



Media Release

The One Centre creates branded content campaign for luxury superyacht

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Multidisciplinary brand agency, The One Centre has created a branded content campaign for the luxury superyacht, Murcielago to promote its charter on the Caribbean, Mediterranean and South Pacific.

Campaign website <http://murcielago.com>

The campaign titled, 'Fly Mucielago' aims to appeal to a target market of wealthy jet-setters who enjoy a fast, experience-filled lifestyle and are increasingly seeking unique and personalised travel experiences on land and sea.

The campaign centers on the idea that Murcielago, with its breathtaking luxury, speed and range, is the private 'Learjet' of the sea.

The tagline, 'Fly Murcielago - Where luxury meets velocity' comes to life through the campaign and identity created by The One Centre with its global creative artists network.

The strategy is based on the insight that Murcielago's high-end target market is time poor yet experience hungry. Murcielago's incredible speed - up to 50 knots - empowers them to experience more of the Caribbean, Mediterranean or South Pacific in a week.

The campaign includes an online film series and website with interactive 'experience tracker' that maps in real-time each journey with shots and stats. The first in the series to launch is "The Cuban Experience", which follows Murchielago's high-speed adventure from Miami to Havana via the Bahamas, accomplished in under a week.

John Ford, CEO of The One Centre, said: "The people who will charter Murcielago live at a different speed to others. They travel countries like they're popping next door. They are the jet set, because that's what they can afford. They are time poor and want to get the most out of any holiday. Murcielago with its speed and range allows them to experience more of the world's most iconic and diverse waterways. We saw the opportunity to create a private airline brand for this luxurious superyacht and position it as the private jet aircraft of the sea."

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CREDITS

Strategy and Concept: The One Centre

Strategist: John Ford
Project Director: Katie Molloy
Project Manager: Danica Jenkins
Executive Creative Director: John Ford
Creative Director / Art Director: Chris Gillespie
Creative Director / Copywriter: Geoff Reid
Production Company: CAVORT
Producer & Director: Ian Fowler
Scriptwriter: Ian Fowler
Cinematographer: Ian Fowler
Original Music: CAVORT and Elias Constantopedos
Animation: Nicolo Bianchino
Website Design: Chris Gillespie

RESOURCES

Images available
Video available

View film: murcielago.com
View website: murcielago.com
View Digital Brochure: murcielago.com

CONTACT

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ABOUT THE ONE CENTRE

A Multidisciplinary Brand Agency

For nearly two decades we've helped world leading brands break new ground in the way they come to life and connect.

Specialising in positioning and integrated branding, our unique structure unites a core team of strategists and concept creators with a global network of specialist creative artists. The goal? To create truly innovative ideas which transcend media and elevate brands into the world of arts, culture and entertainment.

More at theonecentre.com