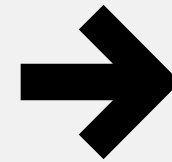




**14<sup>TH</sup> EDITION  
WORKBOOK**



WE  
UNDERSTAND  
**YOUR**  
TARGET  
MARKET



**BECAUSE**  
**WE ARE**  
YOUR  
TARGET  
MARKET

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STRATEGIC ————— CREATIVE ————— DIGITAL ————— ACTIVATION



## Brandwave is an award winning, full-service marketing agency specialising in the sports market.

→ Delivering on a global scale with some of the most successful brands in the industry, our work is driven by our genuine passion for sport and the outdoors.

Inspired by our shared interests, we work closely with our clients to create effective and unforgettable campaigns, which can be seen all over the world.

Our vast in-house expertise allows us to provide full creative, digital

and strategic services to all of our clients; from brand strategy and consultancy to the ideation and delivery of advertising and experiential campaigns and the creation of content, websites and movies.

Whatever the project we're working on, we pride ourselves on our experience, reliability, and proven ability to consistently push the boundaries of sports marketing.



A LITTLE INSIGHT

Growing up by the beach, I am lucky enough to have taught, worked, and competed in a huge variety of different sports since I was a kid...I think with most sports, as with life in general, you pretty much get out what you put in.

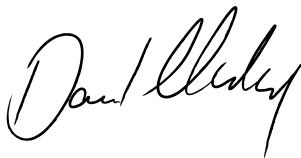
I'm always grateful to have personally gotten so much out of sports over the years - the sheer exhilaration, the focus, and the inherent sense of achievement, but also the great friends, the travel, and the balanced lifestyle that goes with it all.

The Brandwave team come from a pretty broad spectrum of sporting backgrounds but we all share the same passion. We love our work and we're collectively proud to

be a growing part of an industry that actively promotes sports to a wider audience.

When I first started the company, I never dreamed that we would work with some of the iconic brands, athletes, and associations that we do today. We love being inspired by our clients and we're happily obsessed with creating innovative, fresh and exciting new strategies and campaigns. We think the most important bit of

any new marketing project is to really understand the mindset of the target audience. For the most part, I reckon that we've got that bit covered before we even get started...



Founder, Head Of Strategic & proud member of the target market.





MEET SOME OF OUR TEAM

The Brandwave team come from a broad spectrum of sporting backgrounds; from enthusiastic amateurs to Olympic athletes and everything in-between.

What makes us different is that we all share an unrelenting passion for sports.

We think the most important part of any marketing campaign is to really understand the mindset of the target audience. We can understand our client’s target market, because we are their target market.



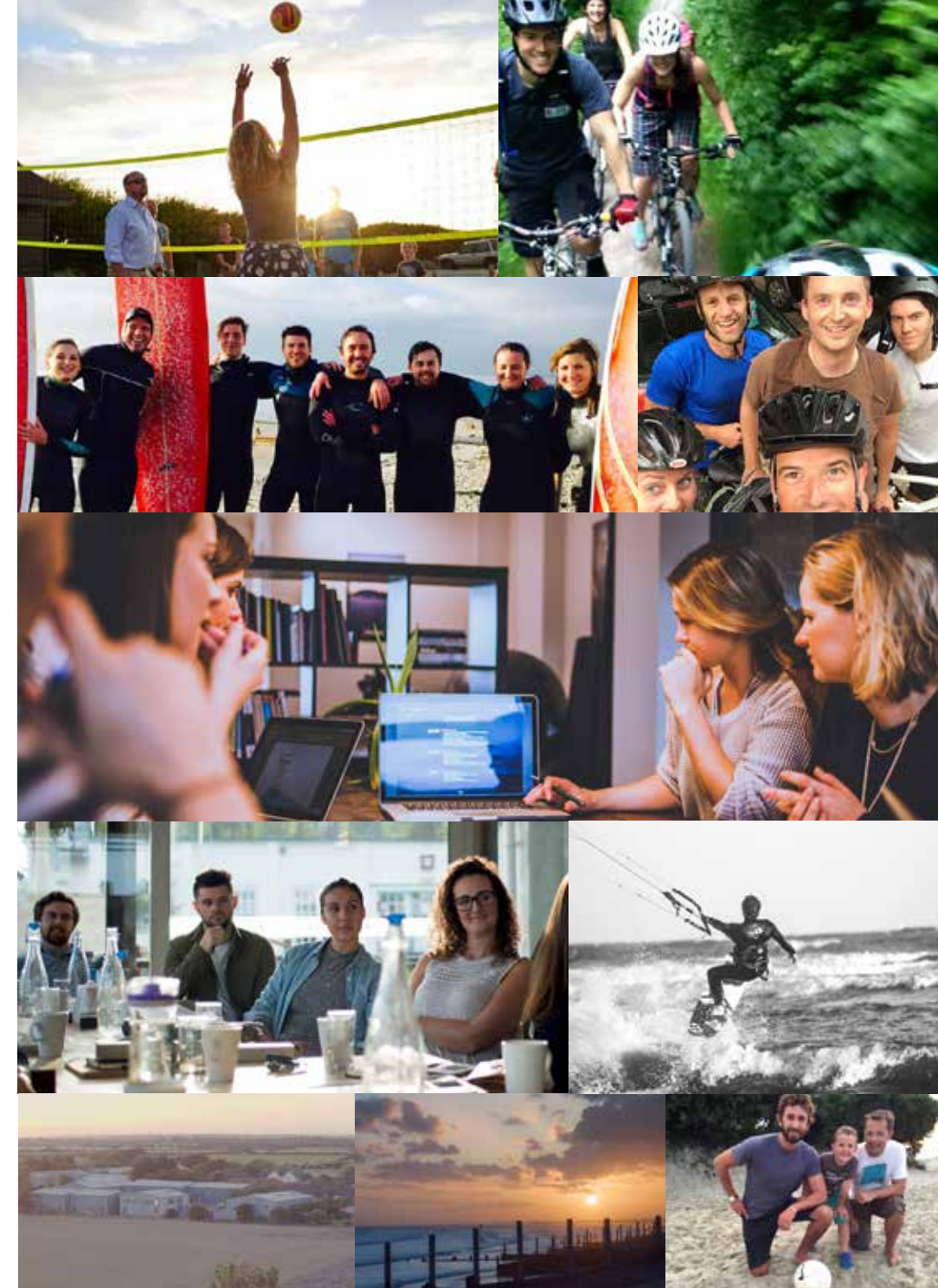


## → Home sweet home

### BRANDWAVE UK

At Brandwave, home is where the surf is. Our offices are located near the historic city of Chichester, about an hour south of London, and just a stone's throw from some of the best surfing, kitesurfing and windsurfing on the south coast.

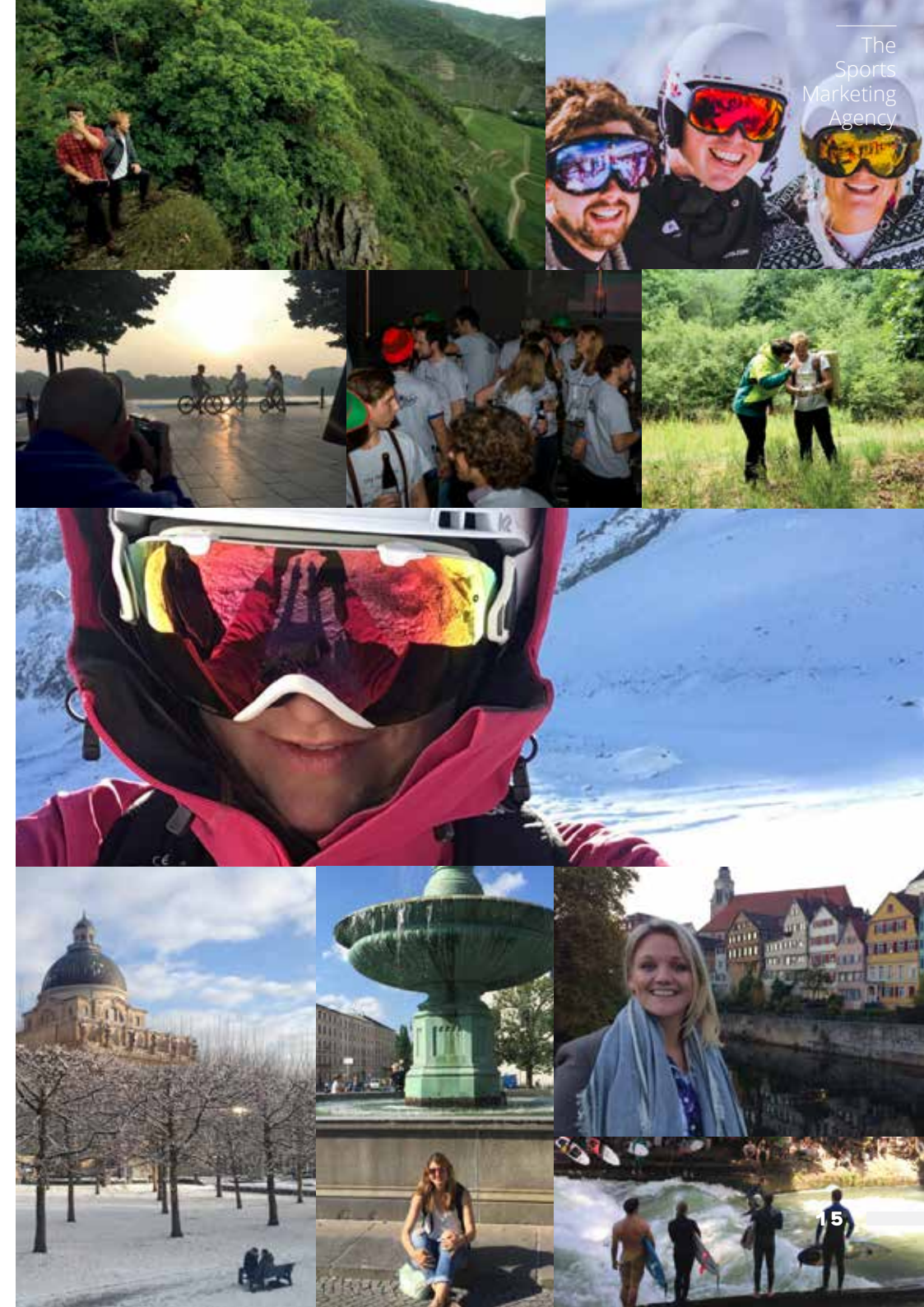
A short drive north brings you to the South Downs, and some pretty epic mountain bike trails in the surrounding hills. Creative meetings usually take place in the forest room, our little slice of office nirvana, or outside on the deck with a bean bag and a beer. All things considered, it's not a bad place to be.



### BRANDWAVE GERMANY

Munich is home to Brandwave's first overseas office. This central European location allows us to continue to develop long term client relations without the English Channel getting in the way. Only one hour north of the Bavarian Prealps mountain range and home to the famous Eisbach river wave, Brandwave Germany is at the heart of the European outdoor sports industry.

Our multi-lingual team are well known for embracing all that Munich has to offer, whether that's running through the Englischer Garten or getting stuck into a good Bavarian beer at the Hofbräuhaus.







→ 10 years at the  
forefront of the sports  
marketing industry

#### 10 YEAR ANNIVERSARY

A lot has happened over the past decade and the sports industry has evolved in ways that we couldn't possibly have imagined. For us it has meant new friends, new clients, new markets and new offices in new countries. Things move pretty quickly in our world so we thought it important to stop and take the time to reflect on our journey so far. To mark the occasion, we decided to celebrate

the milestone in style with a black tie event at the iconic Goodwood hotel; the spiritual home of many classic British sports from motor sports to horse racing.

The 10 year anniversary party was a unique celebration to say thank you to all of our clients, friends, family and colleagues that have been part of the Brandwave journey over the past 10 years.







→ Facilitating collaboration

## NETWORKB

Collaboration is a fast growing trend in the sport industry as brands seek to attract new audiences outside of their immediate market and build brand equity.

With brands moving across sectors, there are new markets to be explored, different skill sets and content to be shared, and an ever-greater scope of what can be achieved together. Consequently, NetworkB was born.

NetworkB is an annual private event for clients and friends of Brandwave. All proceeds from the event are donated to charity. With some of the leading sports marketing industry personalities in attendance, the event agenda consists of keynote speakers, panel discussions and informal networking over beers. Above all, it is an evening designed to help bring sports brands from different industry sectors together.





## → Using sport as a catalyst for social change



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+44 (0) 1243 550008 / WWW.BRANDWAVEMARKETING.COM



### SUPPORTING CHARITIES

We believe that sport is the perfect catalyst for positive change on both a personal and a societal level. Whether it's working with our charity clients such as the RNLI and Target Ovarian Cancer or creating our own charity events such as Row4Syria and The Brandwave Bleep Test, we believe in using sport to help, motivate and inspire as many people as we can.

In 2015, we supported one of our designers, Olivia, and the Row Like A Girl team to set 2 x World Records for the youngest and the fastest all-female team to row unassisted across the Atlantic Ocean. With the additional support from many of our clients, this incredible achievement epitomised the power of sport to help people exceed their own expectations on both a physical and a mental level.



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FACEBOOK - BRANDWAVE / INSTAGRAM - BRANDWAVETEAM / TWITTER - @BRANDWAVETEAM





→ adidas need little introduction in the sports industry as they are unquestionably one of the worlds most established and successful sports brands. Since their foundation in 1949, the brand has led in innovation and design, seeking to empower athletes of all skill levels to achieve their peak performance, with products spanning sports and lifestyle goods across the globe. It is impossible to imagine the sporting world without the 3 stripes.



THE CHALLENGE

Brandwave has worked with adidas since 2007 creating multiple integrated campaigns for a broad range of product categories and target markets. In 2012 we were selected as lead agency for the global launch of their new cycling category. As part of the brief, we were also tasked with supporting the highly anticipated British Cycling team kit launch.

As lead creative agency we were responsible for developing all creative from photo-shoots and print advertising through to brochures and POS.





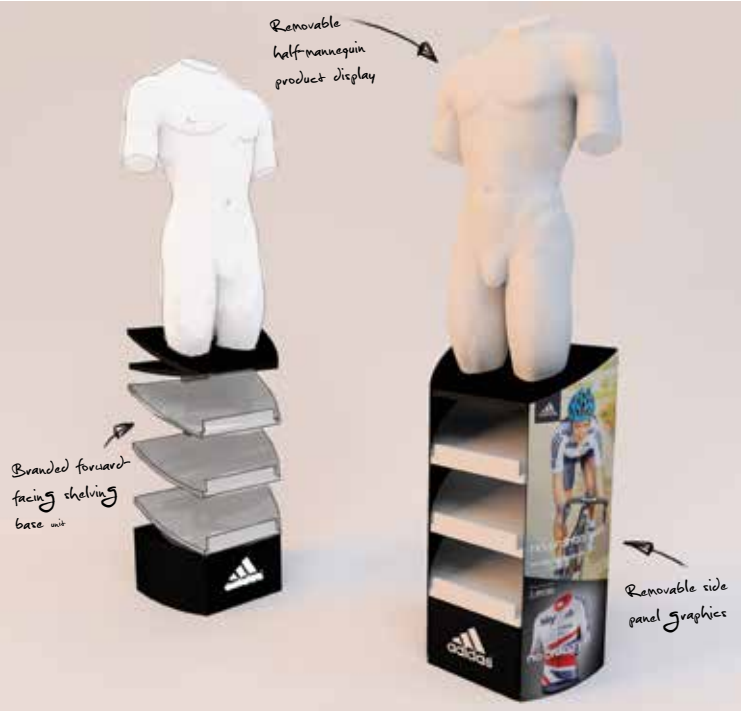


## THE RESULT

Working alongside British Cycling athletes including Sir Chris Hoy MBE, Lizzie Armitstead, and Alistair and Jonathan Brownlee, we created the ‘all in for your ride’ campaign.

The campaign involved the creation of all deliverables from scratch including: studio and location photography, copy writing, press & online advertising, POS, store windows, brochures and launch events.

For the British Cycling kit launch, we created the ‘No Ordinary Kit. Extraordinary Results’ campaign. Seen across the UK cycling print media, the campaign focused on the extraordinary results and success achieved by the British Cycling team during the last eight years they have worked with adidas.



“**We were really impressed with the creative Brandwave produced for us.** We have used this campaign internally to demonstrate best practice for launching future global campaigns across multiple media platforms.”

CAT SINTON

Brand Communications Manager | adidas





THE CHALLENGE

adidas Hardware approached Brandwave to create a series of short films to promote their Training and Recovery ranges. The films needed to have an exciting and aggressive edge to them, endorsing a range of products in a creative style consistent with adidas’ visual guidelines.

The challenge was to produce a series of 15 individual product edits and two overall range edits. The final edits needed to work as a sales tool across B2B and B2C channels and appeal to both subsequent audiences. The final movies would be achieved through creatively managing all aspects of the films from sourcing the location to soundtracks.



THE RESULT

In order to create a series of films that reflects the fearless image of adidas, all footage was shot within a live gym. This enabled us to capture the desired creative feel within a genuine training environment. We liaised with two artists to source two different tracks that complimented the visual style. Our choice to use hip-hop as a genre gave the movies a gritty edge. By capturing a range of exercises with the use of male and female models it allowed us to capture all USP’s and functionality available to the athlete, across the training and recovery range.



“We thoroughly enjoyed working with the Brandwave team who have produced some amazing footage of our adidas accessories range. We were really impressed with how they conduct themselves throughout and **it’s always a pleasure working with them.**”

CHRISTINE KENNY Creative Producer | RFE International



THE CHALLENGE

adidas Eyewear approached us to develop a multifunctional new creative platform to help with the global launch of the Tycane Pro, a cutting-edge new eyewear product which had revolutionised industry standards in lens curvature and hydrophobic technology. The brand had pioneered innovative new product features to repel dust more effectively, reduce glare from the water and prevent salt from obscuring vision. The campaign was required to work across a broad variety of platforms and focus on their extensive new product development process.





bring on  
the water

tycane pro - hydrophobic  
better repellency against dirt and water  
Sam Goodchild (GBR) wearing tycane pro with hydrophobic lenses  
adidas.com/eyewear



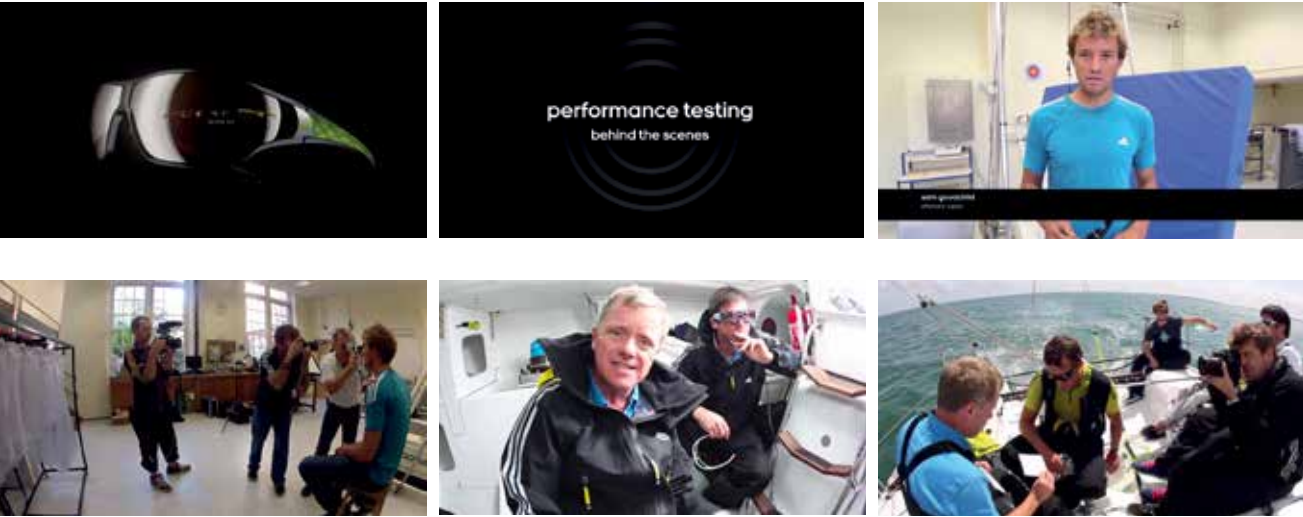


bring on  
the water

evil eye halfrim pro - hydrophobic  
better repellency against dirt and water  
Richie Sneyd (CAN) wearing evil eye halfrim pro with hydrophobic lenses  
adidas.com/eyewear

THE RESULT

We worked extensively with leading optical surgeon and sports optometrist, Nick Dash, and professional sailors, Sam Goodchild and Jochen Schumann, to test the Tycane Pro eyewear directly against competitor products in both a controlled laboratory environment and on the water in a racing scenario. This provided both quantitative and qualitative data to support and substantiate the campaign. We then developed the striking ‘Bring On The Water’ creative campaign as well as a full B2B product training program with integrated video content for the product launch in Asia.





THE CHALLENGE

Building awareness of the brand’s entry into the optical frames market, adidas challenged us to engage a sports-focused audience with a new product used primarily in the office. The hero products of the campaign were the ‘Invoke Series’. With key features including SPX frames, adjustable nose pads and memory hinges to fit the user, the Invoke were the highest performance frames on the market. The key challenge of the campaign was to utilise the brands ambassadors and maintain the brand’s aspirational sports positioning in a non-sports environment.

THE RESULT

In response to the brief we created the adidas ‘See Better Be Better’ Invoke Series campaign. We ran a photo shoot with Giovanni Visconti, a professional road cyclist, capturing the athlete in a broad variety or reportage scenarios. We then created a highly adaptable ‘block style’ creative template that could be easily tailored to a broad variety of applications. We also developed a series of premium in-store POS units to support the launch of these highly technical glasses.

“Brandwave instantly brought **in-depth industry knowledge** to this campaign, we look forward to working with them on the next phase of the marketing campaign.”

**BEN ASHLIN** Global Head of Marketing at adidas Eyewear | adidas





→ Founded in 1966, Berghaus was inspired by what climbers actually wanted and needed. Its status as an iconic and pioneering British outdoor brand has grown exponentially through four decades of technical product innovation.

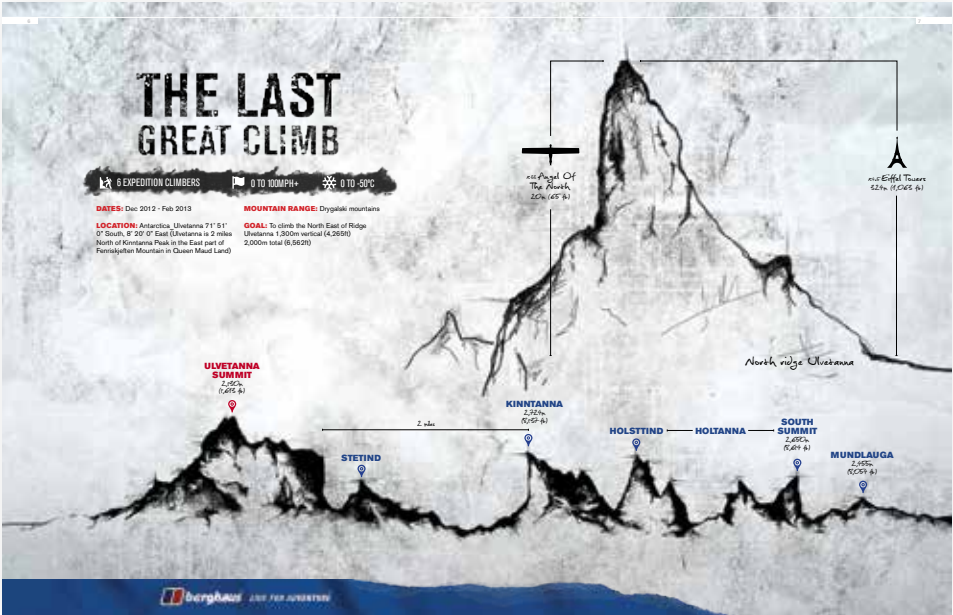
In 2009, Brandwave were selected as a lead agency to help Berghaus communicate their new product and technical stories across the globe. Over the years, we have worked on every part of their marketing mix from brand strategy to global creative campaigns.



THE CHALLENGE

The Berghaus Extrem™ series represents the pinnacle of the brand's technological product design. Previously, Berghaus had concentrated on showcasing their product USPs and technical materials when selling on a B2B level. We were tasked with completely redesigning the Extrem™ Range Guide to present

the key product technology stories in a more engaging way. Berghaus were keen to show the extensive R&D that went into their new product development process. They also wanted to show how they worked closely with their ambassadors and team as part of an iterative and collaborative design process.



THE RESULT

Working with world-leading climber and adventurer, Leo Holding, we developed a series of editorial features explaining the product development process and how this is incorporated into all new Extrem™ products. We also dedicated a large proportion of the range guide pagination to the NPD process, utilising purpose-made illustrations to communicate the adventures undertaken by ambassadors. To help explain Berghaus' innovative 3-in-1 layering system, we used special photography combined with a stylised X-RAY effect.



INCREASED WATER REPELLENCY

ENHANCED HEAT RETENTION

REDUCED DRYING TIME

IMPROVED PACKABILITY

HIGHER WARMTH TO WEIGHT RATIO

Extrem

MAGMA DOWN JACKET

FEATURING HYDROPHOBIC DOWN TECHNOLOGY

Innovative thermal insulation technology that keeps you warmer and dryer in the coldest and wettest conditions imaginable. Hydrophobic Down combines all of the thermal benefits of natural down with the lightweight, water repellency, and easy packing properties of synthetic down.

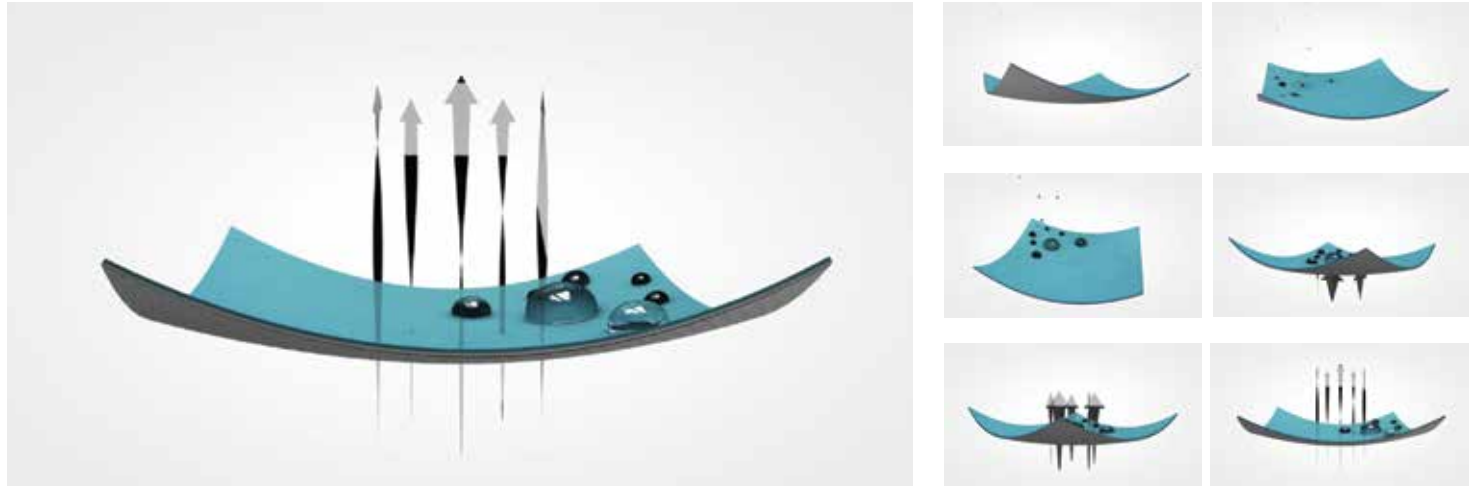
MORE THOUGHT, LESS WEIGHT

www.berghaus.com



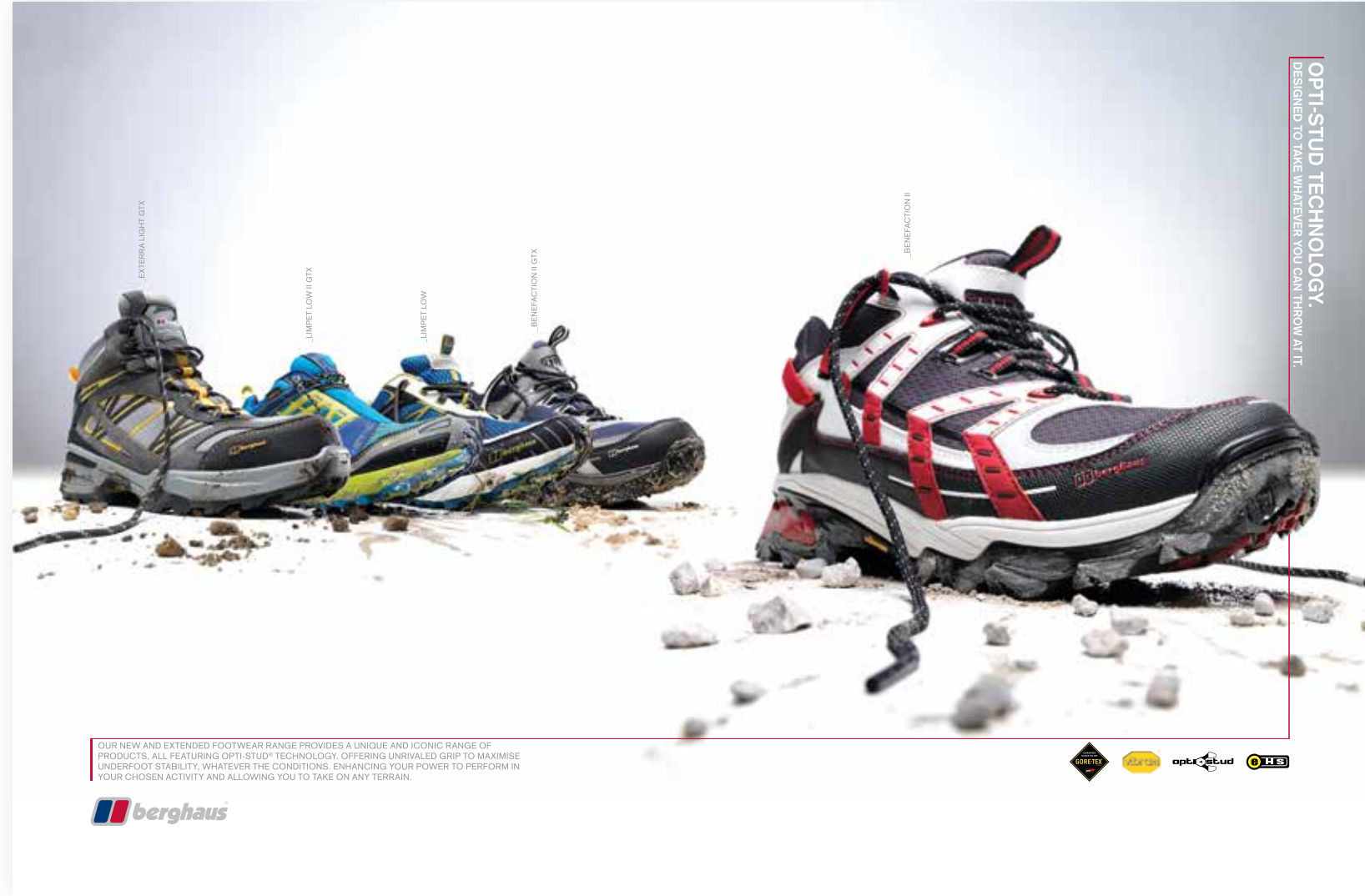
THE CHALLENGE

Berghaus approached us to help them communicate their new baselayer fabric technologies and technical Opti-Stud footwear series on a B2C level. They required a series of movies and a print/digital advertising campaign that could be utilised in multiple territories. The final assets would also be translated into multiple languages so they required creative that was relatively self-explanatory with minimal copy required.



THE RESULT

To bring the new Berghaus baselayer product stories to life, we created a series of three-minute movies. The movies combined action footage with studio videography and Cinema 4D animation. The movies were premiered at OutDoor tradeshow and subsequently shown in-store and online. For the new Opti-Stud footwear series, we developed a new creative template featuring studio images of each hero footwear product on top of its respective running surface. The creative was designed to showcase products in isolation and also together as part of the full Opti-Stud collection.



THE CHALLENGE

Berghaus approached Brandwave to support both the launch of their new shoe, Expeditor, and the re-launch of the best selling Freeflow rucksack. The creative assets needed to clearly demonstrate how the Freeflow works and highlight the unique cooling benefits it offers. We also needed to clearly represent the toughness and durability of the shoe as well as the comfort it offers.

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EXPEDITOR ACTIVE

As **rugged and waterproof** as our hiking boots yet as **lightweight, flexible** and **comfortable** as a trainer, the Expeditor Active shoe is **perfectly designed to take you anywhere, anytime.**

Made from natural fabric with breathable pores, they offer all the performance you need on the hill while still looking good enough to wear in the pub afterwards.

FLEXIBLE   LIGHTWEIGHT   BREATHABLE

THE RESULT

We used studio photography to highlight the key benefits of the Freeflow, shooting it from the side to allow people to see the unique shape of the rucksack, quickly and clearly. We designed POS assets that encouraged people to turn the back pack and discover the shape of the Freeflow that allows for breathability and comfort. The shoe was shot from opposing angles to create a sense of movement, highlighting the flexibility while clearly showcasing the tough, durable sole.

FREEFLOW

AIR COOLED COMFORT

The **Freeflow rucksack** keeps you **cooler and more comfortable** than ever, with a **unique new back design** that maximises **airflow and comfort** and **reduces the build-up of heat and sweat.**

The innovative design ensures minimal contact between the pack and your back, allowing significantly more air to flow and keeping your back cooler than a close-fitting rucksack. So you stay cool and dry – free to enjoy your day without distraction.

COOLING   COMFORT   BREATHABLE

“**Brandwave really understand our briefs;** they consistently offer amazing insights and creativity and deliver great assets that have been received incredibly well across the brand.”

JO SCOTT   Global Marketing Manager | Berghaus



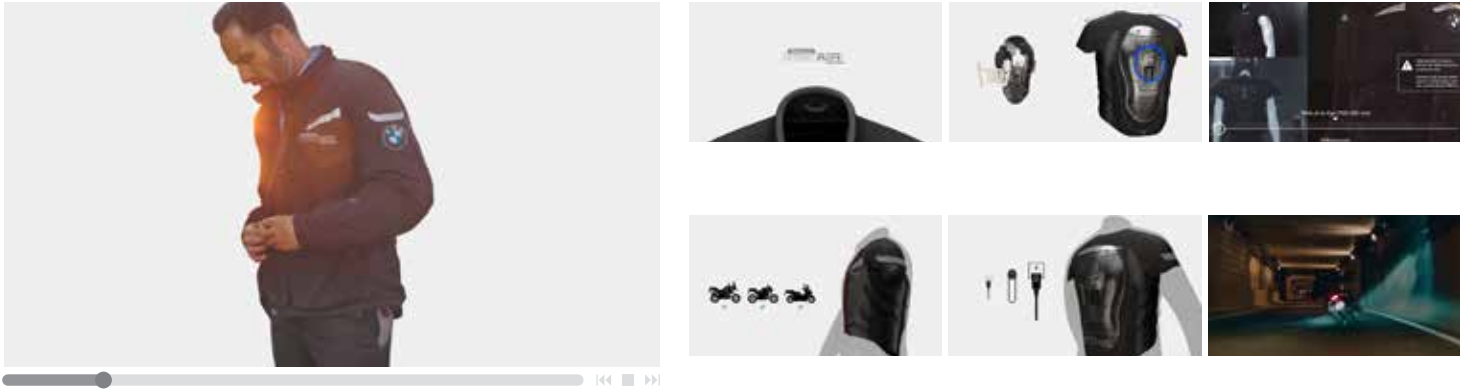


➔ BMW manufactured its first motorcycle in 1923. Since those early days, BMW's Motorrad division has continued to establish itself as a key player in the motorcycle industry, with a broad range of industry-leading bikes and technical apparel which bring BMW's renowned ethos of quality and performance to the world of 2 wheels.



THE CHALLENGE

Brandwave were tasked to create an introductory movie for the revolutionary new active rider safety system from BMW Motorrad, dubbed 'StreetAIR'. Developed in conjunction with Alpinestars, the StreetAIR system uses an array of sophisticated sensors, compressed-air charges and air-chambers built into a light weight vest, to provide riders with a comprehensive upper body protection in the event of a crash. The advanced system is capable of detecting an impact and deploying in a fraction of a second... quicker than you can blink.



THE RESULT

We used our expertise working with Cinema 4D, a 3D modelling software, to build detailed models of the jacket and vest, based on the sketches and the prototypes provided by BMW Motorrad. State-of-the-art high-speed videography, shot at 5,000 frames per-second was used to show the staggering speed

with which the system deploys and envelopes the rider in a protective pocket of air. Animated 2D icons were also created to communicate all of the features of the StreetAIR system, and a translated voiceover was recorded for the consumer versions in x4 languages.



“Only seven words - **On time. On budget. Highly professional. Creative.**”

**PATRICK STEHLE** Brand Communication and Customer Relations | BMW Motorrad After Sales Marketing





→ The Clipper Round The World Yacht Race offers non-professional sailors the opportunity to compete in a unique, life-changing round the world yacht race, covering 40,000 miles.

In 2012, we worked with Clipper Ventures to create a new corporate brand identity, B2C recruitment campaign, and B2B sponsorship campaign.



THE CHALLENGE

Clipper challenged us to create an iconic new B2C recruitment creative platform that harnessed the emotion of the race, telling the inspirational stories of past crew members whilst emphasising the rewards and benefits of the race to prospective crew.

The campaign needed to work on a truly global level with creative executions in multiple territories and languages. Consumer research has revealed that applicants were less motivated by the competitive nature of the event and more motivated by the personal transformation elements. The campaign creative was required to capture this.



THE RESULT

We created the 'Achieve Something Remarkable' campaign, to emotionally engage with potential crew through the real-life stories of seven crew members from the Clipper 11-12 Race. Through studio photography and individual crew movies, we captured the unique stories of the seven selected crew

members; from why they chose to sign up, what experiences will stay with them, and how their outlook on life had changed since completing this unique challenge. Our campaign was subsequently shortlisted as a finalist for the 2012 Chartered Institute Of Marketing Awards and The 2013 Digitals Awards.





THE CHALLENGE

In addition to the B2C Recruitment campaign, Clipper also challenged us to create a B2B trade advertising campaign to target potential team sponsors, host ports and corporate partners. This campaign needed to work primarily on print and digital platforms and differentiate the Clipper brand from its competitors in the crowded corporate sponsorship market. Clipper also wanted to create a new physical vehicle that could be used on-site at the various event stops around the world.



A unique partnership programme offering up to 18 months exposure to a cumulative global media audience in excess of a billion people. A versatile marketing opportunity that can be tailored to match your individual branding objectives. A bespoke promotional platform that can be customised to become as exclusive as your brand. It's so much more than just a race...

**FIND OUT MORE:**

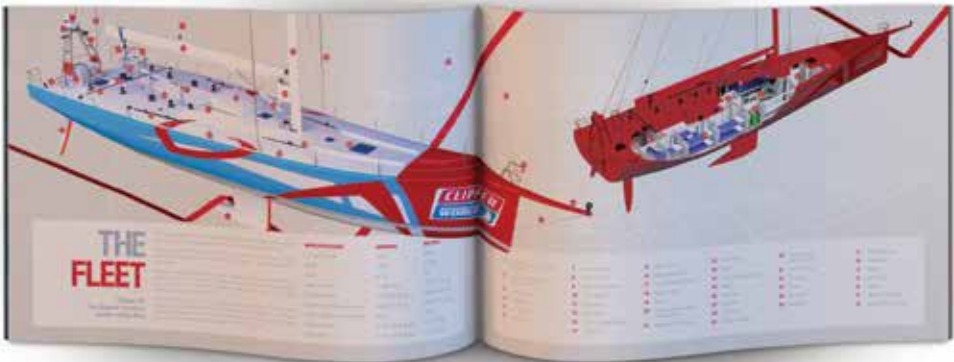
[clipperroundtheworld.com/partnerships](http://clipperroundtheworld.com/partnerships)  
[partnerships@clipper-ventures.com](mailto:partnerships@clipper-ventures.com)

THE RESULT

In response to the brief, we created the B2B ‘Let The World See Your Brand From A New Perspective’ campaign. The creative was designed to highlight the international appeal and associated brand equity that sponsors gained via sponsorship of the race. As part of the campaign launch, we branded a fully mobile ‘The Race Of Your Life Starts Here’ recruitment office allowing potential new sponsors and crew recruits to meet the Clipper team and sign up for the next race on-site.

“The Brandwave team have a **unique way** of bringing abstract ideas to life with **energy and vibrancy**”

**TERRI CLARKE** Marketing Brand Manager | Clipper Round the World Yacht Race





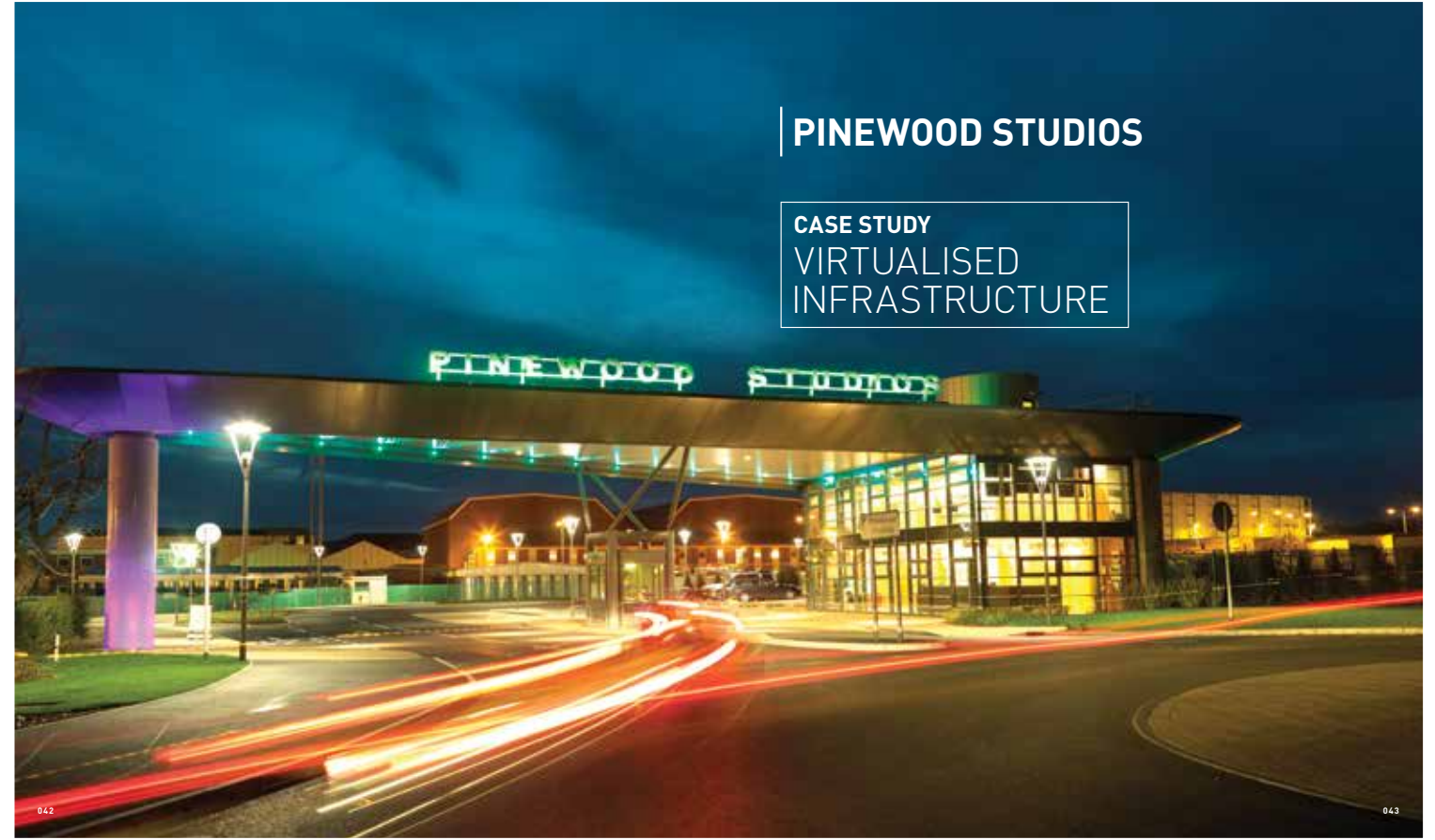


→ Codestone are a leading provider of IT solutions and provide turnkey results for their clients using industry-leading technologies. Their clients include prestigious brands such as Virgin and Pinewood Studios. Established in 1997 and with offices in Poole, London and Manchester, they are the only UK Company to hold Gold Partnerships with SAP (Business One), Citrix and Microsoft.



THE CHALLENGE

Codestone approached Brandwave with the challenge to better articulate their company philosophy and undergo a major rebrand. In a largely undifferentiated industry where many of their competitors were using the same marketing and sales approach, Codestone wanted to stand out by refocusing on their unique people-focused ethos. Codestone challenged Brandwave to create a new logo, brand colours, strapline, brand book, a movie, and a creative way to differentiate themselves from their competitors.



THE RESULT

We ran strategy workshops with Codestone’s key stakeholders to learn about their business and replace their ‘what’ with their ‘why, how and what’. Through this collaboration, we created a new logo and strapline, ‘Inspire. Transform. Achieve’. This was rolled out across the 80-page brand book we created, using location photography and inspirational copywriting. We developed a series of 6 client case study movies and a complete brand movie, which included on-site videography at Codestone and their music festival ‘Codefest’, to show a broader view of the company.







**Compex®**  
Your intelligent training partner

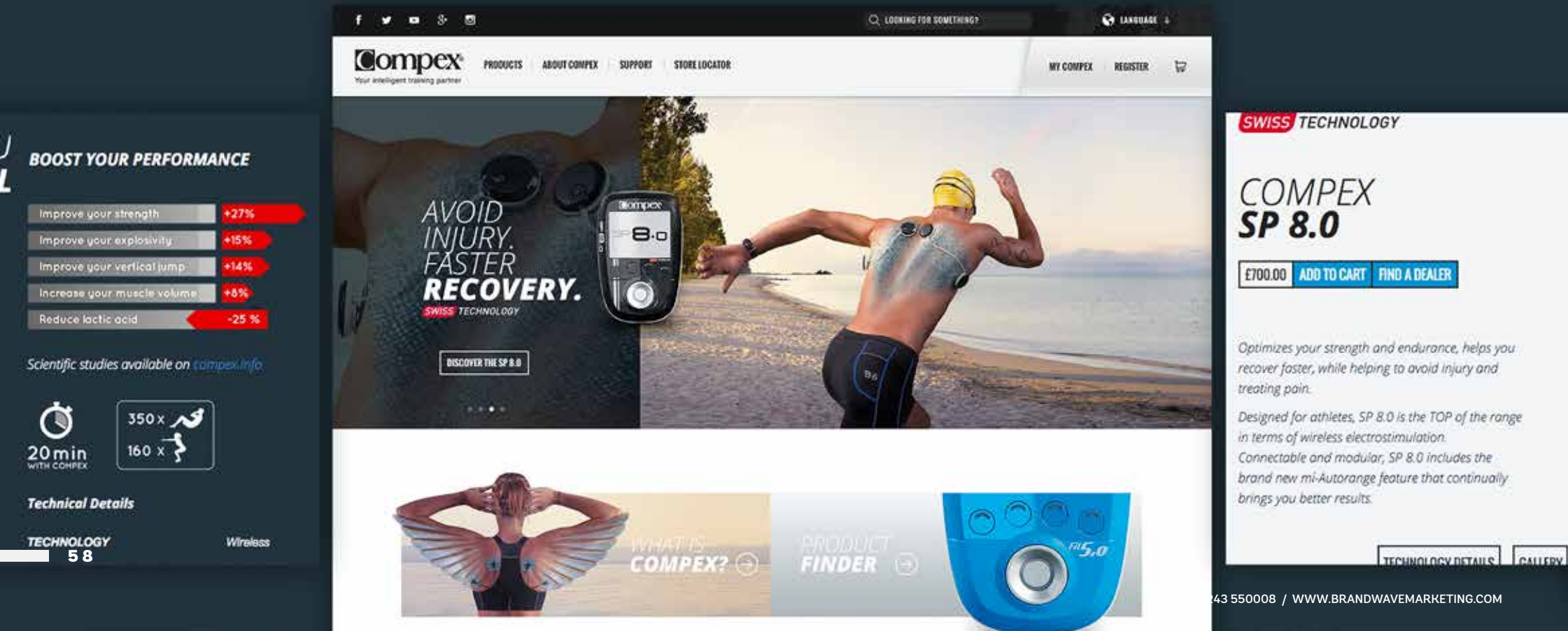
→ Compex, a Swiss brand, has become the world leader in portable muscle stimulators. Its flagship electrostimulation technology is essential to health care professionals and athletes for physical preparation, muscular recovery, injury prevention and pain treatment. Having proven their effectiveness in clinical trials, belonging to medical device category class II and meeting the European Medical Standard 93/42 EEC, Compex is expanding its offering as everybody's "intelligent training partner" from 2016.



THE CHALLENGE

Compex approached us to design and build a new e-commerce website to initiate driving sales on an international level online. The new website needed to combine several existing micro-sites into one primary site, which would function as the brand’s global online shop. Along with a smooth UX, the look and feel of the new site was crucial, with a complete re-design required based on the brand’s new identity.

The new site needed to be both multi-lingual and multi-currency with the ability for local markets to easily utilise the CMS to add new product lines, currencies, and languages at a later date.



THE RESULT

Brandwave designed and built a bespoke Drupal Commerce system for the new website by combining the Drupal Commerce suite of modules with a number of custom-built modules to provide the exact functionality that Compex required to meet their global business needs.

We first scoped the entire project which involved gaining a detailed understanding of the key business requirements from all global stakeholders. From this, the website strategy was formed enabling us to develop the very best product inline with the client’s business growth strategy and budget.

“We were really impressed & charmed by the professionalism and expertise of the Brandwave team.”

LIEVE VANDEN BERGHE

Senior Vice-President International Marketing | Compex

Since launching the Compex site in September 2015, Compex have reported a 176% increase in sales year on year. The site is constantly evolving with an ongoing maintenance contract where we support the site growth and expansion into other markets such as Australia and South Africa.







→ Dunlop have pushed the boundaries of performance tyre capabilities for over 125 years. From their race-winning rubber to tyres made for popular road going motorcycles, Dunlop strive to maximise the rider's trust in their products.

Dunlop provide tyres which are dedicated to real riders. Those who never give up and most of all, who enjoy the sheer passion and excitement of riding their bikes.

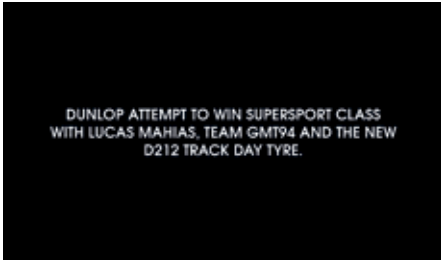
Their focus is on enhancing experiences and developing compounds which enable tyres to perform to the highest level on both the road and race track.



THE CHALLENGE

The Brandwave film crew flew out to Circuit D’Albi, Toulouse to capture the unveiling of Dunlop’s new GP Racer D212 track day and road going tyre. Confident in the tyres ability to perform, Dunlop, Team GMT94 Yamaha and rider Lucas Mahias agreed to use them during the final round of the French Superbike Championship race weekend.

Content that we needed to record, varied from interviews with the riders and technical team, to capturing action shots both in the pits and trackside. Working closely with Dunlop and Team GMT94 Yamaha ensured that track moments, such as the podium and finish line, were successfully captured.



THE RESULT

We created one film; with a series of shorter edits for Dunlop, documenting the performance of their GP Racer D212 track day tyre during two qualifying sessions and two live races.

The films were created to be dynamic, fast paced and analytical of the GP Racer D212’s performance. This allowed the

viewer to get a real sense of technical accomplishment - witnessing the rawness of the event and capability of the tyres to perform at this intense level.

Two pole positions and two race wins ensured the weekend was a resounding success.





# THE CHALLENGE

Brandwave worked alongside Mongoose PR and Dunlop to create the Ultimate Road Trip. A campaign concept designed to mark the launch of Dunlop’s Roadsmart 3, a tyre designed to perform over more miles.

The concept was to create video content to be used on Dunlop social media that would encourage motorcyclists across the globe to share their favourite route. The data from the participants would then be collected into post event infographics; with selected winners of the campaign, the riders with the most impressive ride out, winning themselves Dunlop prizes.

Heading up the social campaign, and front-man for all video content was the Isle of Man TT legend, John McGuinness.



# THE RESULT

Ultimate Road Trip video content included a call to action focused launch movie to encourage participation and a series of shorter edits to be seeded throughout the campaign to drive conversation.

To capture all content, the Brandwave film crew invited John McGuinness to share his Ultimate

Roadtrip and capture the journey to one of his favourite ride out spots at the edge of the Lake District.

Utilising on-board cameras ensured we captured the exciting action footage required. Once on location at Devils Bridge near Kirkby Lonsdale, all talking heads interview pieces were filmed.







HENRI LLOYD

intelligent innovation



→ Henri Lloyd need little by way of introduction in the sailing world, the brand has been at the forefront of technically innovative sailing apparel for over 40 years. Their 'Marine Technical' range has unquestionably become an industry benchmark for performance design and is standard attire for many elite sailors across the globe. Working with some of the world's most successful sailors such as five times Olympic medal winner, Sir Ben Ainslie and sailing icon, Sir Robin Knox-Johnson has allowed the brand to continually develop unique products with global reach and appeal.



# THE CHALLENGE

In 2007, we were selected by Henri Lloyd as their new global lead-agency for marine products. Their brief was to help them to redefine their brand positioning, their target markets and elevate all of their global marketing communication to the next level. One of the crucial elements of the challenge was balancing the

brand’s unique heritage with their innovative and future-focused approach to product development. As part of the brief, we were also tasked with creating an overall brand message that could then be tailored and segmented for several different sailing markets with a broad range of demographic profiles.



**HENRI LLOYD**  
intelligent innovation

HISTORY – SOME ARE DESTINED TO READ IT, OTHERS ARE DESTINED TO WRITE IT.  
Ben Ainslie - Triple Olympic gold medalist.

www.henrilloyd.com

# THE RESULT

To communicate the brand’s rich history, we created the ‘Between The Lines’ campaign. The key creative devised for this campaign was utilising the actual text about the brand’s heritage as the background in the creative template. The strapline ‘History – some are destined to read it, some are destined to write it’

perfectly encapsulated the scale and enormity of the achievements of the brand’s ambassadors over the years. The campaign was supported with photo and video shoots and applied across all deliverables including print and digital advertising, POS and brochures.





THE CHALLENGE

Henri Lloyd had pioneered a series of award winning technical products in the marine market. They required a new creative campaign and video assets to help communicate how their products underpinned the many adventures undertaken and victories achieved by their ambassadors and customers. As part of the brief they wanted to show how much technology went into their products and how this helped differentiate them from their competitors.



THE NEW  
EXTREME  
WATERPROOF  
BOOT

SETTING NEW STANDARDS

For 5 decades our passion has been to develop new ways of providing sailors with protection from the elements. Now we challenge convention again with the re-invention of the waterproof boot. The next generation Extreme Waterproof Boot features a twin-skin system which creates not one, but two waterproof barriers - protection from the outside and the inside.

The new Extreme Waterproof Boot provides a level of comfort and waterproofness that needs to be experienced to be believed.



HENRI LLOYD  
intelligent innovation

www.henrilloyd.com

THE RESULT

In answer to the brief, we developed the 'You create the passion. We create the technology' campaign. Primarily used for print and digital advertising as well as in-store, the campaign balanced studio product photography with action photo shoots in a template that could be easily adapted for global use. To support the campaign, we created a series of detailed product animations including one for the Extreme Waterproof Boot which helped the product win a DAME award at METS tradeshow in Amsterdam.



"Working with Brandwave has simply  
**raised our marketing to another level**"

DAVID ELLIS

Sales and Marketing Manager | Henri Lloyd







  
icebreaker®  
MERINO

→ Established in 1994, Icebreaker creates specialist merino clothing for lifestyle, the outdoors and technical sports.

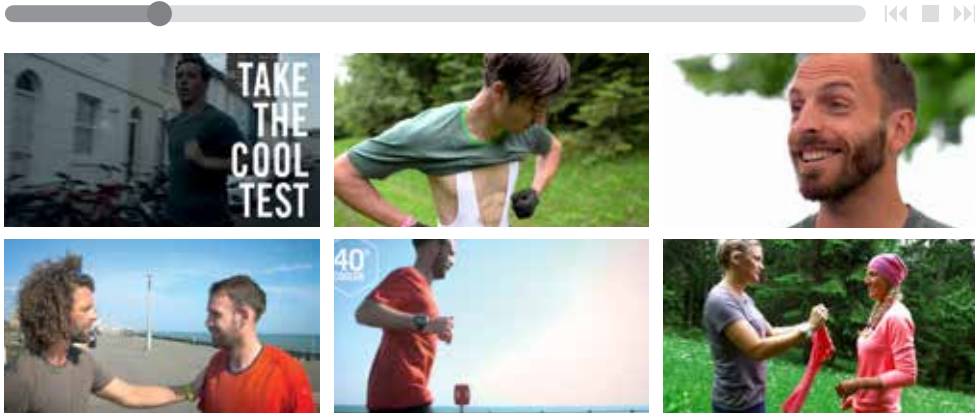
Their lightweight merino products, tested outdoors and on mountains, buffer your body against the extremes to help it breathe effectively, preventing clamminess and resisting odour.

The Icebreaker Cool-Lite™ range combines two natural performance fibres - premium merino wool and TENCEL® that will keep you cool while exercising, even in the hottest and most humid conditions.



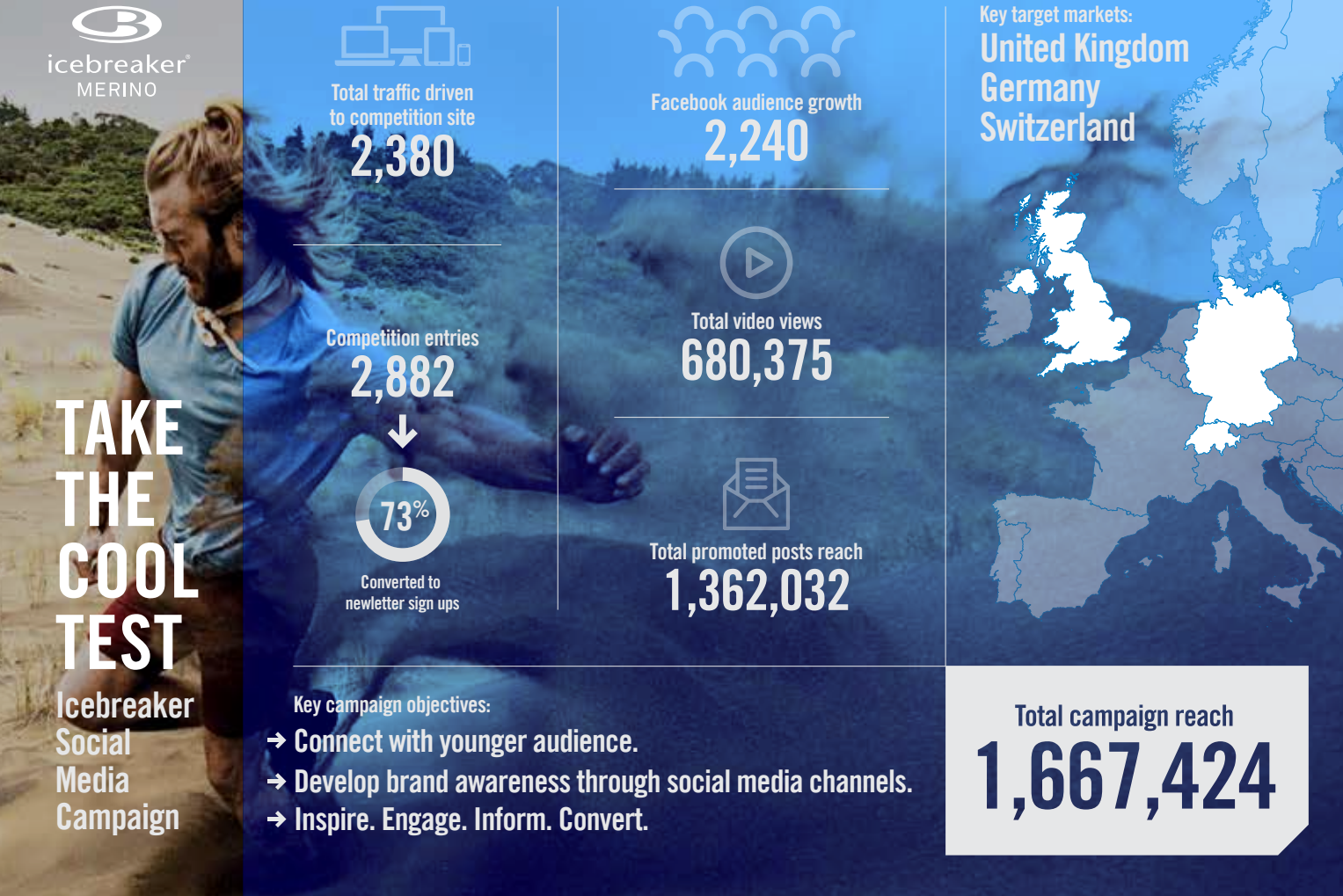
THE CHALLENGE

Icebreaker approached Brandwave to create a European social media campaign, specifically to promote their Cool-Lite™ range of products with a focus on Germany, Switzerland and the UK. The campaign needed to reach out to a younger audience, drive awareness of the product and highlight the benefits of wearing merino wool in the summer by engaging with those who live and embrace an outdoors, active lifestyle. The campaign also needed to ensure we captured users’ data to increase the Icebreaker community.



THE RESULT

We developed a Facebook campaign that created a personal connection with people and asked them to apply to actively test the Cool-Lite™ products, to take the #CoolTest. We created the campaign launch video, developed all content and managed the social campaign throughout. The campaign was reinforced with advertising using highly relevant targeting throughout key markets and Europe. The #CoolTest campaign was seen by over 1.5 million people on Facebook, drove over 2,000 entries to the competition and Icebreaker received a 73% sign up rate.



“We were pleased to see how Brandwave successfully translated this approach into a creative digital campaign that encouraged people to experience what Natural Performance is about - as product testers.”

**PATRICIA LÜTOLF** Marketing Coordinator - Europe | Icebreaker



A background image of a fitness class in a gym. Several women are visible, some in the foreground and others in the background, all looking upwards and raising their arms. The woman in the immediate foreground is wearing a black Reebok tank top with orange stars and dots. The lighting is warm and golden, suggesting a sunset or sunrise. The gym equipment, including weight racks, is visible in the background.

# **LesMILLS**

➔ Les Mills is firmly placed as one of the world's leading fitness brands. Since first pioneering the concept of group workouts nearly four decades ago, they have continued to drive the fitness sector forward year on year.

Millions of fitness enthusiasts work out with them every week and they have over 120,000 Instructors who support them in advancing commercial and home workouts globally. As a brand, they strive to work alongside and support their customers with member experience at the heart of everything they do. Most importantly, they seek to inspire future generations into a lifelong love of exercise.



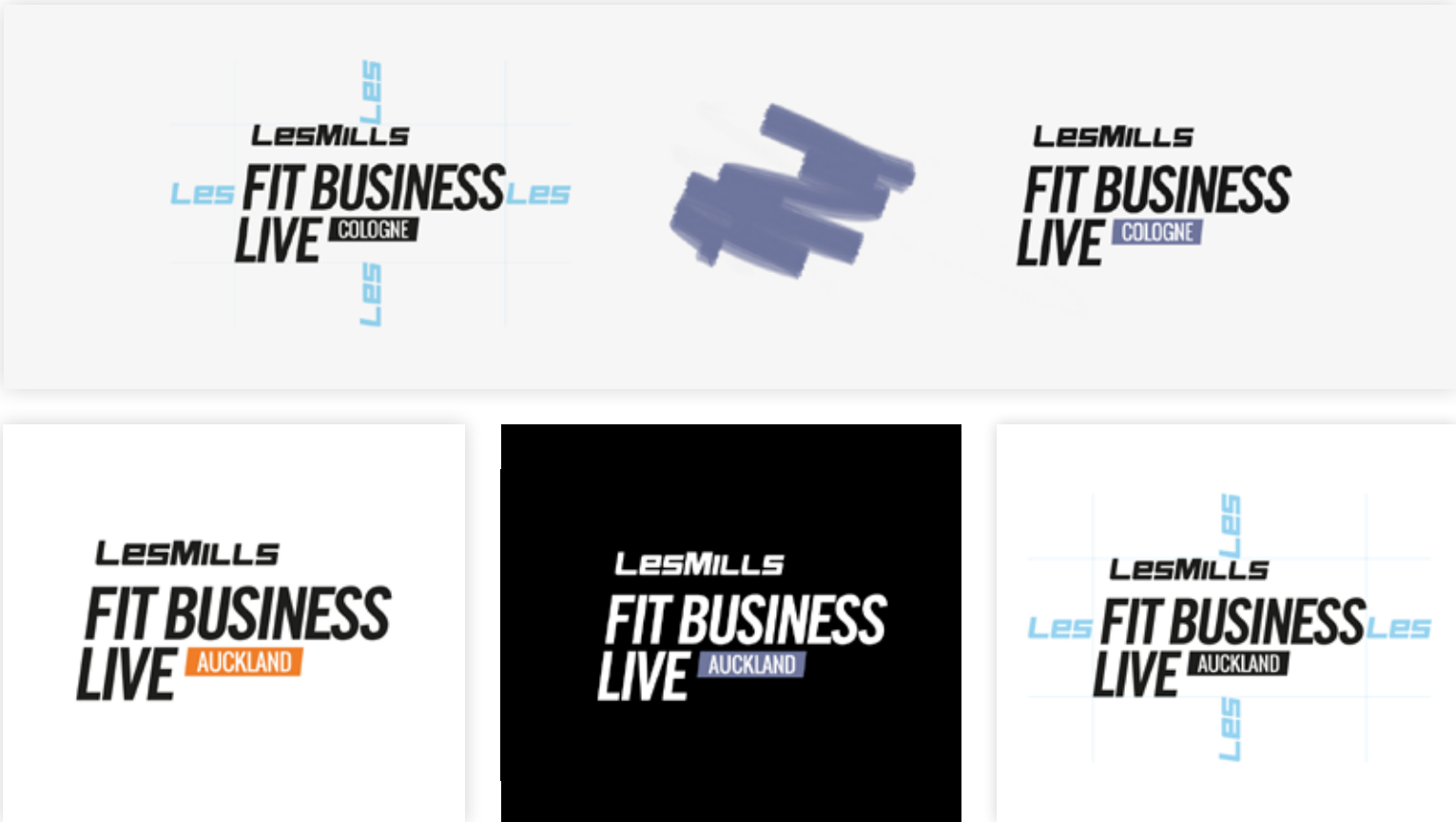
THE CHALLENGE

Les Mills wanted to exhibit their brand leadership by sharing their experience and knowledge to try and solve some of the fitness industries key challenges.

They had also identified that many of their customers knew a limited amount about their business and the group exercise programmes they provide.

With this in mind and with FIBO, Europe’s largest fitness-based trade show a key potential activation point, the team approached us to support them in doing something different. They wanted to create an on stand experience to educate their customers on who Les Mills are and how they provide ongoing support.

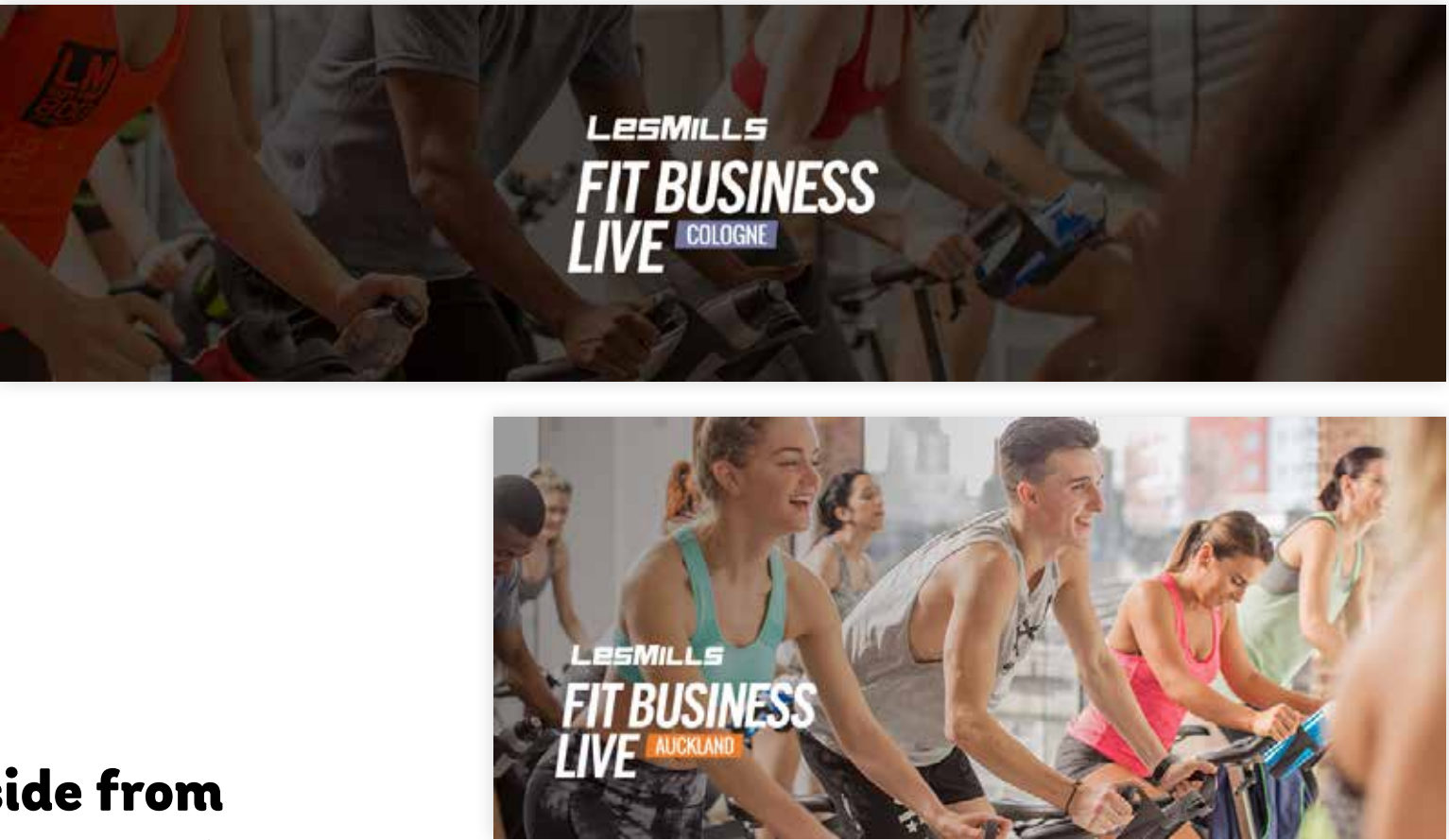
They also wanted to develop a brand new and exciting thought leadership event for their customers that went way beyond a typical B2B conference.



THE RESULT

We worked in partnership with the Les Mills Global marketing team for 5 months to support the strategy, development and delivery for both their FIBO trade show stand and also ‘Fit Business Live’.

The on stand journey at FIBO supported improved engagement with their customers as well as providing a method to document the level of interaction on the stand. Due to its success, Fit Business Live will now be rolled out globally to a number of Les Mills’ key markets and is planned for China, the Netherlands, USA and New Zealand.



“They were by our side from concept through to execution and helped us to seamlessly create reality from what was a brand new and challenging concept.”

CHARLOTTE DEWHURST Global Marketing Director | B2b And B2i, Les Mills International



THE CHALLENGE

We supported the Les Mills Global marketing team in developing the strategy, managing the build up and executing their very first Fit Business Live event in Cologne. Together we developed a fast paced and thought provoking event, which was a cut above a typical B2B conference.

This exclusive thought leadership event included over 200 of their key European customers. The event provided insights from within and outside of the fitness sector. The theme that underpinned the first event was motivation. Rather than simply focusing on how to motivate their members to get fit, speakers also covered the topics of leading motivational teams, member retention, general industry trends and how group fitness and personal training could better interlink.



THE RESULT

At FIBO 2017 Les Mills wanted to tell their story. Many of their customers had limited knowledge of their brand heritage and experience. They also wanted to highlight their brand leadership and the various activities they undertake to support their customers.

With this in mind, we developed a stand with 4 clear zones to take their customers on a journey. This allowed their team to explain more about things such as their heritage and the group exercise programmes they provide whilst taking them around their stand.

The 4 key zones were:







OCEANair

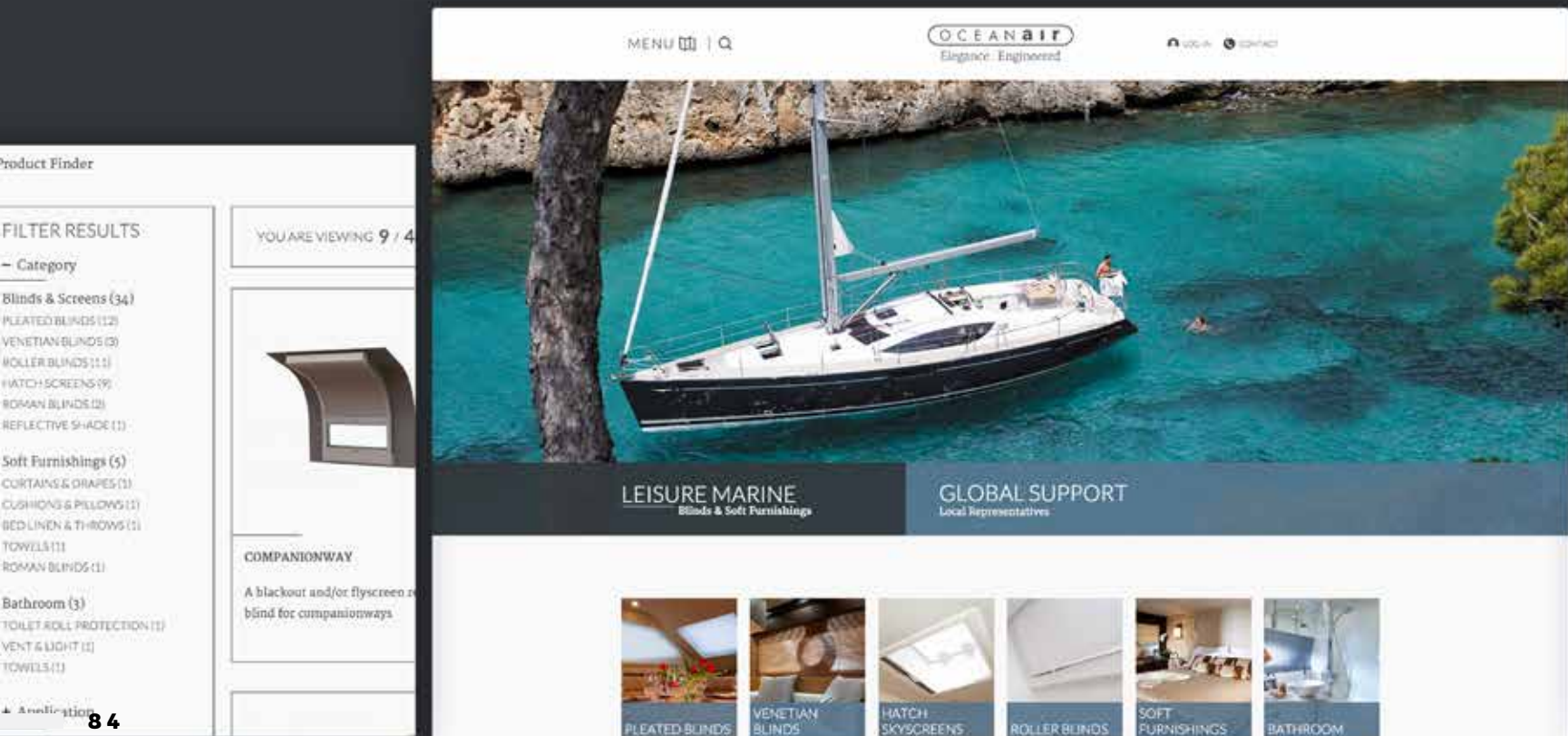
➔ Since 1990, Oceanair has become a world leader in the design and manufacture of marine blinds, shades and soft furnishings for yachts, private and commercial property and vehicles. With expertise in fabrics, interiors, design and installation, Oceanair has a broad range of influential clients and exciting future opportunities.



THE CHALLENGE

Brandwave worked with Oceanair to completely redesign their existing website, including bespoke functionality to divide their core markets and make finding products and distributors

easier with intelligent searching. Through thorough planning and heat map testing, the product pages needed to display all relevant information with an effective design.



THE RESULT

The new website was a complex project yet an easy to manage solution for Oceanair, enabling an easy and structured mega menu navigation with a global distributor, dealer and retailer finder. By visually separating the company's different target markets on the home page, the website immediately guides the user to the most relevant area for them. The product pages are supported by clear categories and a section of the website dedicated to interior inspiration and design ideas for certain spaces.



“We are truly delighted with the look and feel of Oceanair’s new website. **Brandwave have successfully positioned us as specialists with each of our core markets**, delivering a website that both inspires B2C customers whilst supports our B2B customer base. The feedback we have received has been excellent.”

ADRIEN BURNAND Marketing Manager





→ When Jack O'Neill invented the first wetsuit in 1952, he unknowingly invented a new sports industry. O'Neill has steadily grown into a global manufacturer of surfing wetsuits and apparel. The brand still maintains a healthy lead in the wetsuit industry by consistently producing some of the most innovative and functional products on the market.

We have worked with O'Neill since 2007 on both a strategic and creative level. Working with such a unique and inspirational brand has always encouraged us to produce powerful and iconic creative that has withstood the test of time.



THE CHALLENGE

O’Neill approached Brandwave to develop a dynamic global print and digital campaign for some of the most innovative board shorts the world has ever seen. Featuring O’Neill’s innovative Hyperdry Nano technology, which allows the shorts to dry completely in under 5 minutes, the Hydrofreak can rightly lay claim to being the worlds quickest drying board short. Our challenge was how to communicate the rapid drying performance of the hydrophobic fabric visually, across print ads, online banners, and in-store point of sale.



THE RESULT

Brandwave used a range of innovative techniques to fire blue powder paint at the shorts, creating an abstract explosion around the board shorts. Fire extinguishers and buckets were among the inventive apparatus used to produce this creative look, which intended to communicate the quick drying effect of the

shorts. By using a striking product shot at the center of each visual, Brandwave delivered a unique and innovative product campaign. Featured in print and in-store, the Hydrofreak campaign continues to develop the O’Neill brand image and keeps them at the forefront of the innovative global surf wear market.



“I’ve really enjoyed working with the Brandwave team on the Hydrofreak campaign. I found them to be **very professional**, thorough and on brief! Thanks again for the **great work.**”

MICHAEL HEATH | Global Marketing Manager | O’Neill



The Orca logo is displayed in a white, lowercase, sans-serif font. It is positioned on the left side of the image, partially overlapping the swimmer's arm. The background is a dark, underwater scene with a swimmer in a blue and red wetsuit.

orca

→ Founder and former triathlon champion, Scott Unsworth was passionate about creating better, faster wetsuits than those on the market. That relentless desire to use cutting edge innovation to fuel the best performance remains with Orca today. Orca is one of the original triathlon brands, they perceive themselves as a brand that is made by triathletes, for triathletes and is used by many top triathletes and open water swimmers.

Orca provides its athletes with the confidence to achieve whatever they want, by empowering them with the strength to reach further than they ever thought possible.



THE CHALLENGE

Understanding that the needs of their swimmers are very different, Orca has been working tirelessly over the last few years to create a new way of targeting triathletes, focusing on their swimming technique. Orca came to the conclusion that there are three main types of swimmers and they started designing their triathlon wetsuits according to this new strategic approach. Orca created a product architecture which makes it easier for customers to understand their wetsuit requirements – a wetsuit matrix. Orca wanted to communicate to their audience this new way of designing wetsuits and to let them

know that Orca has the wetsuit they need to be better in the water, whatever their specific needs, budget or swimming abilities. Orca tasked Brandwave with creating a campaign that would make its audience aware of their new wetsuit matrix, and to sell the idea of three swimmer types. The campaign needed to work across all marketing channels and to create a sales tool for Orca’s distributors and retailers.



THE ORCA SWIM SCALE

NATURAL SWIMMER

TOTAL SWIMMER

PROGRESSIVE SWIMMER





THE RESULT

We developed a creative and digital campaign to support the launch of “The Orca Swim Scale”, with the inspiring yet educational campaign; “Time to suit up”. The campaign speaks to triathletes on a personal level, putting them directly on the start line with a consistent pro-active call-to-action message to find and try Orca’s new wetsuit range. This campaign also clearly communicates Orca’s new range architecture and swimmer type strategy by asking consumers directly “What Type Of Swimmer Are You?”

The strong imagery which visually communicates the message and supports “The Orca Swim Scale” was conceived and produced by Brandwave. We shot this shoot in a studio shoot, using Orca’s own brand ambassadors to ensure authenticity of imagery.

The campaign is also supported by animated videos, which we developed to further communicate the x3 different swimmer types, utilising our icons to show the product characteristics and benefits for digital and POS purposes. We also provided Orca with a supporting digital guideline document, in order to maintain campaign consistency across all channels.

TIME TO  
S U I T U P

ALPHA  
+  
EQUIP  
FOR MAXIMUM FLEXIBILITY

NATURAL SWIMMER

PREDATOR  
+  
SONAR  
FOR BETTER FLEXIBILITY AND INCREASED BUOYANCY

TOTAL SWIMMER

3.8  
+  
S 6  
FOR MAXIMUM BUOYANCY

PROGRESSIVE SWIMMER

THE ORCA SWIM SCALE

When it comes to swimmers, one type does not fit all.  
When it comes to wetsuits, we have a type to fit all.  
WHAT TYPE OF SWIMMER ARE YOU?  
ORCA.COM/SWIMSCALE

orca

PROGRESSIVE SWIMMER POSITION VS.  
3.8 / S6 SUIT POSITION

Maximum buoyancy to rise your body to the right position.

WHAT IS A PROGRESSIVE SWIMMER?  
A Progressive Swimmer has usually just started swimming and doesn't have a particularly good technique, swimming doesn't yet come naturally to them and they don't feel comfortable in the water.

3.8  
+  
S 6  
FOR MAXIMUM BUOYANCY

THE ORCA SWIM SCALE  
WHAT TYPE OF SWIMMER ARE YOU?

PROGRESSIVE SWIMMER

TIME TO  
S U I T U P

“**Working with Brandwave was really easy for us.** They understood the concept behind our wetsuit range and the strategy we had to market them straight away and they were able to create a concept that really captured the message we wanted to explain **in a simple and revolutionary way.**”

ARAN TAPIADOR

Marketing & eCommerce Manager | Orca



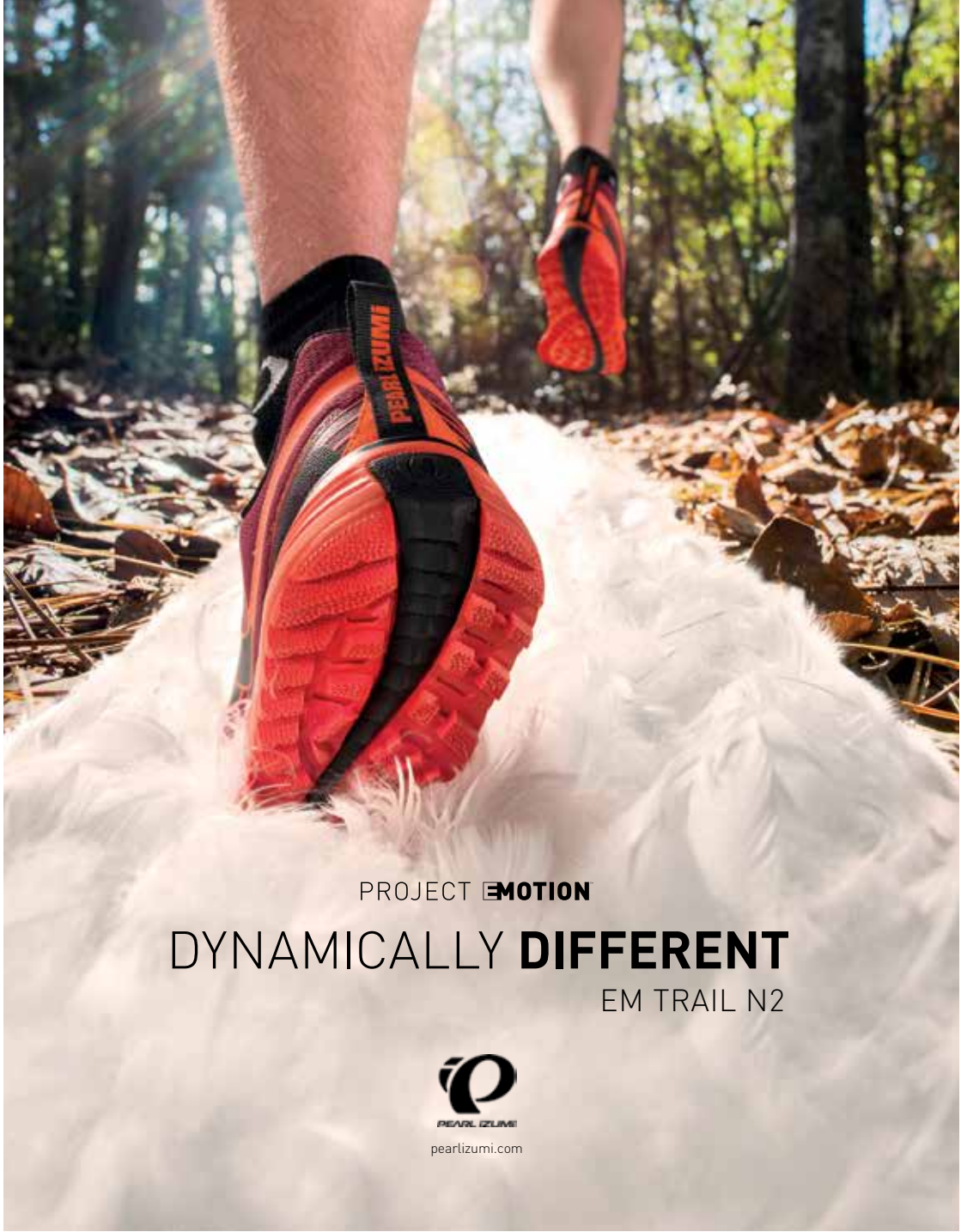


→ Pearl Izumi is at the core of performance apparel. For over half a century, they have led the way for innovations in fabric technologies, garment construction and design. Founded in Japan and continually developed in Colorado, they still live to create the best performing apparel and footwear across the ride, run, fitness and triathlon markets.



THE CHALLENGE

We were tasked with creating a series of advertisements for the Pearl Izumi Dynamically Different campaign demonstrating an evolution in running comfort. We visualised this through the concept of running on feathers - maximising your running pleasure, whether you're out exploring forest trails or creating an urban adventure. We worked with an internationally renowned studio photographer to help bring the new Pearl Izumi 'Dynamically Different' campaign to life.



THE RESULT

THE RESULT

The shoes and feathers were photographed separately to the background composition then art-worked in during postproduction, focusing on the products themselves and sending a clear message whilst making the images look seamless. The final images produced for the Dynamically Different campaign were eye-catching and innovative and were applied to multiple point-of-sale products, print and digital media to maintain consistency across the whole brand. We also created a mini feature movie with behind the scenes footage of the campaign being shot.



“Having successfully worked with Brandwave in the past, we briefed them to **create a series of compelling images** for our Dynamically Different campaign. The objective of depicting an evolution in running comfort, was **successfully met by the Brandwave team.**”

LORNA SCHOUTEN European Marketing Manager | Pearl Izumi





→ Pertex® is one of the world's most established and successful material technology brands. Driven by technical know-how and experience now spanning over three decades, they have become globally recognised for their unique and trusted approach to fabric design. Their long partnerships with leading outdoor apparel brands runs deep in their heritage and they continue to work in close collaboration with their brand partners to this day. Listening and developing fabrics through extensive research to differentiate, enhance and enrich their brand partner's products.



THE CHALLENGE

Pertex® approached us to help reinvigorate their brand identity, restructure their brand architecture, and develop a new integrated long-term brand strategy for both their B2B and B2C markets.

As part of the brief, Pertex® wanted us to look closely at each of their sub-brands, technologies and target markets to accurately segment their marketing communications. It was imperative that the new strategic direction was future focused and also communicated their rich heritage to both new and existing customers.



PERTEX®



PERTEX®  
ELEMENTALPROTECTION



QUANTUM



SHIELD



EQUILIBRIUM







THE RESULT

To commence the project, Pertex® invited key stakeholders from around the world for a brand strategy day in Munich. During the day, we ran a series of workshops to help further define the brand's positioning, values, tone of voice and profile the target market.

Upon completion of the strategy workshop phase, we established a new identity for the global brand, subsequent sub-brands and technologies. In-line with the desired strategic direction, a consolidation of the brand architecture was also completed. The new Pertex® global brand guidelines were then written and designed for use by all stakeholders and brand partners.




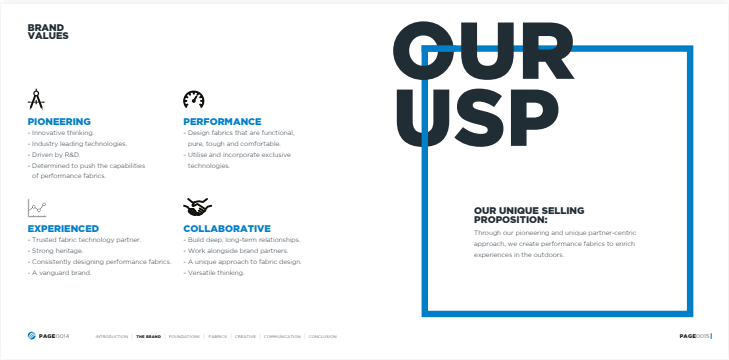
PHOTO: BERGHAUS, MATT PYCROFT, COLDBOUSE COLLECTIVE

### OUR BRAND

First registered in 1979 after the concept was discovered by Hamish Hamilton, Pertex® have grown from humble beginnings as a simple theory and vision into an iconic fabric technology brand.

We are now established as the leader in lightweight technical fabrics and today are partnered with some of the most prestigious and successful brands in the outdoor industry.

PAGE0010 INTRODUCTION | THE BRAND | FOUNDATIONS | FABRICS | CREATIVE | COMMUNICATION | CONCLUSION




BRAND VALUES

- PIONEERING**
  - Innovative thinking
  - Design fabrics that are functional, pure, tough and comfortable
  - Driven by R&D
  - Determined to push the capabilities of performance fabrics
- PERFORMANCE**
  - Design fabrics that are functional, pure, tough and comfortable
  - Utilise and incorporate exclusive technologies
- EXPERIENCED**
  - Trusted fabric technology partner
  - Strong heritage
  - Consistently designing performance fabrics
  - A vanguard brand
- COLLABORATIVE**
  - Build deep, long-term relationships
  - Work alongside brand partners
  - A unique approach to fabric design
  - Versatile thinking

### OUR USP

OUR UNIQUE SELLING PROPOSITION:  
Through our pioneering and unique partner-centric approach, we create performance fabrics to enrich experiences in the outdoors.

PAGE0011



Hamish Hamilton decided the Vango Force Ten Tent should be orange. Not for it's assumed safety benefits, but because he thought it gave a more 'romantic interior light'.

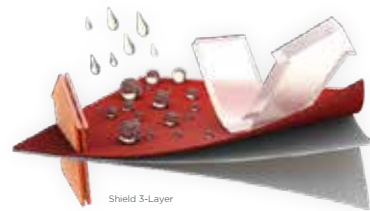
Like all great designers, Hamish Hamilton was an unconventional thinker. He had a vision to redesign and revolutionise the fundamentals of meeting outdoor gear.





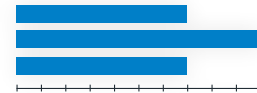
## + SHIELD

Pertex® Shield delivers lightweight and packable protection whilst remaining highly breathable.



- + WATERPROOF AND WINDPROOF
- + LIGHTWEIGHT, SOFT & PACKABLE
- + BREATHABLE

BREATHABILITY  
PACKABILITY  
DURABILITY



PAGE0060 INTRODUCTION | THE BRAND | FOUNDATIONS | **FABRICS** | CREATIVE | COMMUNICATION | CONCLUSION



PAGE0061

### 3D FABRIC RENDERERS

As part of the creative process and final result, we built the animating 3D renders of the Pertex® fabrics, identifying their key technical features.





THE CHALLENGE

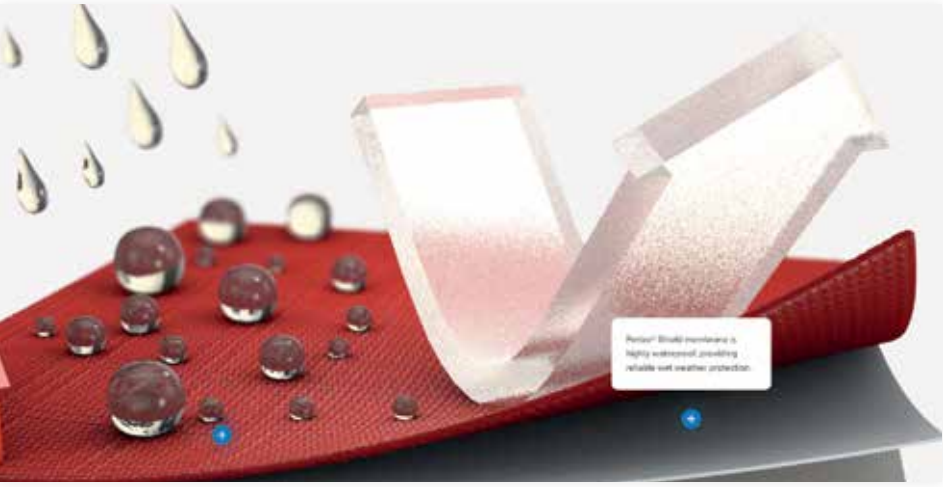
Previously Pertex undertook an in-depth strategic brand refresh with Brandwave, documented within a set of new Brand Guidelines and Tone of Voice guidance. Pertex wanted to ensure that their website reflected the brand’s new visual identity, product structure and ways of communication. Brandwave managed the build of a new Pertex.com website in

order to showcase its new brand structure, message of ‘Elemental Protection’ and relevant content. The Pertex fabric technologies needed to be displayed in a dynamic way so potential partners can see the value of using Pertex fabrics to construct their products. The website also needed to facilitate the communication

between these potential new partners and Pertex. The brand wanted to create an online hub to offer advice, such as guidance in caring for their garment. Having worked on refining their brand assets in the brand refresh project, Pertex wanted the website to link through to their brand portal where partners can view brand assets.

THE RESULT

Brandwave worked collaboratively with Pertex to establish the requirements for the website and suggested functionality to achieve the objectives set. Through the use of animations, hot spot features to reveal extra technical information of each fabric and the high quality brand assets, the new Pertex website maintains a captivating visual design with scope for expansion to suit future campaigns.



“Brandwave used their extensive experience in the sports marketing industry to fully understand the Pertex brand. They were able to distill our brand values into a clear vision and use this to guide a redesign of our visual identity and brand structure.”

STEVE LAYCOCK Brand Director | Pertex







**PRECOR®**  
*Fitness Made Personal*

➔ Precor is a leading premium fitness brand that creates cutting edge equipment for effective workouts. Their core mission to develop the personalised health and fitness experience is matched with an uncompromised focus on ergonomic motion, proven science and engineering.

Precor have continually advanced both the home and the commercial fitness industry for over three decades, with breakthrough product categories and software such as Preva Networked Fitness.



## THE CHALLENGE

Precor approached Brandwave with an experiential campaign concept, involving a nationwide competition for gyms, health clubs and their members. The campaign focus was to communicate Precor's Adaptive Motion Trainer (AMT); a revolutionary machine that offers an unparalleled range of workout options. We were tasked to support Precor from campaign conception to execution. This was to include a full campaign identity, a bespoke built web module, in-club materials, a strategic messaging document and a supporting social media strategy.

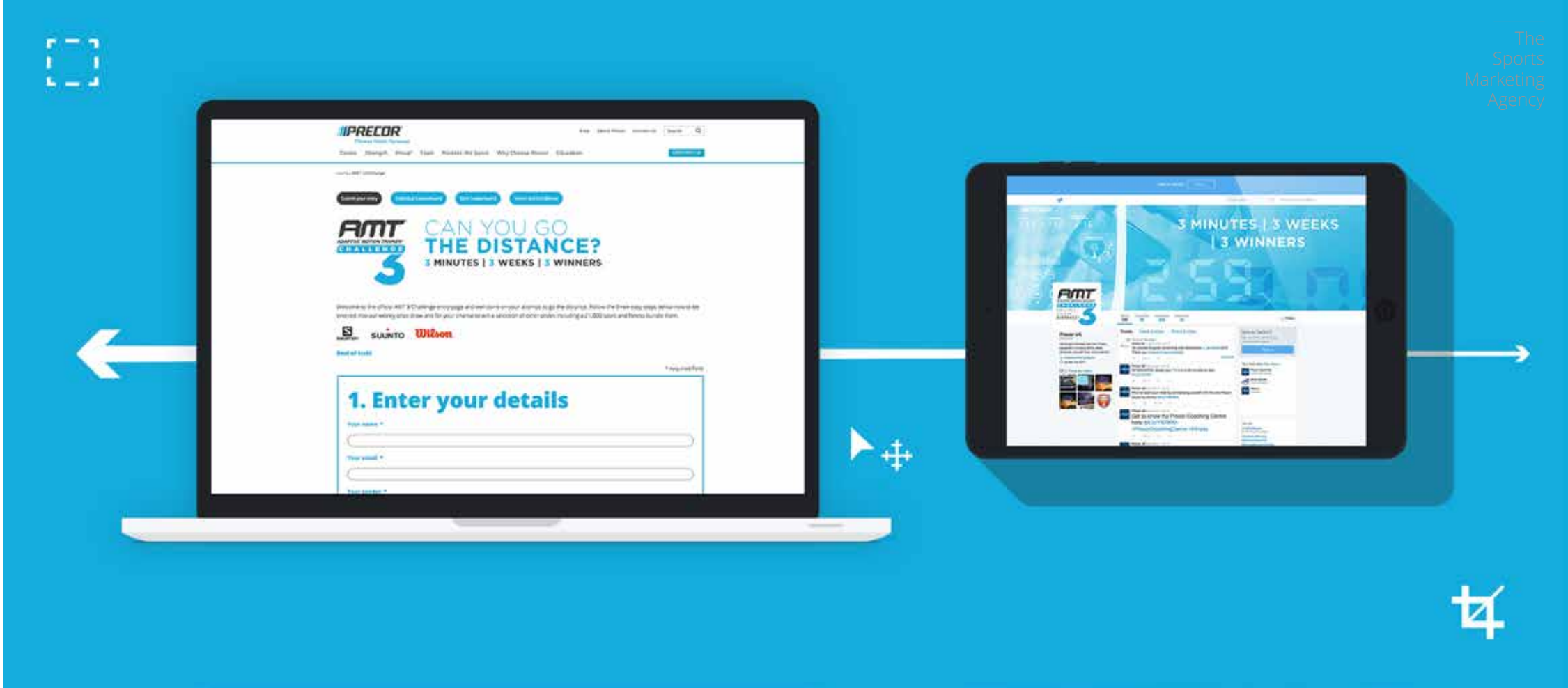
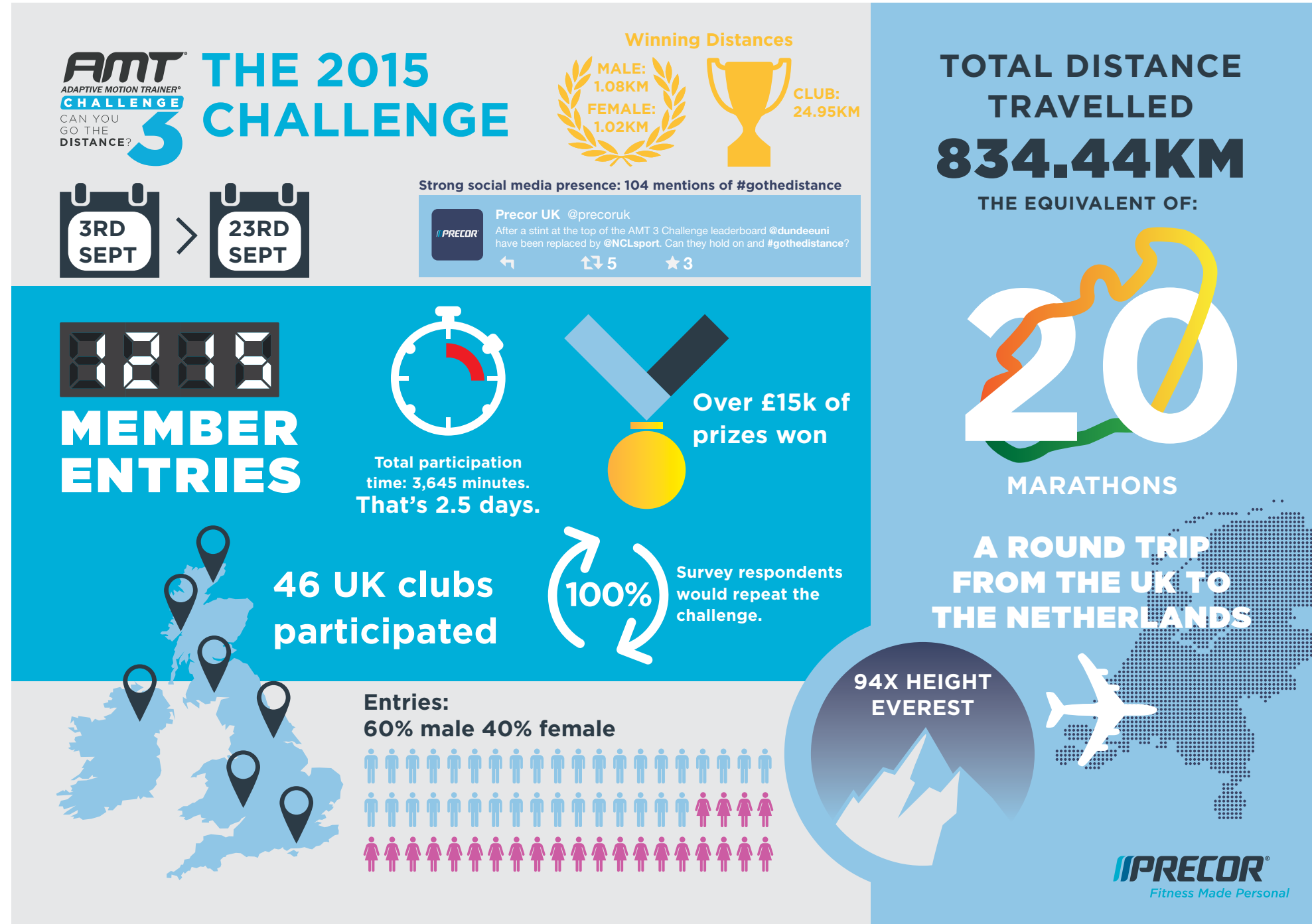


## THE RESULT

Brandwave created the AMT 3 Challenge campaign name, logo, colour palettes and the call to action derived strapline of 'Can you go the distance?'. To support this, a secondary strapline: '3 Minutes. 3 Weeks. 3 Winners.' was devised to further communicate that each gym member tackling the challenge had just 3 minutes to travel as far as possible on the AMT. In order to fully support the AMT 3 Challenge campaign, we developed a full press release, all copywriting, and designed invitations ready for distribution across health and fitness media in order to drive participation.







“When the time arrived for Brandwave to start this project, **it was immediately obvious that they were in a different league to the other agencies we had previously engaged with.**”

**JONATHAN GRIFFITHS**

UK Marketing Manager | Precor





# Reebok



➔ Reebok Fitness is one of the most established names across the fitness industry. Since the creation of the Reebok Step in 1989, they have continued to drive the home fitness market forwards. Creating fitness and training equipment, with the user at the heart of design, Reebok consistently empower and enable people to achieve their best fitness potential.



THE CHALLENGE

Reebok Fitness approached Brandwave to create a product focused video series for their latest range of Indoor Training Equipment. To be used across B2B and B2C channels, it was crucial that each edit communicated a short narrative and conveyed the product attributes. In addition to a strong product focus, the video content also needed to portray a documentary style in line with Reebok’s visual guidelines. The final product would be achieved through creatively managing and producing a series from the initial storyboarding phase through to final production.



THE RESULT

To ensure an authentic story and relationship between the athlete and the product was communicated, we devised a shoot structure consisting of three primary elements; point of focus, point of exercise and point of exhaustion. Product features and athlete interaction was further highlighted by capturing a range of exercises through the use of detailed and wide shots to reiterate this bond. We used a range of shots and varying shoot styles to capture the versatility and functionality of the equipment in an emotive and motivational style. We created a total of 15 individual product edits and one overarching range edit.



**“We found working with Brandwave truly refreshing.** Their creativity and knowledge in the sports market really complemented the overall final product.”

**CHRISTINE KENNY** Creative Producer | RFE International





THE CHALLENGE

After working on numerous projects together in the past, Reebok approached Brandwave with the challenge to promote their latest yoga range with the view of redefining the way people perceive the sport through a short video. It was crucial that the video aligned with Reebok’s documentary and lifestyle themed guidelines, while communicating the product’s technical and practical attributes.

Using three different athletes and multiple locations across London to create a sense of unconventional and ‘rebel’ yoga, it was important that Brandwave produce a detailed storyboard and shoot plan to communicate the overarching message of individualistic and spontaneous yoga.



THE RESULT

To create a look and feel of unconventional yoga, we filmed the video in multiple locations across the city of London to showcase the versatility of yoga. The city gave us the variety we needed to produce a video that was dynamic, nonconformist, and progressive. The detailed storyboard and shoot structure allowed us to interweave three individual stories together to translate the idiosyncratic nature of yoga. To emphasise this, a pensive and inspirational voice over was devised by Brandwave and a unique soundtrack was sourced.



“It’s always a breeze working with the team as they are so willing to take on the required tasks in all areas. **They are very easy to work with and their work ethic and dedication is outstanding.**”

CHRISTINE KENNY Creative Producer | RFE International





# Lifeboats

→ The Royal National Lifeboat Institution (RNLI) is the largest charity that saves lives at sea, around the coasts of the UK and Ireland. Founded in 1824, their lifeboat and lifeguard teams have saved in excess of 140,000 lives. The RNLI have 237 lifeboat stations, with 444 lifeboats and have RNLI Lifeguards operating on more than 200 beaches.

As avid watersports enthusiasts ourselves, we have a huge amount of respect for the work RNLI do, Brandwave are honoured to work with the RNLI on an ongoing basis delivering brand strategy, integrated creative campaigns, animations and videos.



## THE CHALLENGE

The RNLI approached us to create a new campaign to work alongside the RNLI Beach Finder mobile app that would change established behaviours of the chosen demographic. The challenge was to influence the target audience's behaviour before going to the beach, so they would check to locate a lifeguarded beach via the mobile app. The RNLI wanted to alter the audience's preconceived negative stereotypical ideas about Lifeguards and their role on UK beaches.

The RNLI are a well-established brand, With this campaign they wanted Brandwave to communicate something innovative and fresh to recapture the public's interest.



**Lifeguards**

# "You don't need to pack the Lifeguard"

Lifeguards are provided on over 240 UK beaches this summer so why pack your own? Plan a safe and fun family trip using our free 'beach finder' app.

**DOWNLOAD THE FREE RNLI 'BEACH FINDER' APP NOW!**

\*No lifeguards were harmed in the making of this advert.

Registered in England and Wales (209460) and Scotland (SC037736). Charity number CHY 2678 in the Republic of Ireland. The RNLI is the charity that saves lives at sea.

Available on the App Store

ANDROID APP ON Google play

FREE DOWNLOAD

★★★★★

rnli.org/beach

## THE RESULT

The 'Don't Forget to Pack the Lifeguard' was an ambitious campaign using humour to convey a serious message, so as not to alienate the audience, or discourage them from visiting the beach.

The campaign creative and videos used real lifeguards and families, to create an authentic feeling that our target demographic could relate to. Humorous hyper-realistic imagery and videos, illustrated that lifeguards are a necessary piece of beach equipment.

Online channels were used such as adverts and banners on weather, tourism and transport sites; driving the campaign digitally to maximise online channels when the weather reached over 15°C. Print items were supplied to service stations in the south where the greatest number of young families heading to the beach would visit.



THE CHARTERED  
INSTITUTE OF MARKETING  
**AWARDS**  
2013

FINALIST

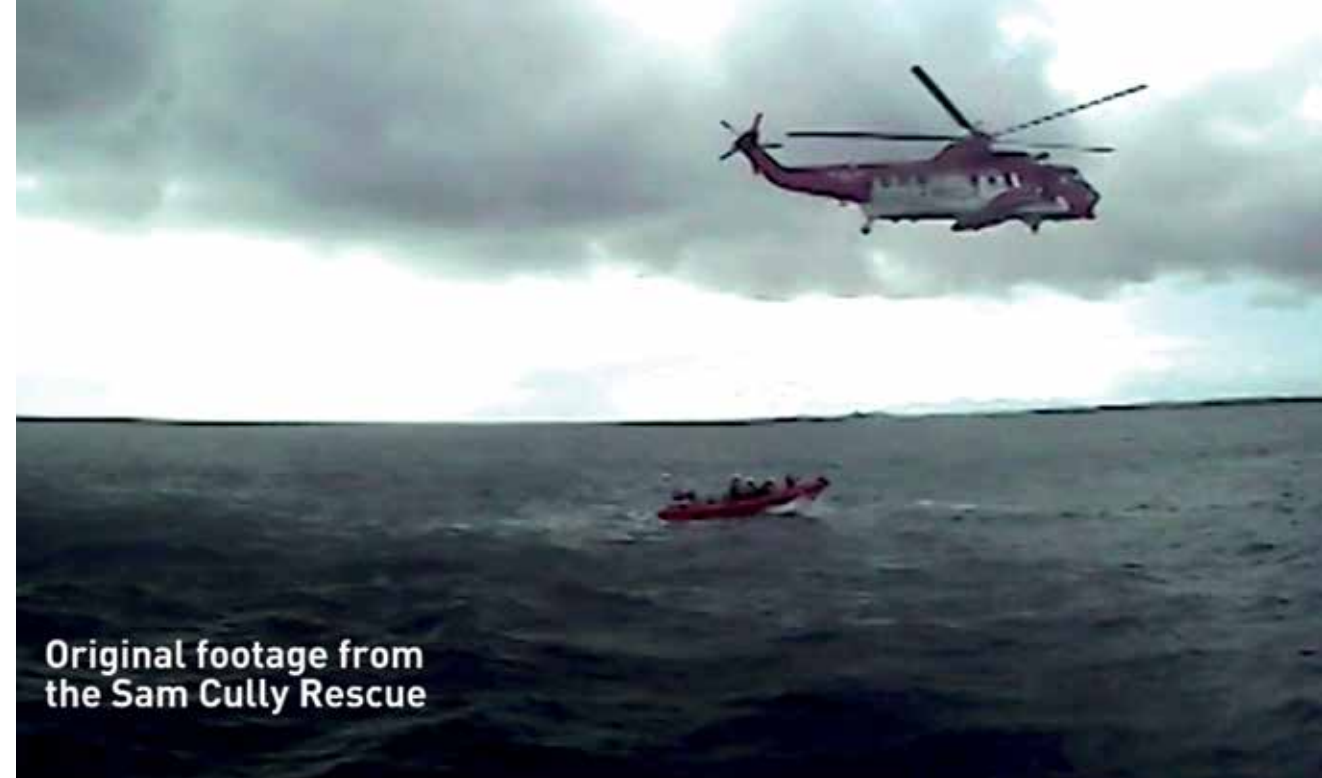
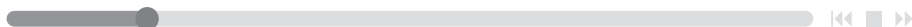
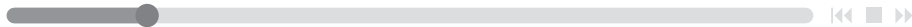
**14,733** Downloads  
**9946** App page hits  
**7958** Page views  
**21%** Higher dwell time



# THE CHALLENGE

The RNLI approached Brandwave to create a series of educational fishing vessel stability films, to be used in training programs and online. The objective of this campaign was to challenge and change behaviour in Fisherman, traditionally a difficult target audience for the RNLI to engage with.

The films needed to communicate a range of complex topics from overloading to modifying the vessel. The RNLI needed these messages to be communicated in both a simple and straightforward way, whilst not alienating the target audience.



# THE RESULT

We created a series of films using a mix of both animation and interview footage. The footage was shot on real fishing boats, using fisherman to explain and demonstrate the messages for authenticity, and to ensure that the target audience would be engaged.

A series of 2D animations of vessels were created, explaining

the complex stability messages. These were created in a strong colour template using the RNLI brand colours which made the individual films instantly recognisable.

The four films were viewed a total of 691,651 times, they were also featured on national ITV news programmes.



**691,651** Impressions  
**28,010** Clicks  
**197,291** Views

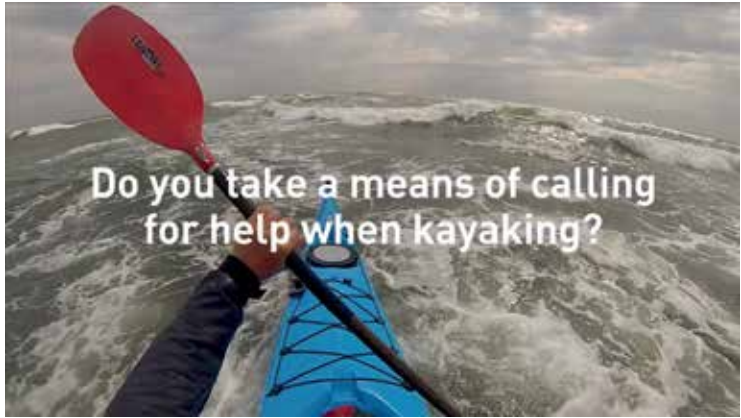
**DON'T BECOME  
THE NEXT STATISTIC 047**



THE CHALLENGE

The RNLI approached Brandwave to develop a Kayak Safety video. It was made clear to Brandwave that the RNLI did not wish to approach this film from a traditional or conventional health and safety angle. It was decided it was essential that the film needed credibility and was memorable; qualifying as online content that would be popularly shared. The objective was to communicate a safety message looking to change behaviours in the target audience, in an engaging and authentic way.

1,086,242 Views  
5,458 YouTube views



THE RESULT

We devised a concept of producing a film that would draw the viewer in, making them feel that they were witnessing a real-life accident. It was concluded that nothing captures your attention more acutely than shock value – a health and safety video camouflaged in drama.

Working in and around the dramatic coastline that surrounds

Old Harry's Rock, we created believable content that allowed for natural experiences and on-screen relationships to form. The entire movie was shot on GoPros, an incredibly unpredictable, sometimes stressful and often rewarding medium of film-making. From hiding behind beach huts, to riding in an exciting Rigid Inflatable Boat (RIB) this was an adrenaline-fuelled and unforgettable shoot.

“The Brandwave team maintained a clear artistic direction, ensuring the end product really delivered in-line with the objectives that we set. I am incredibly grateful for their hard work.”

CHRIS ADAMS  
Community Safety Manager | RNLI



THE CHALLENGE

Every Summer since 2013, the ASA, England’s national governing body for swimming and the RNLI join forces to provide a unique opportunity for young swimmers. Working in collaboration, they have created Swim Safe. An exceptional programme designed to teach 7-14 year olds about swimming safely in open waters and coastal environments.

The ASA and RNLI briefed Brandwave to create three films which would be used to further promote the Swim Safe programme. The audiences identified were; potential volunteers, prospective sponsors, families and children alike to encourage involvement with this fantastic initiative. It was imperative that every film remained informative, yet resonated with the specific target audiences.



THE RESULT

We created three films, each containing a strong creative thread to ensure the same look, feel and structure that included content tailored to the particular audience.

Never shy to get in and amongst the action, whole days of filming were spent in the water to further ensure the fun and relaxed environment of Swim Safe was captured for the films.

The result was three fun and engaging videos, which communicated the reasons behind why the Swim Safe programme was so important and why people should participate, volunteer or sponsor the program. These videos are used across different mediums dependant on the audience, but include; social media, RNLI website and presentations.







➔ Salomon was established in the French alps in 1947, they are still standing at the forefront of the outdoor sports market to this day. Driven by authenticity and continuous product innovation, they are committed to developing the very best gear for skiing, snowboarding, adventure racing, hiking and trail running.

Salomon are a brand that display a true passion for quality craftsmanship and endeavour to create the finest equipment to take on mountainous environments across the globe.



THE CHALLENGE

Salomon approached Brandwave with a unique event concept. A product focused, experiential event idea, inviting a select few runners on a secret urban running adventure.

To ensure everyone would be suitably equipped for tackling the new terrain, each runner would be given a brand new pair of X-Screams in return for donating their old running shoes to charity.

With the idea firmly in place, the challenge was set for Brandwave to create an event identity to bring the event to life and attract the inner-city running audience; those runners that crave the mountain air, yet want to explore the urban playgrounds on their doorsteps.

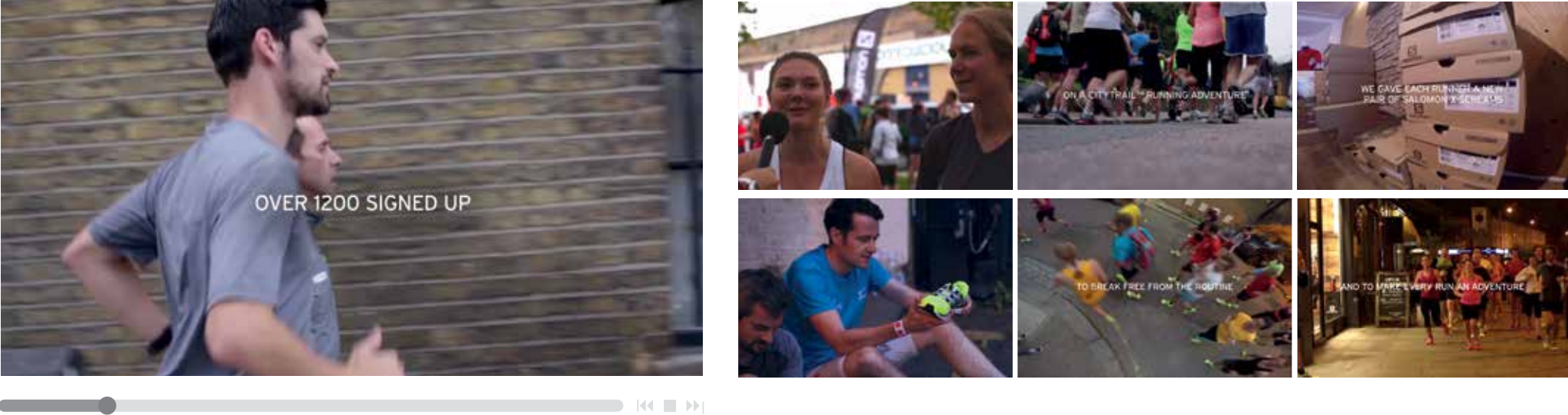


THE RESULT

Inspired by the exchange concept of the event, Brandwave conceived 'The Switch' event concept. An overarching identity comprising of logo design, copy writing and the creation of event

merchandise. All of which were developed to echo the brand's mountain adventure heritage across the city streets. Starting in South West London, the runners were led on a secret 8km

CITYTRAIL™ through the heart of the city. After a quick Switch en-route to the X-Scream running shoes, the runners continued along the trail before finishing at event partner Profeet's flagship store.



**“Superb from start to finish.** Brandwave have always kept me in the loop with this project and that’s exactly what I needed.”

**TORD NILSON** Sports Marketing Manager | Salomon



# THE CHALLENGE

Salomon approached Brandwave with an idea - to create a brand owned trail running event and pop-up shop. Salomon wanted to grow awareness of trail running as a sport in the UK, inspire behavioural change by encouraging runners to take their run off-road, and position Salomon as a leader in the trail running industry.

Brandwave broke down the brief to establish three key aspects to underpin the overarching strategy of the project:



## Invite

Identify a new target audience and engage with them to encourage running off road.

## Educate

Educating audiences on what trail running is, where to find local trail routes and the benefits of trail running.

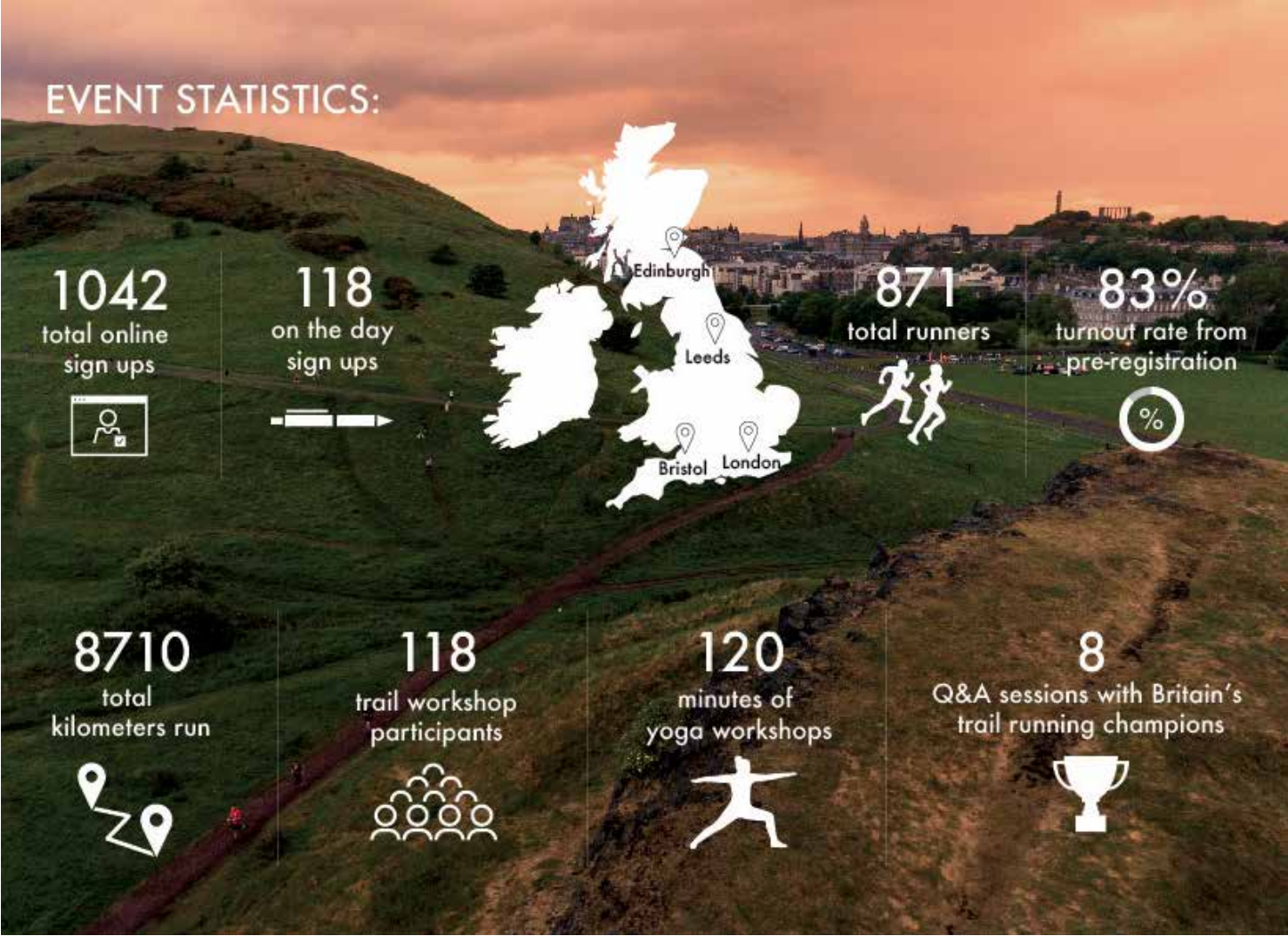
## Participate

Driving awareness and encouraging engagement – visiting the pop-up shop and signing up to the Salomon Sunset Series events.

# THE RESULT

Brandwave delivered The Salomon Sunset Series 2017. Four 10km trail running events in Leeds, Edinburgh, London and Bristol with carefully sourced strategic partnerships to grow the event infrastructure featuring Cliff Bar, Ordnance Survey and Blackroll.

Participants left with a positive brand experience; educated on trail running with tips, techniques and training; equipped to continue with the sport in the future. Event sign ups gave Salomon had a new audience to communicate with post event.





## THE RESULT

Prior to each event a pop-up shop in each of the event's city centre locations was the perfect hub for brand engagement, education of trail running, event sign ups and product sales. Brandwave sourced a 7.5 tonne lorry, designed a practical and experiential space, project managing the build, execution and agenda of the eight-week tour.

With a total footfall across all locations of **1,295,177** the mobile pop-up shop was the perfect solution to access the city centre, discover further audiences and increase awareness of the Sunset Series Events. Brandwave conceptualised competitions and activation pieces for data collection to ensure data was captured to grow the Salomon database. The pop-up shop is an asset that can be used and adapted for future events, tradeshow or activations in the years to come.



## THE RESULT

The digital campaign was pivotal in promoting brand and event awareness. Brandwave developed a fully integrated digital campaign including:

Mobile optimised website with full event details, linked to sign-up system, pop-up shop journey, event imagery galleries, blogs and training plans.

A four-month social campaign across Facebook, Twitter and Instagram. Brandwave created advert imagery and copy, profiled audiences and managed ad spend. The campaign drove target audiences to sign up to events, visit the pop-up shop and educated them on trail running.

Email campaign working with online publications to promote the series and trail running through their databases. Brandwave created all templates to ensure consistency across messaging and imagery.



**“Delivering across all channels and platforms,** the Brandwave team worked in synergy with us like an extension of our own in-house team. Their commitment to succeed was second to none and they really did go above and beyond what I have ever experienced with any other agency throughout my career.

**PAUL GRIFFITHS**

Brand Manager | Salomon





→ Founded over 50 years ago, SCOTT Sports are now established as a leading brand with an unmatched reach across the bike, wintersports, running and motorsports markets. Driven by combining technology and design, SCOTT Sports create high performance equipment that embodies the brand's #NOSHORTCUTS ethos. This message defines the SCOTT Sports approach, their lifestyle and every product they create.

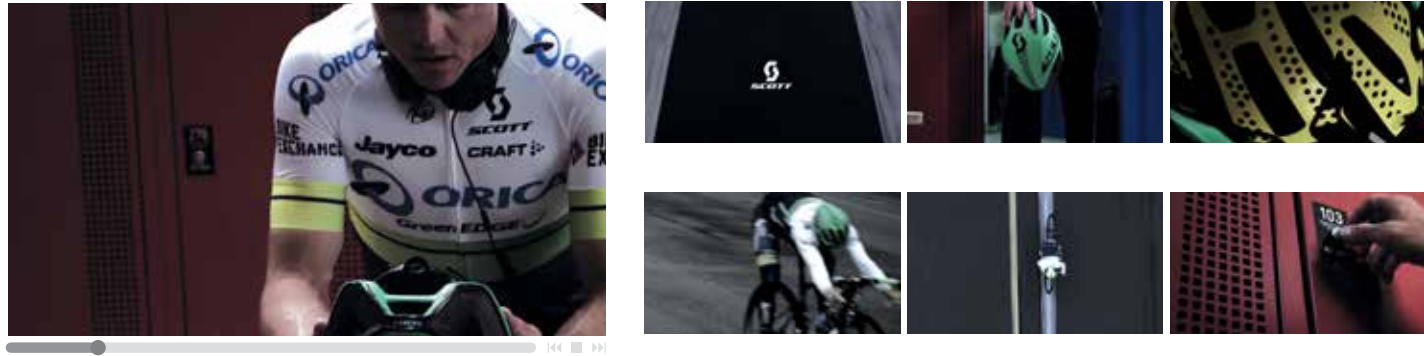
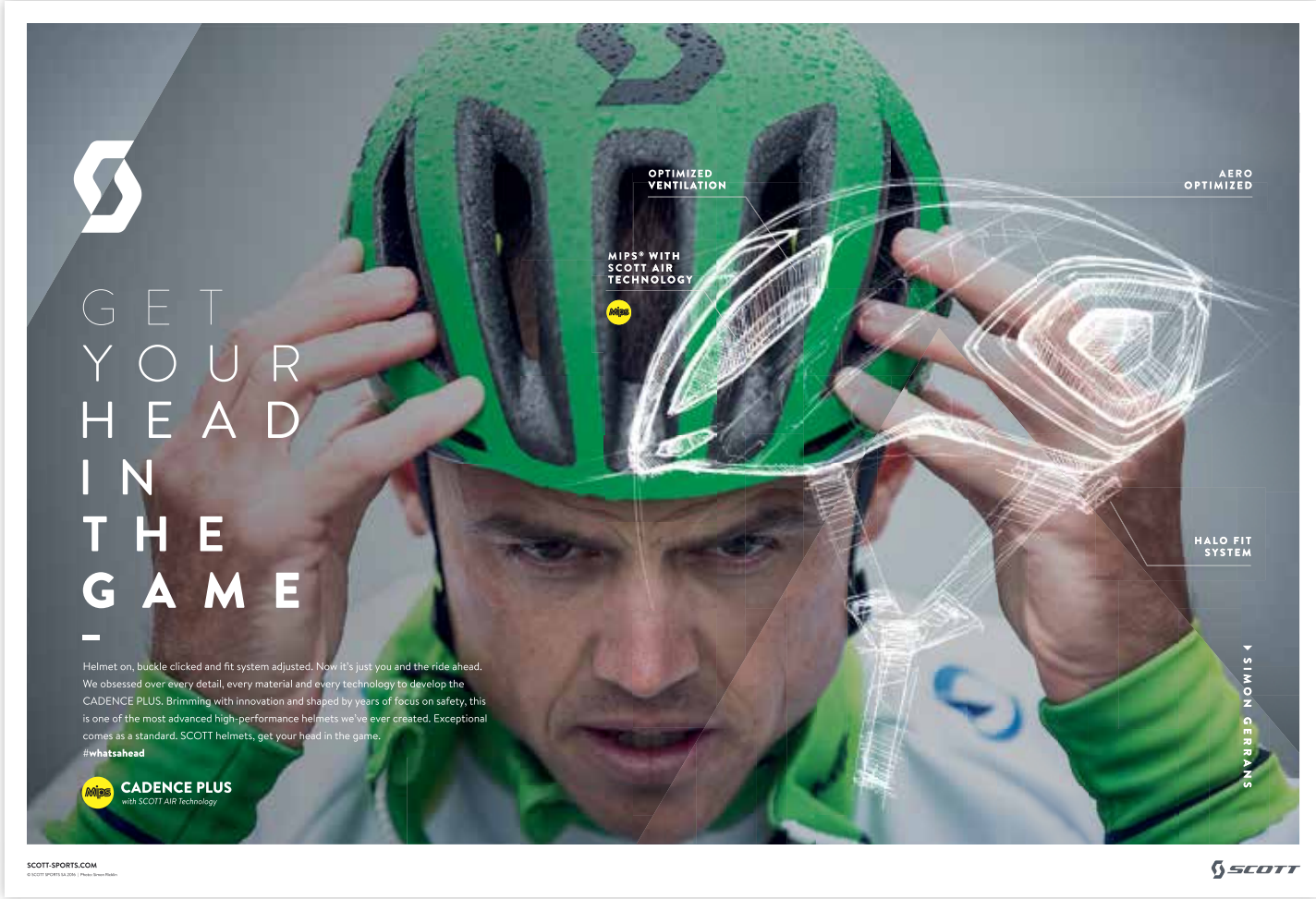


THE CHALLENGE

SCOTT Sports asked Brandwave for creative and strategic support before launching their new Cadence and Centric helmets at EuroBike 2016. The brief was to establish a strong product category campaign that formed an emotional bond with the audience.

For brand consistency, the chosen creative direction was to visually and strategically compliment the overarching new brand message of #NOSHORTCUTS.

It was vital that the campaign increased product knowledge and conversation around the helmet category, engaging the audience online and in-store.



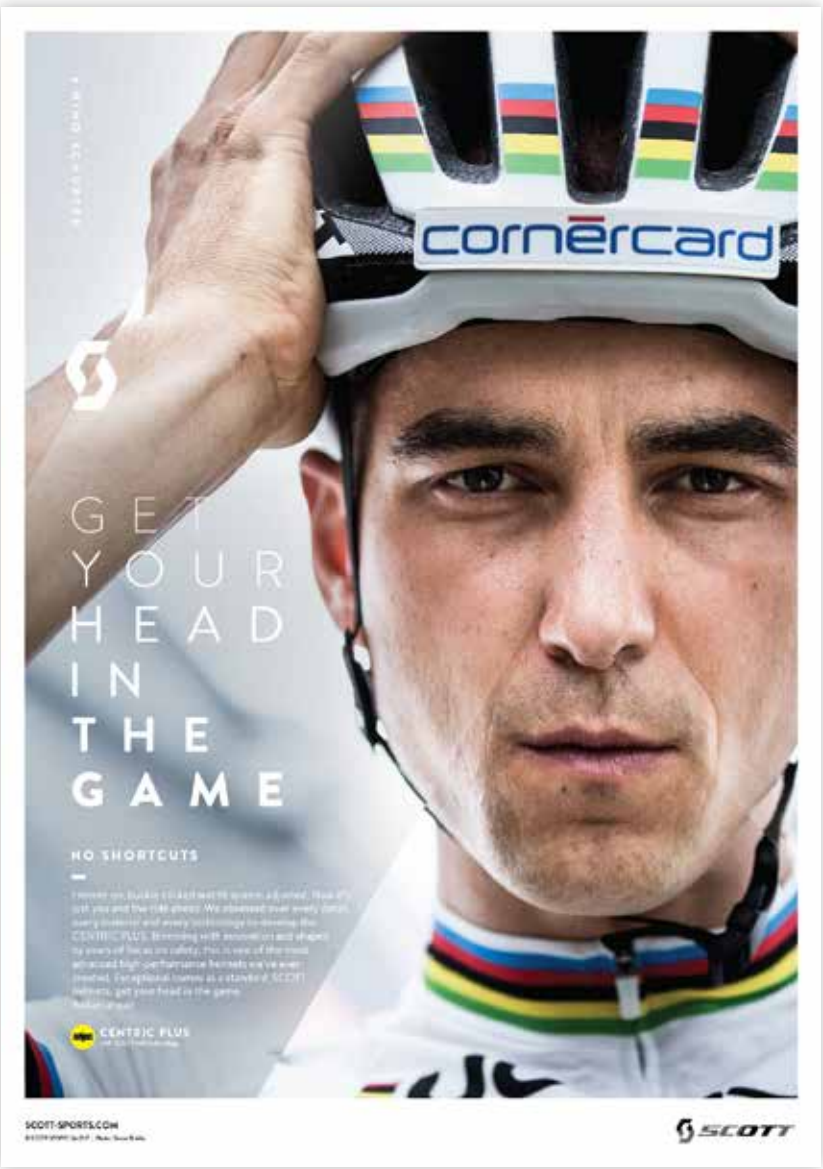
THE RESULT

Drawing from the real race knowledge that helped create the Cadence and Centric as well as Brandwave’s personal experience, a campaign message of “Get Your Head In The Game” was created. Designed to resonate on a personal level and inspire pro-activity, it invites the audience to engage with both the brand and helmet category.

Campaign body copy and full campaign guidelines were created with a supporting strategic messaging document and roll-out plan to ensure consistency. #WHATSAHEAD was integrated into the communications plan to further drive social channel conversation.

“Brandwave brought a wealth of experience and fresh ideas to the table that led to the development of an impactful message for this campaign.”

SHAUN BAUMBERGER Equipment Line Marketing Coordinator | SCOTT Sports SA





A full-page background image showing a mountain biker standing on a rocky ridge, looking out over a vast mountain range at sunset. The biker is wearing a blue and black jersey, black shorts, and a backpack. The sky is filled with soft, colorful clouds in shades of blue, orange, and pink. The foreground shows the rugged texture of the rock.

# SHIMANO

→ Shimano are undoubtedly the leading and largest brand of cycling components in the world. If you've ever ridden a bicycle, the chances are very high that Shimano have helped the wheels turn in one way or another.

Founded in 1921, they are renowned for innovation and have played a dominant role in developing the global cycling industry into what it is today.



THE CHALLENGE

Shimano approached us to create a new global creative campaign to work across all print and digital platforms. The brief was to clearly and simply communicate how all Shimano products were designed to work not just in isolation but also together in perfect harmony. Key aspects to communicate included how shoes and pedals were designed to work perfectly in-sync to increase pedal power, how hydrophobic eyewear was designed to maintain clear vision for the rider in any conditions, and how ergonomic backpacks were designed to fit the riders position and carry all their equipment safely.

SHIMANO  
OUTDOORS  
BUILT-IN+

THE HOTAKA BACKPACK



Inspired by the unforgiving Japanese mountain range, the Shimano Hotaka backpack prepares you for every adventure eventuality.

- + First Aid Kit included
- + Emergency Blanket included

WWW.SHIMANO.COM

SHIMANO

OUTDOORS BUILT-IN

SHIMANO FUSION CONCEPT  
CONNECT TO YOUR EXPERIENCE

WINDSTOPPER®  
SOFT SHELL JACKET  
FLEXIBLE PROTECTION AND  
CONVENIENT STORAGE  
PROVIDE A MORE  
ENJOYABLE RIDING  
EXPERIENCE IN  
ROUGH WEATHER

WINDSTOPPER®  
XM GLOVE  
CROSS MOUNTAIN  
GLOVES WITH FLEXION-  
FREE, WINDSTOPPER®  
MATERIAL AND STRATEGIC  
PROTECTION GUARDS  
YOUR HANDS WHILE  
RIDING, CARRYING YOUR  
BIKE AND HIKING UP  
SLIPPERY ROCKS

SHORTS  
INCREDIBLY VERSATILE  
PROTECTION AND FULLY  
INTEGRATED WITH OUR  
CROSS MOUNTAIN  
BACKPACK- THESE  
SHORTS ARE READY FOR  
ANY CHALLENGE

S51X EYEWEAR  
OPTIMAL AIRFLOW AND A  
PANORAMIC WIDE VIEW

WWW.SHIMANO.COM

THE RESULT

In response to the brief, we developed the ‘Made for Each Other’ campaign. This unique creative provided a diverse and versatile platform on which Shimano could promote their products.

The ‘Made For Each Other’ tag-line was designed to work on multiple levels from the physical to the emotional and communicate the brand message in a fun and original way.

“We were **so happy** with the ‘Made for Each Other’ campaign that we decided to roll it out across all Shimano product categories. **Brandwave more than hit the brief** on this one!”

MARTIN ILG European Marketing Coordinator | Shimano

SHIMANO  
www.shimano.com

MADE FOR EACH OTHER

Make every pedal stroke, every revolution of the wheels, every climb, every kilometre count. Shimano SPD is the complete pedalling system, precision engineered to work together in perfect synergy with our Custom-Fit technology for ultimate comfort, stability and performance





25 years ago we launched the first integrated pedaling system with the M100 shoe and M737 pedal.

Shimano Pedaling Dynamics pioneered an industry, helped shape a generation of riders, and provided a foundation for champions to push the boundaries of our sport.

A quarter of a century later the game has changed, but the SPD system is still the benchmark.

#25YearsSPD

THE CHALLENGE

25 years ago, Shimano started a revolution. With the introduction of the M737 clipless pedal and the M100 shoe, cycling performance attained new levels of efficiency and control. The ‘Shimano Pedaling Dynamics’, or SPD system, instantly became a benchmark that other pedal systems are measured against.

For the 25th anniversary of the SPD system, Shimano wanted to create a unique new global creative campaign. They wanted to focus on the SPD system, rather than any one particular shoe or pedal with eye-popping creative which would stand out in the crowded cycling market.

THE RESULT

In response to the brief, we created and presented a number of creative concepts, all of which were well received by Shimano’s various global markets. Ultimately, 3 concepts were selected to communicate the 25-year message under the overarching campaign message “Revolutionary since 1990”. The ‘Laurel Wreath’ concept linked the three with an artistic representation of Shimano’s 25 year SPD product line, framing the number ‘25’ and resting on a Shimano SPD cleat.

ENGINEERED  
FOR THE  
ELITE

AVAILABLE  
TO THE  
FEW

THIS IS YOUR CHANCE TO JOIN A SHIMANO SPONSORED TEAM AT THE TdF 2016

WIN A TRIP TO THE TdF 2016  
MEET A SHIMANO SPONSORED TEAM  
AND FOLLOW ALL THE ACTION FROM THE TEAM CAR

FOR MORE INFORMATION FOLLOW US ON FACEBOOK SHIMANO ROAD OR CHECK THE QR-CODE

SHIMANO

#R321B

REVOLUTIONARY  
SINCE 1990

#25YearsSPD





→ Established in 1990, Snowcard are an industry pioneer for the provision of tailored insurance policies for sporting trips. Leading the way in bespoke sports insurance, Snowcard provide a seamless, fast, accurate and relevant policy purchase experience.

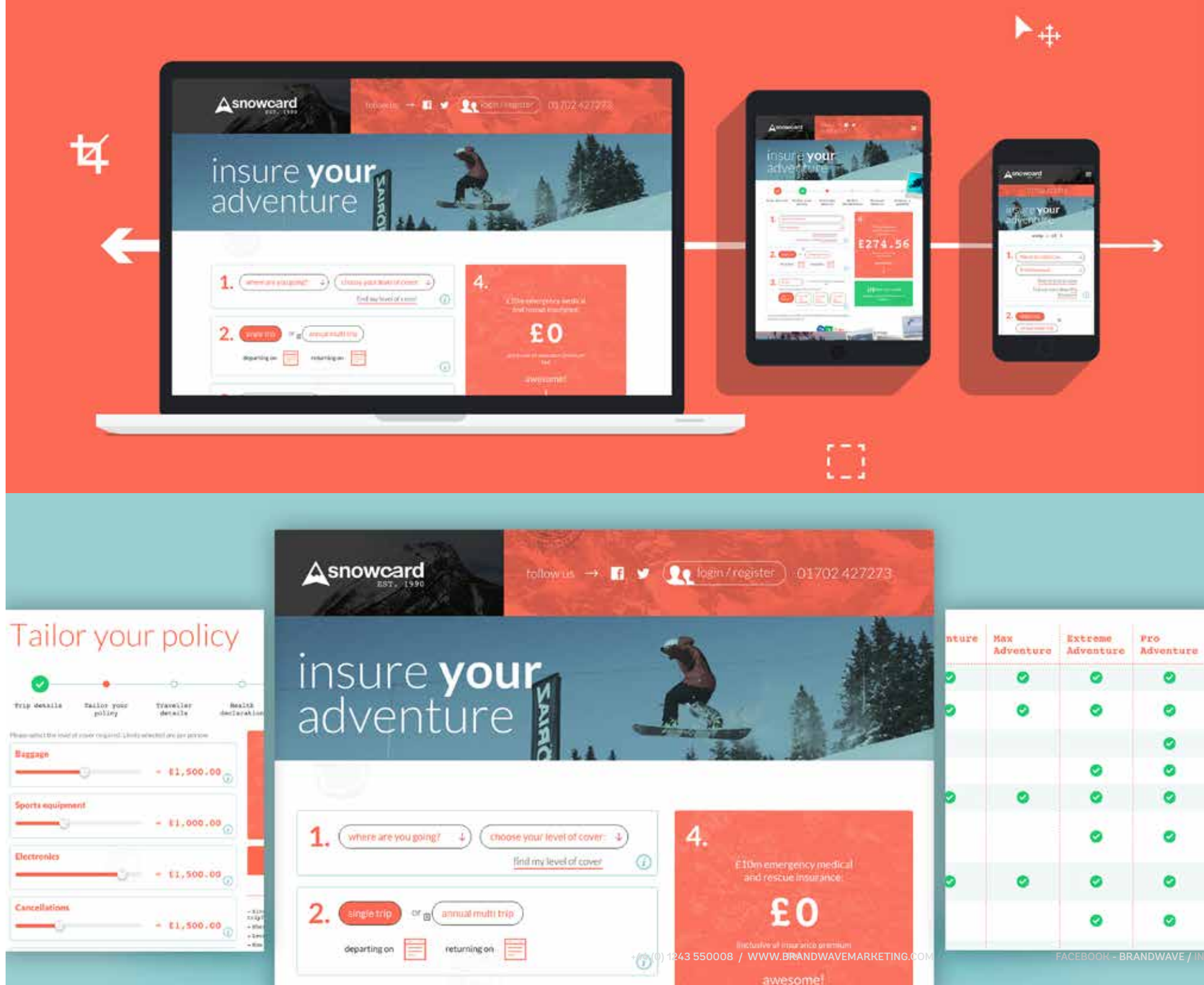
The company's brand values are centred on security and peace of mind, providing their consumers with the right product for their requirements. Snowcard want their clients to feel empowered and protected, knowing that they are covered in the event of a problem.



THE CHALLENGE

Snowcard challanged us to design and build anew website for them. The updated site needed to provide consumers with a transparent, informative, and jargon-free user experience with an enhanced and more intuitive user journey.

Snowcard also wanted to update their company branding and create a new visual identity to help differentiate them in the crowded insurance market. An appropriate content management system that was customisable as well as easily updatable moving forward was vital.



THE RESULT

The Brandwave creative team designed a more modern brand identity that reflected Snowcard’s brand values. This was underpinned in the new website build by a new visual identity that encompassed a brighter and younger feel.

Our digital team reviewed the existing Snowcard website, enabling them to truly understand the issues surrounding the current site and make improvements. The new website was built from scratch using a Drupal CMS with multiple custom modules.



“The complex functionality and algorithm behind the Snowcard site created a big challenge and **the Brandwave team really rose to the occasion.** They have delivered a robust and valuable e-commerce platform for us to work with moving forwards.”

**RUSSELL DADSON** Director | Snowcard



A blue Team Concise sailboat is shown from a low angle, sailing on a choppy blue sea under a bright blue sky with scattered white clouds. The boat's hull and sails are a vibrant blue, with white accents. The name 'TEAM CONCISE' is visible on the side of the hull. Several crew members are visible on the deck. The boat is leaning slightly to the right, suggesting it is catching the wind. The overall scene conveys a sense of speed and competitive sailing.

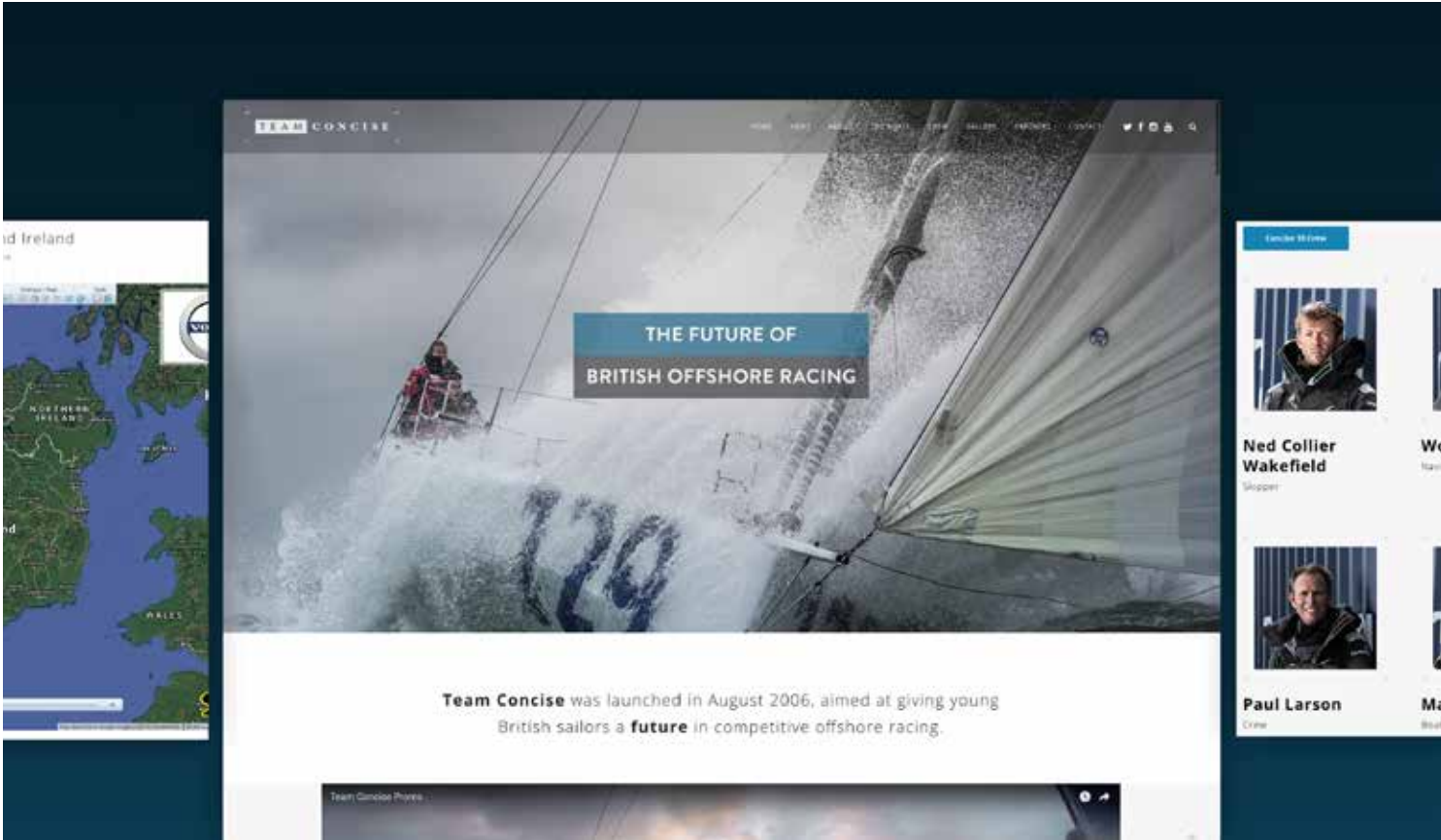
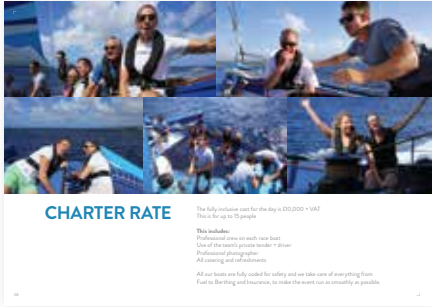
## TEAM CONCISE

➔ The UK has always maintained a successful sailing record. Although Britain has recently excelled in Olympic sailing, the same success has not been achieved to date in offshore racing. The aim of Team Concise is to address this particular shortcoming by giving talented young British sailors the opportunity to compete at the highest level, on state of the art boats against the best teams in the world. The team has now completed over 30,000 miles of racing, built three generations of Class 40's and is now well placed to take on the world's best and win.



THE CHALLENGE

Team Concise challenged Brandwave to undertake a complete rebrand which required a new logo, an inspirational brand movie and an updated website. The new logo had to be able to be printed and fit on multiple applications such as clothing, vinyl stickers, print collateral, and on the side of the Class 40 racing boats. The new brand components needed to be simple and compact and also incorporate a premium yet modern look and feel. Compact design was key to ensure maximum visibility of the logo, especially on boat branding.



THE RESULT

Using the newly created brand identity, Brandwave developed a print brochure that was used to sell sponsorship opportunities and corporate day packages. This also formed the corporate identity and look and feel for all future print material.

Team Concise required a complete website refresh that would enable them to share photos, videos, race dates and the latest news from the team. Brandwave built a WordPress site that was easy to manage and upload content. Key features of the website include a race calendar, image/video gallery and a newsletter sign up form.



“Brandwave really understood the brief. They had amazing insight and creativity that exceeded our expectations, the rebrand and all other deliverables were well received by all the crew. **We look forward to a strong future both as a team and working with Brandwave.**”

NED COLLIER WAKEFIELD Team Director | Team Concise





NEVER STOP EXPLORING™

→ Continuous feedback from their athletes and over forty years of product development experience means The North Face is a brand that is synonymous with functional innovation, and consistently pushes the boundaries of design possibility.

We began our relationship with The North Face in 2011, designing and building their exhibition stand for the ISPO trade-show in Munich. Working with The North Face gives us access to some of the most inspirational athletes and product stories in the action sports market.





THE CHALLENGE

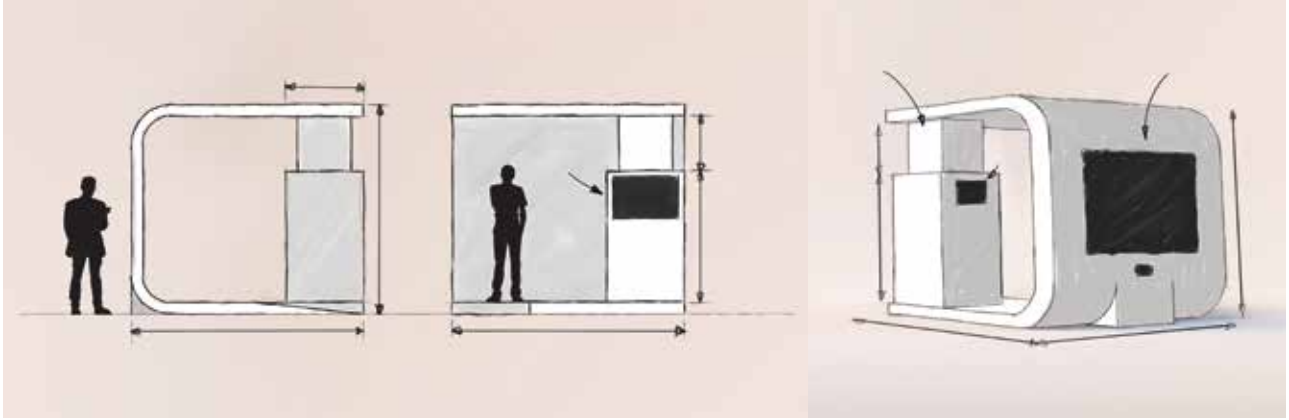
Brandwave were tasked with designing The North Face ISPO exhibition stand to communicate the PATROL 24 ABS Pack and MERU product stories in a technically accurate and aspirational way. The North Face wanted to explain the sophisticated technology and the product’s attributes in a way that would translate across a broad range of target markets.

The structure had to be easily erected, dismantled, shipped around the world, and adapted for new product stories in the future. To differentiate The North Face exhibition stand from its competitors, it was important for the design to be unique and in line with The North Face visual identity.



THE RESULT

We designed and built two experiential pods that were fully interactive with seamless screen technology and omni-directional speakers, allowing users to immerse themselves in the new hero products. We devised the avalanche simulation “Shake Test”, designed to demonstrate the principle behind the PATROL 24 ABS Pack’s twin airbags in a simple way. We worked with the three times snowboarding World Champion, Xavier De Le Rue, to develop the new creative campaign and explain how ABS technology based products can save lives when avalanches occur.



”Fully embracing our seasonal brand story telling objectives, **Brandwave has created a perfectly customised solution merging innovation, simplicity and user engagement to deliver a strong experience.**”

ERIC PANSIER Marketing Director EMEA | The North Face





## THE CHALLENGE

The North Face approached Brandwave to create a Lookbook to showcase their Fall / Winter 2016 product range. The challenge was to communicate both the technical components of the products and the broader brand values of The North Face, including

their dedication towards social responsibility and relentless adventure. The Lookbook had to combine a variety of elements, including three product ranges, key brand stories, and technical attributes, in a coherent and digestible manner.



## THE RESULT

We developed a 30 page Lookbook for the Fall / Winter 2016 product launch. A clean and modern template was designed and applied throughout the book to create a consistent look and feel across all elements. The Snowsports, Alpine, and Lifestyle product ranges

became intertwined with the key brand stories, and the innovative technology of the products. A simplistic and refined style was applied to all pages, which emphasised the vibrant colours in the action imagery and product photography.







➔ Founded in Calgary, 1979, Westbeach started life as a surf brand, designing and selling boardshorts. That was until snowboarding hit the scene, when they headed west to Vancouver, they became the first dedicated snowboard apparel brand to hit the mountains. They have been sharing their passion for the mountains ever since.

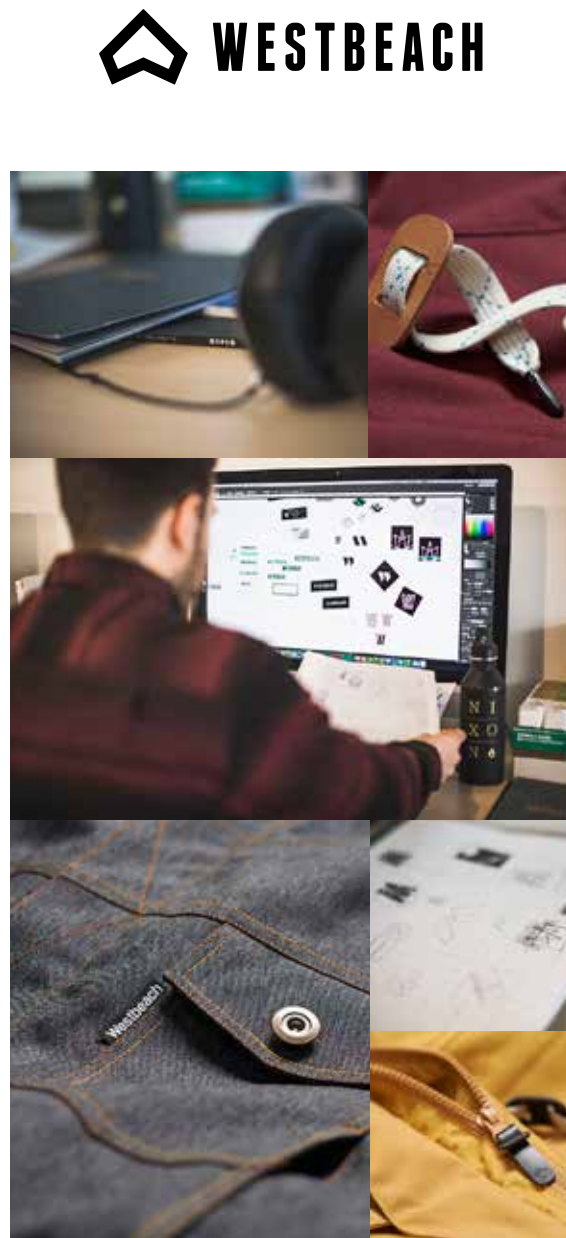
Driven by a pioneering mind-set and passionate individuals, Westbeach have consistently devoted themselves to progressing riding styles, paving the way for new event formats and shaping Global snowboarding culture.



## THE CHALLENGE

Westbeach approached Brandwave to refresh their global brand identity for snow, surf and skate. A new set of global brand guidelines was also required to clearly communicate the new brand values, both internally and externally. The guidelines needed to convey the brand's history, from its rich Canadian roots to today, some 37 years on.

Finally, we were asked to put the new brand guidelines into action by developing a fresh global creative campaign, for print, point of sale materials and digital advertising.

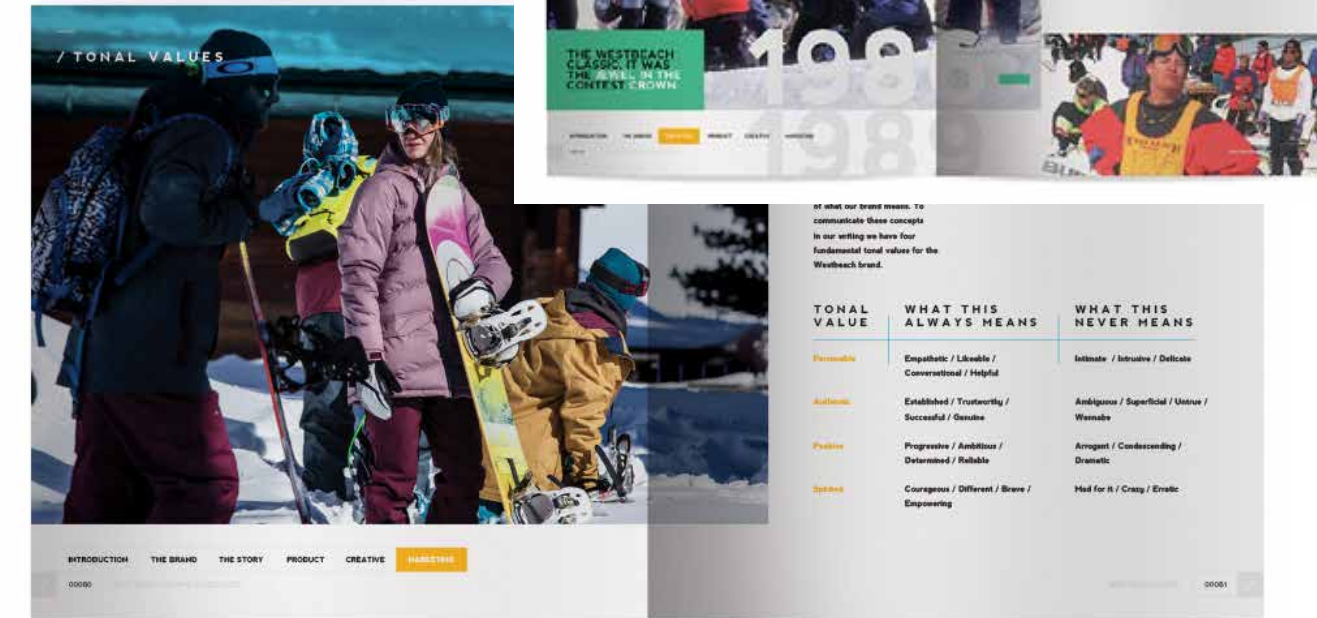


## THE RESULT

To ensure Westbeach's brand guidelines truly represented the company's culture, we began the strategic process with a brand positioning workshop with all key stakeholders. We developed brand guidelines, including Westbeach's new brand values:

- **Pioneering**
- **Empowering**
- **Authentic**
- **Positive**

We built Westbeach's new logo, strapline, extensive visual identity guideline document, creating target market personas and details on how to use the new brand values in everyday business. Following this, we launched the new 'We Are Westbeach' creative campaign in Autumn/Winter 2016.



**“Working with Brandwave has been a delight.** Finding an agency that takes the time to understand the client and their long-term objectives meant we were all singing from the same hymn sheet from the get go.”

**JOHN SPICKERNELL** Marketing Manager | Westbeach











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The  
Sports  
Marketing  
Agency



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The  
Sports  
Marketing  
Agency