

#### THE NEXT ADVENTURE CAMPAIGN

Samsønite

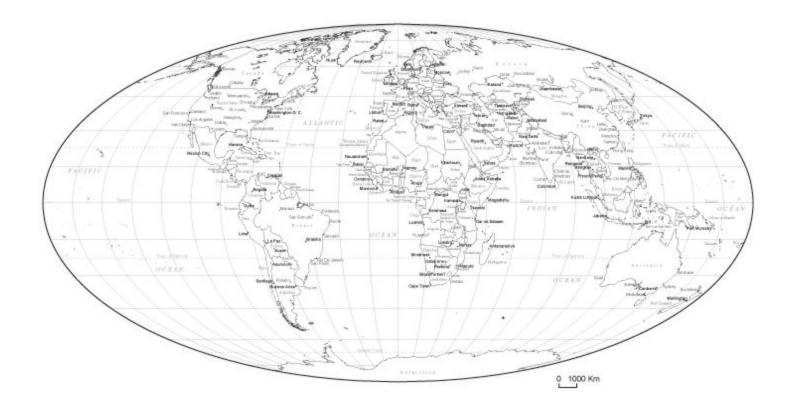
#### **COURTNEY CAPRARA & GREG JOHNSON**

**December 15, 2014** 





#### **CREATIVE BRIEF**



#### THE SITUATION

Samsonite International is a market leader in the luggage industry. The products are known for their innovative design and materials as well as their lightweight and highly protective features.

Today's students are encouraged to gain worldy experience. Studying abroad is becoming a common college experience as young people pursue their desire to travel the world. As students graduate and become independant from their families, they must begin purchasing items that they used to indefinately borrow from their parents, such as luggage.

#### COMMUNICATION OBJECTIVES

Samsonite International wants to promote the spirit of adventure and help young travelers get to their destinations. Samsonite believes that unprotected or overweight luggage should not hold these travelers back from their dream getaways.

The purpose of this campaign is to promote Samsonite products as the go-to luggage brand for newly independent adventurers who are about to commit to purchasing their first luggage set.

#### **TARGET AUDIENCE**

**Primary:** Young professionals, ages 22 to 35, who are looking to travel the world before settling down.

**Secondary:** Parents, ages 50-65, who are advising their children on what purchases to make.

#### **INSIGHT**

Wanderlust is a common feeling. People want to travel after seeing pictures of friends' travels.

#### **CAMPAIGN GOALS**

We want to inspire customers to purchase Samsonite suitcases for their next travel adventure.



#### PRIMARY RESEARCH

- Students
- Young Professionals
- Personal experience

#### SECONDARY RESEARCH

- Samsonite website
- Samsonite reviews

#### **GOAL & OBJECTIVE**

This campaign is designed to promote Samsonite as the go-to luggage brand for adventurers that are exploring the world and their newfound sense of independance.







#### THE PROBLEM

The luggage industry is extremely saturated with brands. Some excel in fashion, some excel in utility, and others are in between. Young travelers looking to make their first luggage purchase feel overwhelmed with the options available to them.

#### **OUR PROMISE**

We want to show our audience that Samsonite luggage is a worthwhile investment and that their suitcase will be there for them for all future adventures.

#### THE BIG IDEA

Inspire customers to purchase a Samsonite suitcase to take them on their next adventure by showing them iconic tourist photo poses in a way that allows them to imagine themselves in the ads.



# YOUR NEXT ADVENTURE IS WAITING FOR YOU. LET SAMSONITE TAKE YOU THERE.

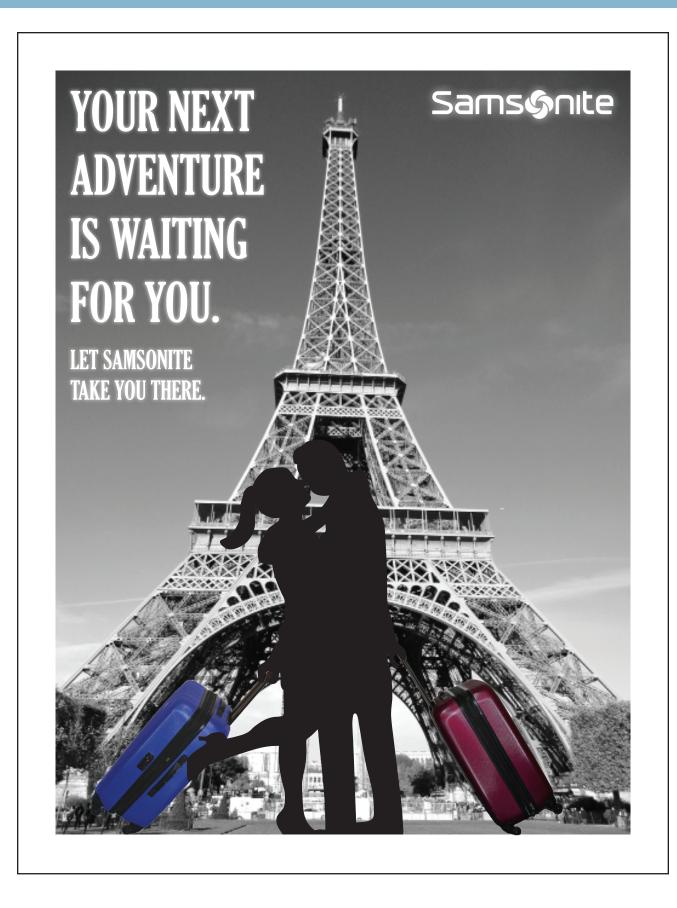








#### **EXECUTION 1: Paris**





#### **EXECUTION 2: Pisa**





#### **EXECUTION 3: London**





ESTREAM ENTREES.

#### **ADVERTISEMENT LOCATION**





#### TRAVEL + LEISURE MAGAZINE

Travel + Leisure is one of the most trusted travel magazines published today, and those reading the magazine have a clear interest in travel and adventure. Placing ads for Samsonite in this publication would appeal to the target audience and their desire to explore the world.

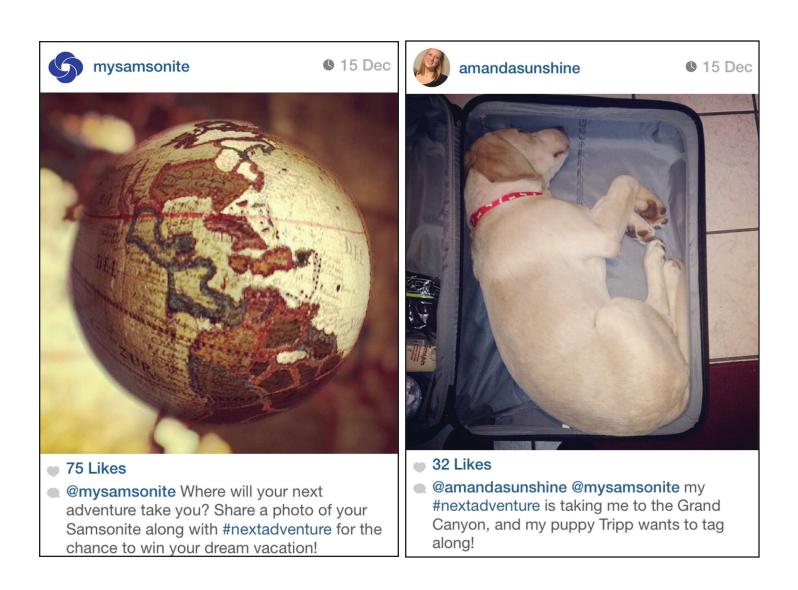
#### **PEOPLE MAGAZINE**

People Magazine is a popular lifestyle publication among the female portion of the target audience. With its incredibly high readership, ad placement in People would guarantee a large number of impressions and attract those readers that aspire to the jet-setting lifestyle People reports on.



#### **NEXT ADVENTURE SOCIAL MEDIA CONTEST**

Samsonite will sponsor a contest on their social media pages, specifically Instagram, that continues to explore the idea of Samsonite luggage taking young travelers on their next adventure. By using the hashtag "nextadventure," consumers will be able to share personal stories of where their Samsonite luggage has taken them. The customer who submits the photo that gets the most likes will win an all-expenses-paid trip to their dream destination courtesy of Samsonite.





#### PROCESS WORK: Trend Board



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#### PROCESS WORK: Ideas

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		SUITCASE IDEAS
	1	Focus on wander lust definition
	2.	Make commitment to lifelong suitages
	3.	Three stages -> study abroad, foneymoon, family
	4.	Feel free to overpack
	5.	Everyone puts on weight, even your soutcase
	le,	Three different destinations
		Passport Stamps on Suitcose
		Always reliable travel companion
	9.	Suitcase has been everywhere my you + passport
	lo.	Room for Soverius
	11.	we're got your back
	12-	Room for friends -> Tripp
	13.	Always up for adventure
-	14	For I free to be a terrist
		Be an adventurer
	16	what ends up in your suitcase - sound, snow, etc.
		from destination
		Always room for extra
	18	Feed your Wanderlust
	19.	Room for memories (years of memories)
		Business or casual? Room for both
10	21.	Free to expicre
*	22.	Transportation changes, lussage went
	7	Protection
	24.	Adventive is wanting-don't let your luggage
		Adventure is wanting-dan't bet your luggage hold you bown
7-		overwage twoogh envivorment for stages
1		Showage Hrough environment for stages Difecus on parents?
		* Young professionals *
1		



#### **PROCESS WORK: Thumbnails**

## SAMSONITE SUITCASES































Sitting on surviverse backward



leoning @ different gestmations



Gazing in at ments

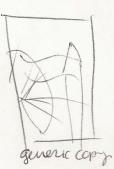


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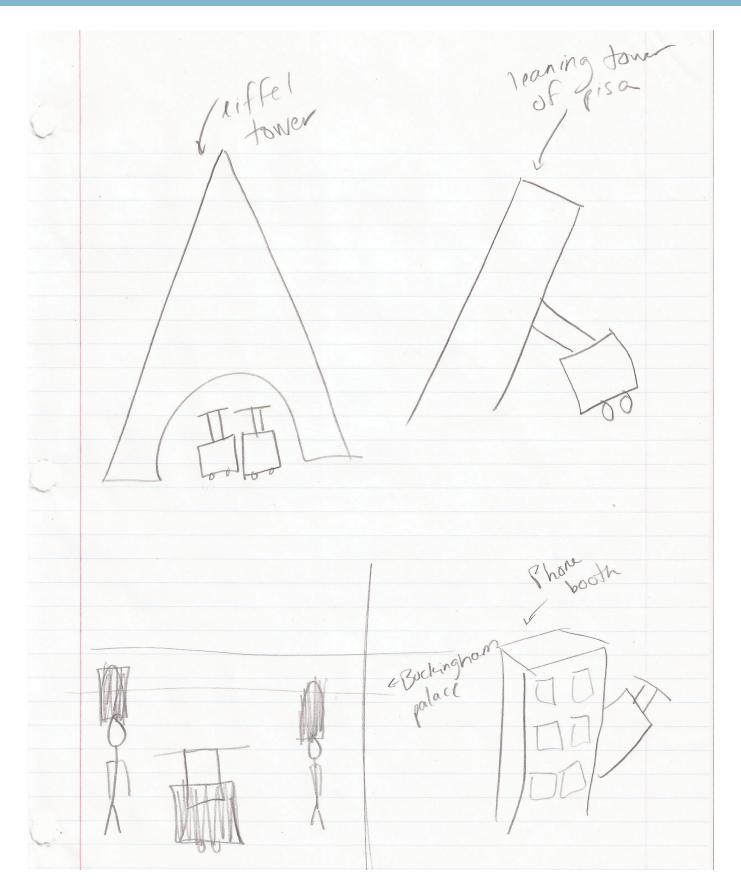








#### PROCESS WORK: Early Sketches



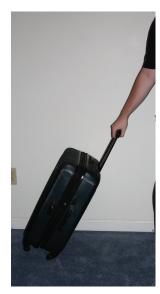


#### PROCESS WORK: Original Photography

















#### **PROCESS WORK: Early Comps**

