From Bologna to Bolzano, Turin to Treviso – Monocle's
the Italians doing it better – a MONOCLE NATIONAL AUTO

I
GLASS ACT:
Design maven
Rossana
Orlandi's 'Last
Meal' in Milan



IV
BRIANZA
BONANZA:
Why Italy's
furniture hub
has got it
made



REB
A fresh
challenge
designer
(plus)



COURMAYEUR

MONT BLANC

Find your
own pace.

Lorem ipsum dolor sit amet, consetetur
adipiscing elit. Ut dictum luctus
justo nec porttitor. Vestibulum vestibulum
ullamcorper sodales. Curabitur
blandit euismod hendrerit.

Courmayeur, Italy at its peak.

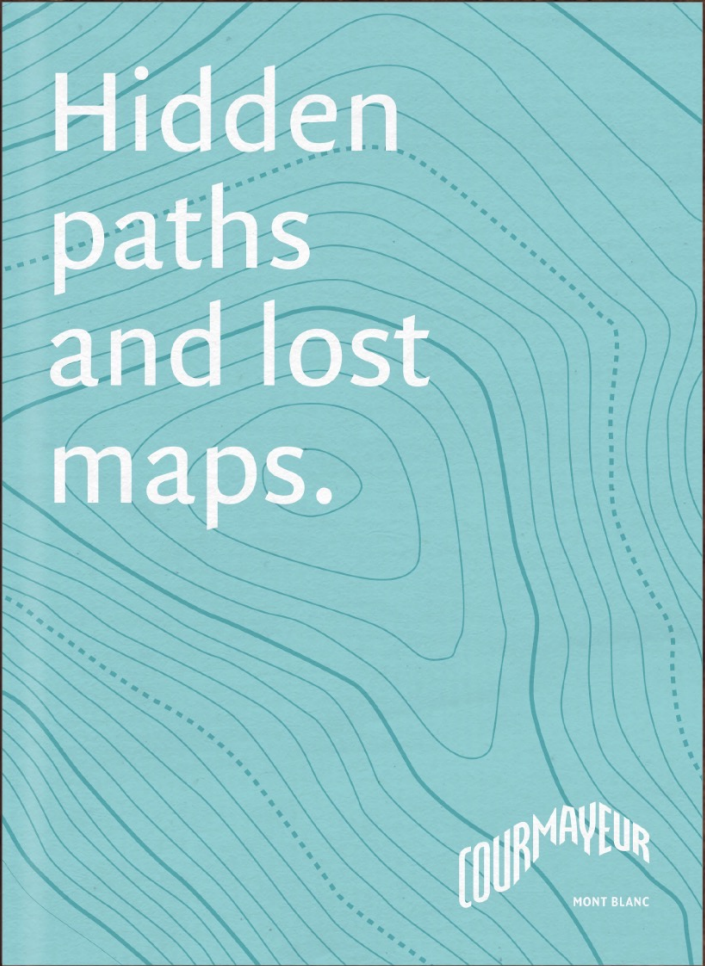
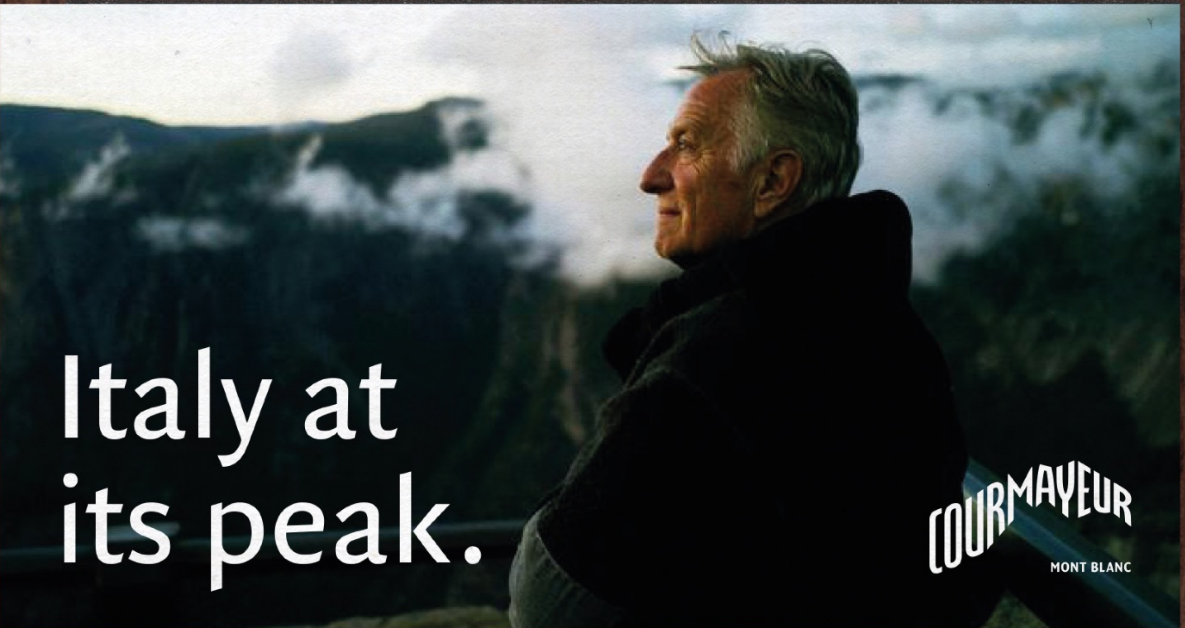
The payoff is separated
from the logo.

The secondary typeface, Quadraat Sans, has a personality that fits perfectly with the logo without overshadowing it.

Italy at
its peak.

COURMAYEUR
MONT BLANC

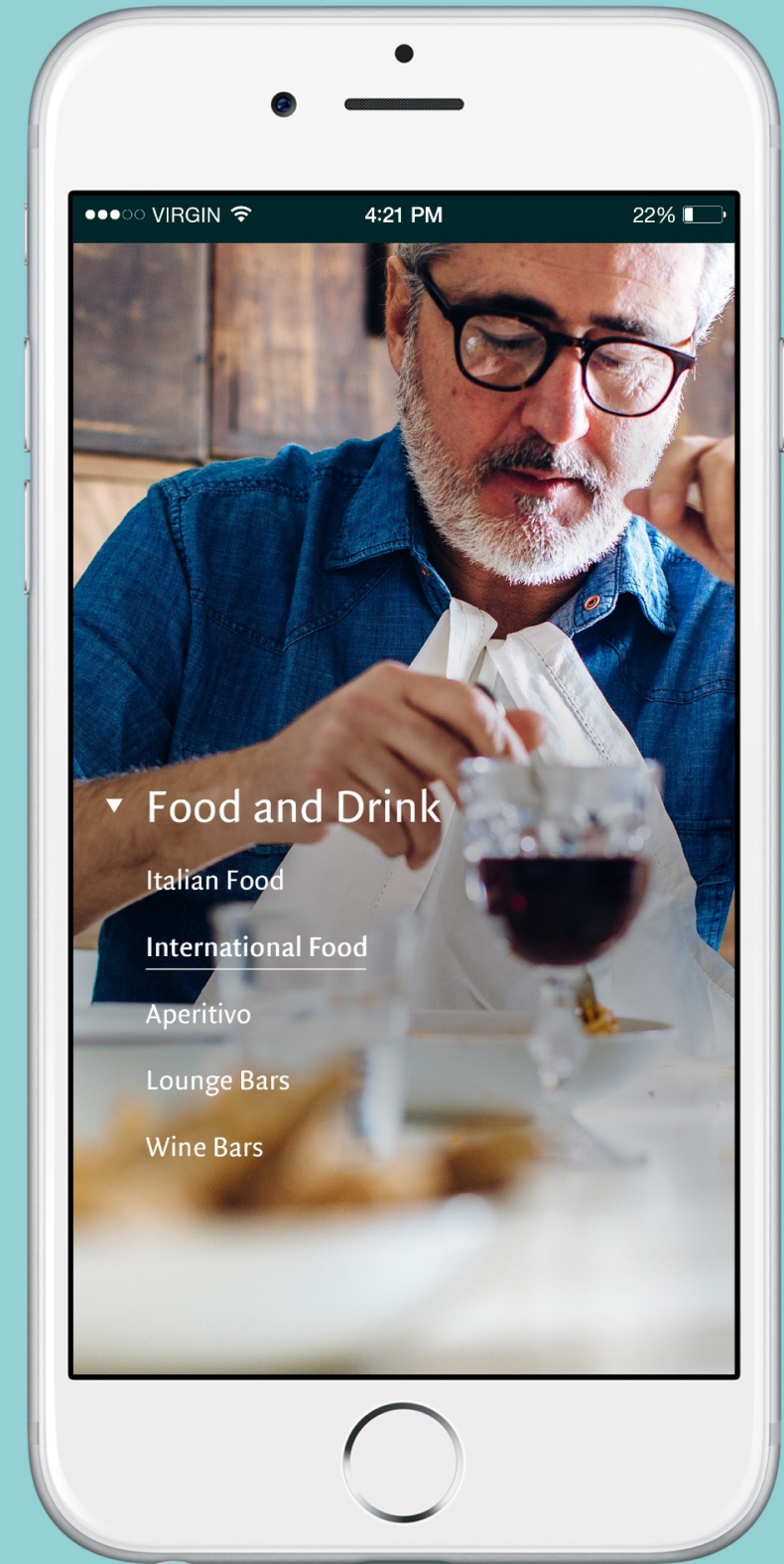
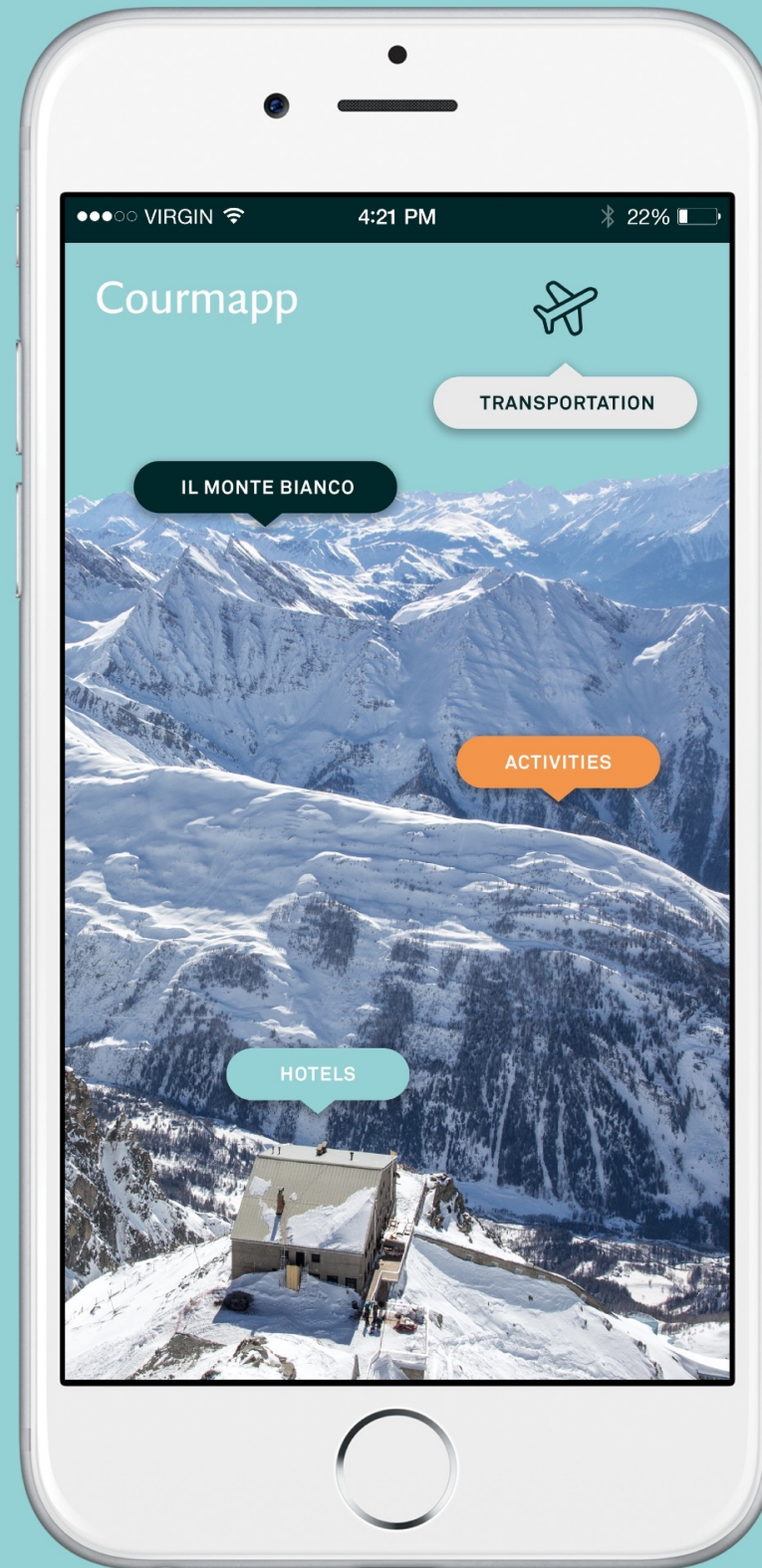
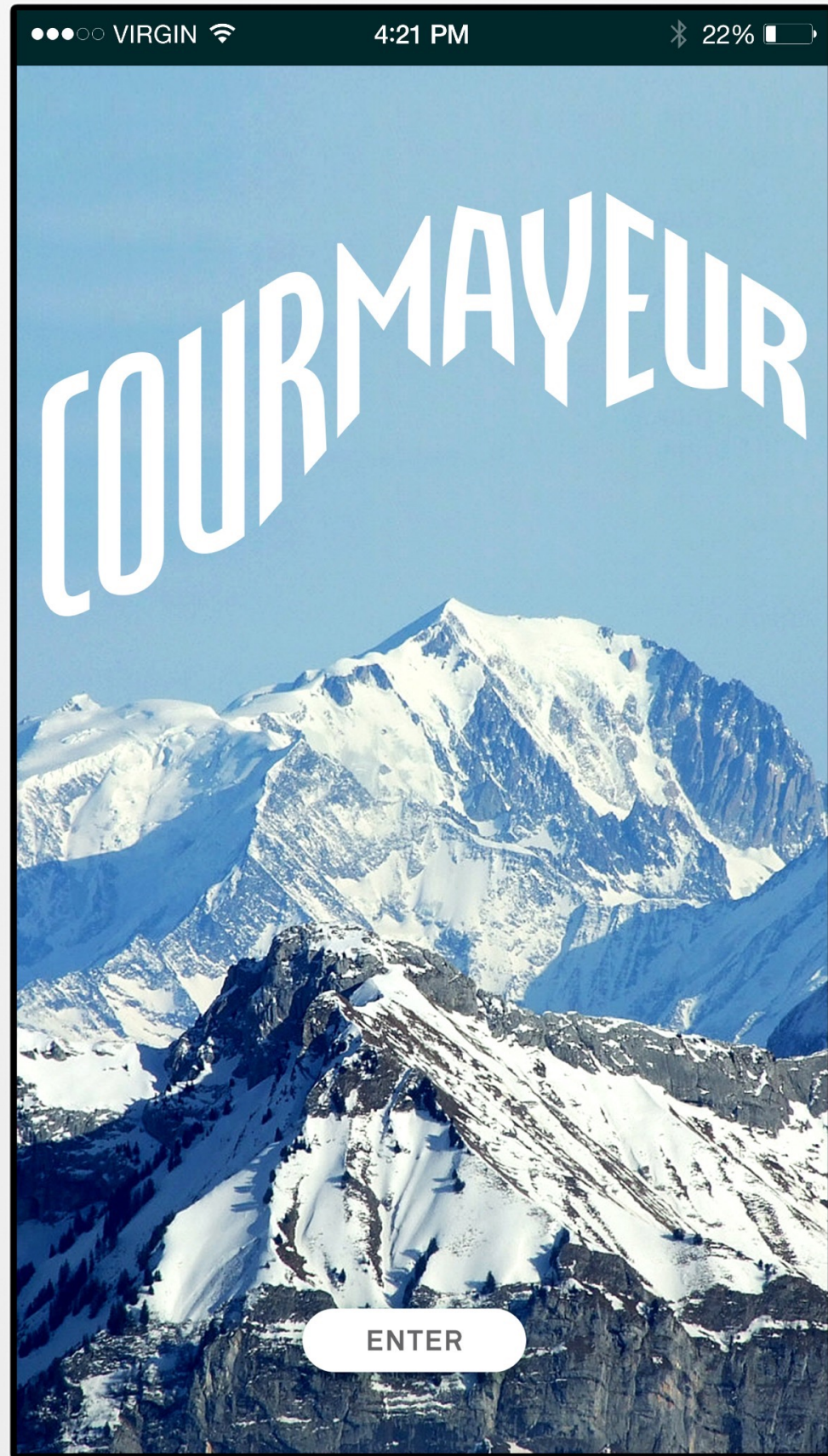
The system uses the logo both as key visual and signature.
The tone of voice is fresh and concise.





The colors are a refined, elegant interpretation of those found in natural environments: deep green, ice blue and bright orange.

The pattern recalls the adventure world with the topographic map of the area around Mont Blanc.



Ascend.

Italy at its peak.

COURMAYEUR
MONT BLANC

Relax to the max.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Curabitur et ante molestie,
consequat tortor in, cursus purus.

Courmayeur, Italy at its peak.

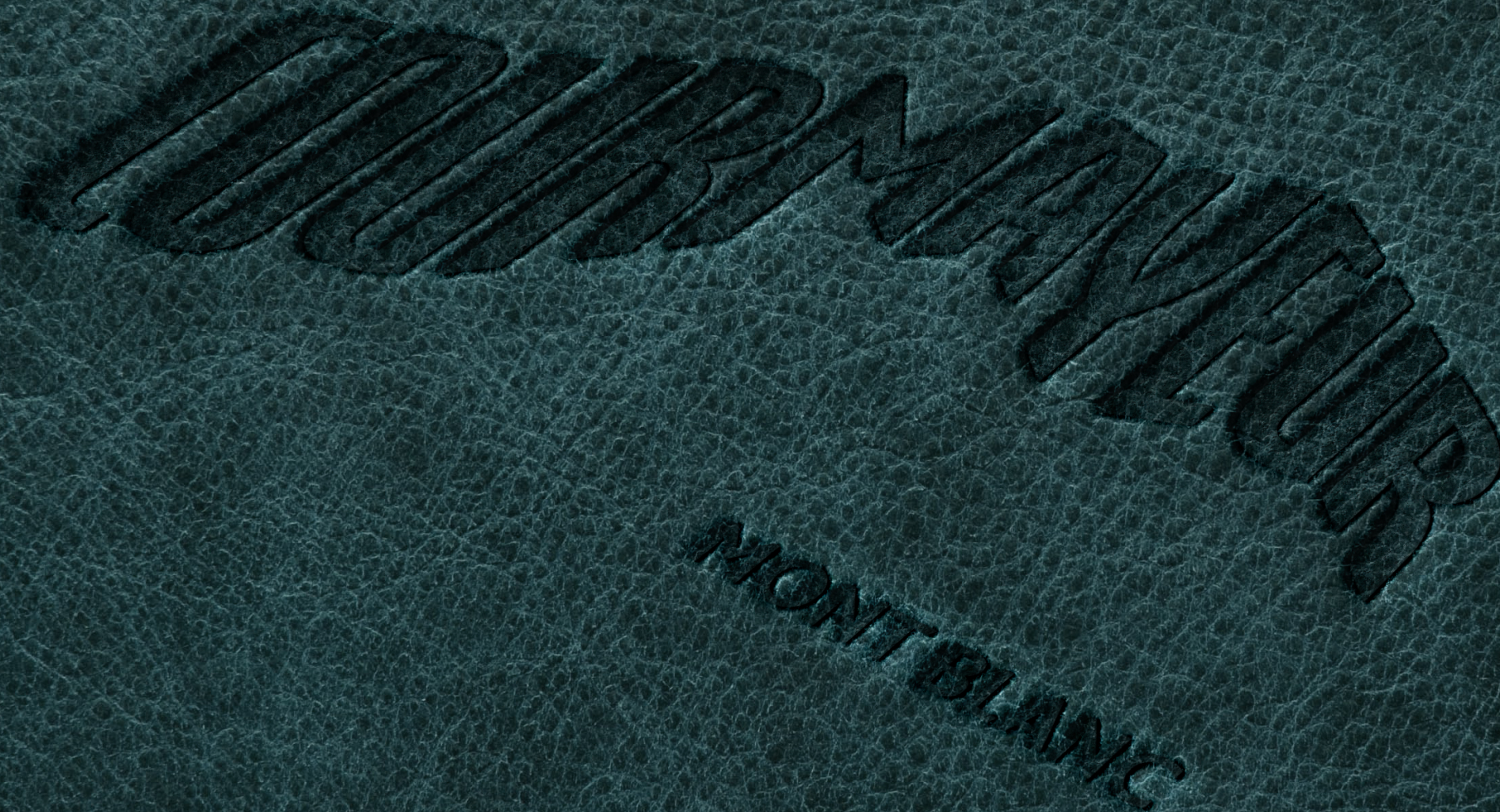
COURMAYEUR
MONT BLANC



The slightly sharp shape
of the letters works well
in sport contexts.







It works in premium contexts as well.



A collection of icons and textures can enrich the expressivity of the brand, making it able to communicate to different targets in an authentic way.





Courmayeur could increase the perception of the brand by promoting the best products of the area.



Italy at its peak.

COURMAYEUR

MONT BLANC

If the communication around the world is reproduced in a consistent and accurate way, the Courmayeur's signature will become recognizable.

COURMAYEUR

MONT BLANC

Italy at its peak

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Ut dictum luctus justo nec porttitor. Vestibulum vestibulum
ullamcorper sodales.

Courmayeur, Italy at its peak.

Where Italy
begins.

COURMAYEUR
MONT BLANC

Find your own pace.

Italy at its peak.

Courmayeur, Italy at its peak.



COURMAYEUR
MONT BLANC

Relax to the max.

COURMAYEUR
MONT BLANC

Courmayeur, Italy at its peak.



COURMAYEUR
MONT BLANC

Escape. Explore. Ascend.

At the court
of the Alps' king.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut dictum luctus justo nec porttitor. Vestibulum vestibulum ullamcorper sodales. Curabitur blandit euismod hendrerit.

COURMAYEUR
MONT BLANC



Where Italy rises.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut dictum luctus justo nec porttitor. Vestibulum vestibulum ullamcorper sodales.

COURMAYEUR
MONT BLANC

Courmayeur, Italy at its peak.

COURMAYEUR

MONT BLANC



Italy at its peak.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut dictum luctus justo nec porttitor. Vestibulum vestibulum ullamcorper sodales. Curabitur blandit euismod hendrerit.

R MAY



COURMAYEUR
MONT BLANC

Ingredients recap

Font

Our typeface: Quadraat by Fred Smeijers

Italy at its peak.

The new Courmayeur typeface.

SANS FOR TITLES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

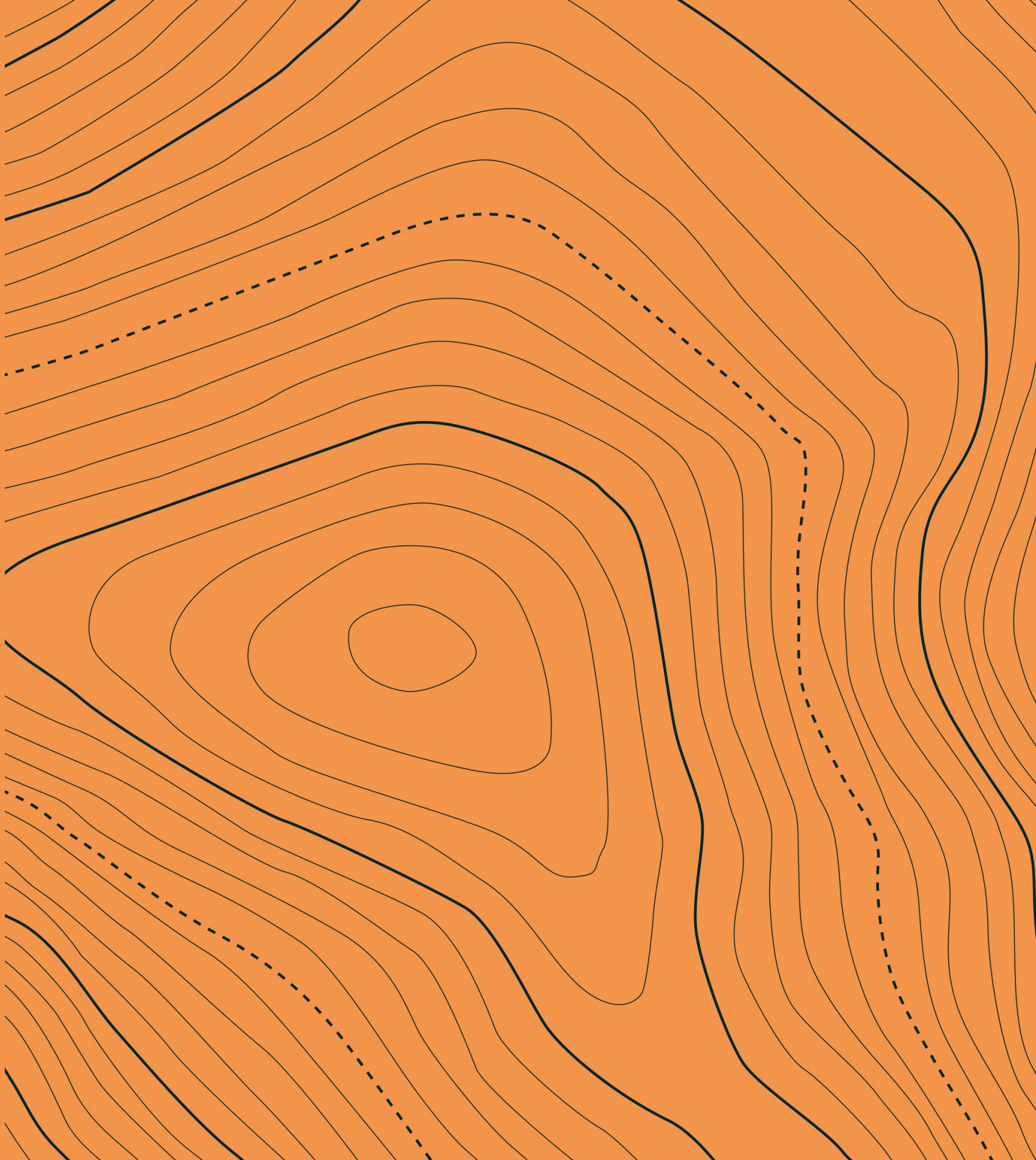
SERIF FOR TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colors



Icons and textures



Tone of voice

Relax to
the max.



Imagery style

Photographic style

Courmayeur's identity needs a consistent visual style, expressed by a carefully selected high quality imagery which could express authenticity.

Images should always look natural, without evident colour shifts, black and white and other post production treatments.



Photographic style

All the images should
have a clear main color.



Photographic style

A good image should be immersive, dynamic and authentic, representing life in Courmayeur.

In case of people photographs, it should look like it was taken by someone who is involved in the action.

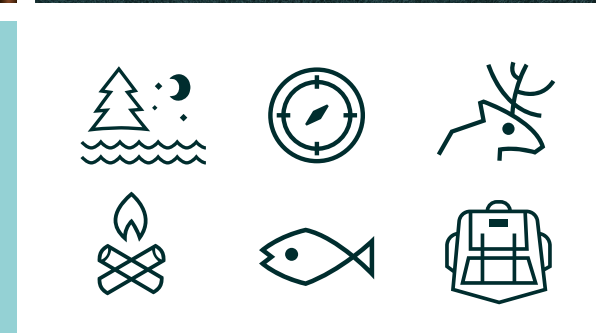
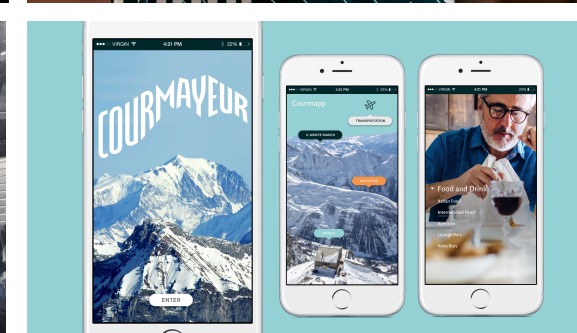
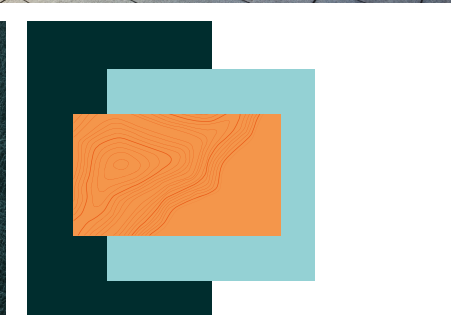
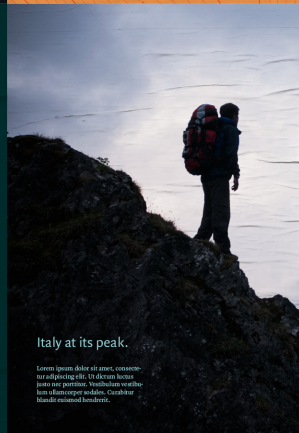
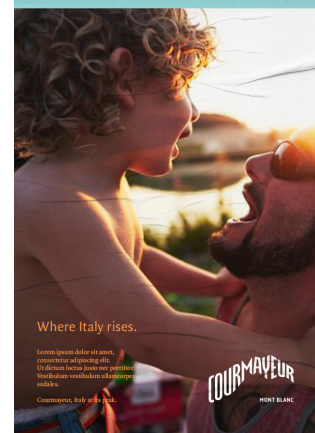
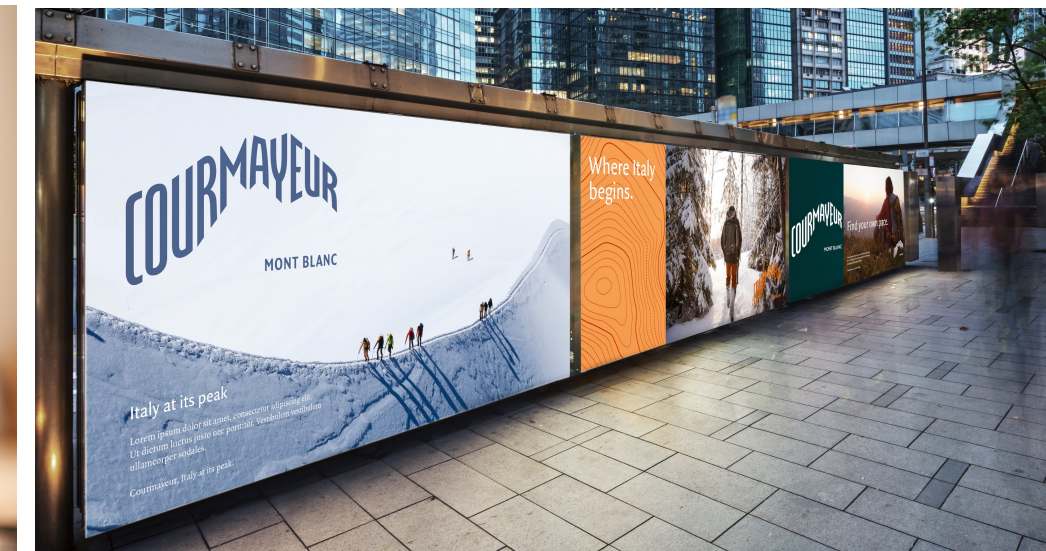
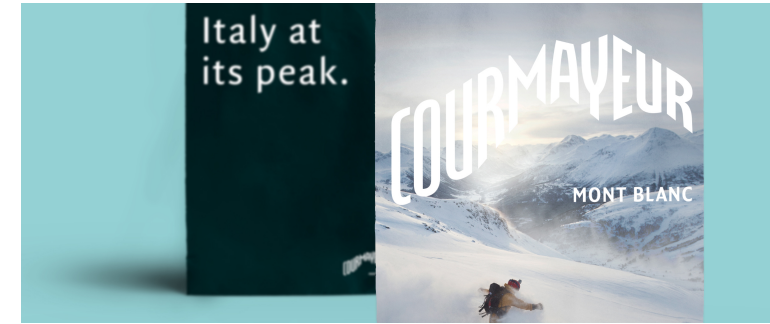
The subjects should be portrayed in a natural, pose-free way, not staged.



Recap

COURMAYEUR

MONT BLANC



Thank you