QUEST

BRAND DEVELOPMENT

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FOCUS IS:
FAMILY CAMPING

CAMPGROUND / CAR CAMPING

DRY LAND ITEMS

QUEST BRAND DEVELOPMENT

FAMILY CAMPING REALITY

IMPORTANT TAKE WAY:
THEY ARE TOGETHER

THEY ARE RECONNECTING

QUEST BRAND DEVELOPMENT

EMOTIONAL:
CONNECTED WITH FAMILY AND FRIENDS IN THE OUTDOORS

RATIONAL:
PRODUCTS FOR FAMILY / CAR CAMPING

REASONS TO BELIEVE:
CAN BE USED WITH TWO OR MORE PEOPLE

DURABLE / COMFORTABLE FOR FAMILY LIFE

SIMPLE AND EASY TO USE

QUEST BRAND DEVELOPMENT

BRAND GOAL:
PROVIDE PRODUCT THAT ALLOWS THE CUSTOMER TO MAKE A EASY TRANSITION FROM THE HOME TO THE OUTDOORS

QUEST BRAND DEVELOPMENT

REFERENCE BRAND:
IKEA

HELPS FAMILIES AND INDIVIDUALS MAKE TRANSITIONS IN THE HOME AT A REASONABLE COST

DURABLE FOR FAMILY LIFE

TREND RIGHT AT A GOOD COST

QUEST BRAND DEVELOPMENT

BRAND VALUES:

RECONNECT

HAPPY

FUN

EXPLORATION

RELAXING

COMFORTABLE

QUEST BRAND DEVELOPMENT

WHAT DO WE DO WITH THIS EMOTION?

WE SELL IT AS THE MAIN FEATURE

ITS ABOUT THE EMOTION / LIFESTYLE BEFORE THE PRODUCT

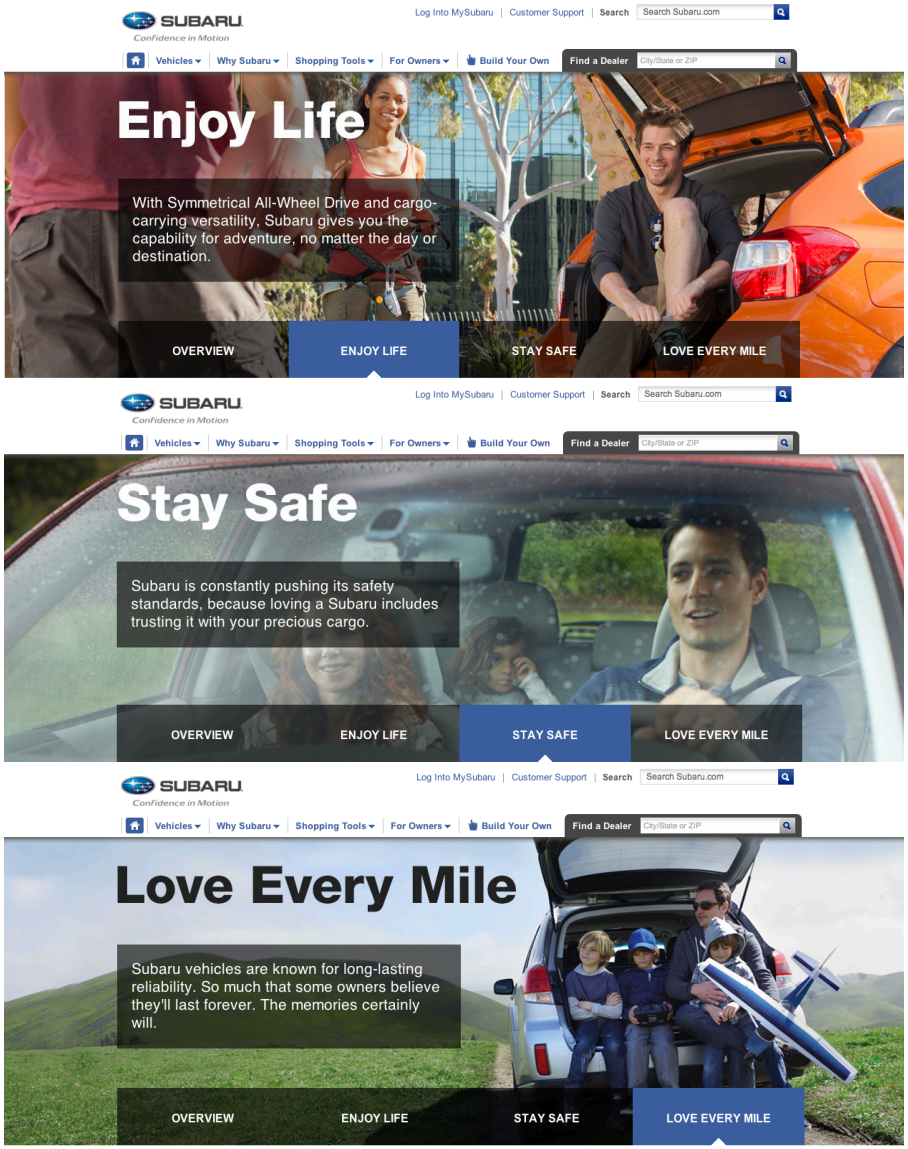
http://www.youtube.com/watch?v=G9WpDp6DwQU

QUEST BRAND DEVELOPMENT

REFERENCE BRAND:
SUBARU

SELL THEM WHAT THEY ARE REALLY LOOKING FOR...

THE EXPERIENCE THEY WANT TO HAVE WITH THE PRODUCT THAT THEY ARE LOOKING TO PURCHASE



HOW DO WE DO THIS FOR THE QUEST BRAND?

QUEST BRAND DEVELOPMENT

PACKAGING:

PACKAGE IS LOOKED AT AS A EXPERIENCE IN A BOX

- WHAT WE WANT TO SELL THE CUSTOMER IS THE EXPERIENCE

- THE PRODUCT IN THE BOX WILL ENABLE THAT EXPERIENCE

QUEST BRAND DEVELOPMENT

PACKAGING:
PHOTOGRAPHY WILL BE VERY IMPORTANT

- THE EMOTION OF THE MODEL(S) AND INTERACTION WITH THE PRODUCT WILL BE AT THE FOREFRONT

- SUN KISSED PHOTOS

QUEST BRAND DEVELOPMENT

PACKAGING:

CLEAN AND SIMPLE

- FOCUSED AND TO THE POINT

- NO OVERKILL OF SPEC

QUEST BRAND DEVELOPMENT

PACKAGING:

TYPE

- SAN SERIF TYPE FACES

- CLEAN

QUEST BRAND DEVELOPMENT

PACKAGING:

COLOR AND TEXTURE

- SATURATED EARTH TONES

- TEXTURES ARE INSPIRED BY NATURE

QUEST BRAND DEVELOPMENT

PACKAGING:

MOOD BOARD

QUEST BRAND DEVELOPMENT

PACKAGING:

HIERARCHY

1. PHOTO OF EXPERIENCE

2. NAME OF PRODUCT

3. PRODUCT

4. BRAND

5. PRODUCT SPEC

QUEST BRAND DEVELOPMENT

OTHER OPPROTUNITIES:

INSTORE SIGNAGE:
USE SPACE TO SELL THE EMOTION/EXPERIENCE OF THE QUEST BRAND

DSG.COM
BANNERS BECOME VERY IMPORTANT IN SELLING THE EXPERIENCE.

EXPERIENCE SHOT INCLUDED IN INSETS

ACTIVATION
FACEBOOK, INSTAGRAM... ARE THESE AVENUES FOR POSSIBLE INGAGEMENT?

GIVE THE CUSTOMER THE OPPORTUNITY TO SHARE THEIR POSITIVE EXPERIENCES

PROVIDE CUSTOMERS IDEAS / INFORMATION TO HELP THEM HAVE A POSITIVE EXPERIENCE