



Brand awareness in Europe for America's leading marine audio manufacturer

Evolve existing brand and visual identity, produce marketing content and assets for the launch of JL AUDIO to European markets.

OVERVIEW

Brand awareness and positioning in Europe for JL AUDIO, America's leading marine audio manufacturer.

OBJECTIVE

To launch the JL AUDIO brand and product range at European boat and marine trade shows.

AUDIENCE

Primary: European retailers and manufacturers
End users: Personal water-craft, RIBs and tenders, wake board boats, motoryachts and superyachts

OUTCOME

The client's main objective was to raise the American brand's profile throughout Europe and engage with consumers, large boat manufacturers and superyacht crew and service agents (such as captains, project managers and specifiers) who in turn will create awareness to, and influence, potential retailers and installers.

Through close collaboration with the UK based European distributors of JL AUDIO it was agreed the existing brand personality and visual style needed to be developed to better suit European markets.

The Saltwater Stone design team created a series of graphic elements that could work harmoniously with the brand's established visual identity system and reflect the heritage of the US company.

The program created a cohesive look and feel across all touchpoints of the brand, from event invitations, to social media channels, to music playlists. The new evolved identity helped reposition JL AUDIO from a relatively unknown American technology brand in Europe to a company of broader appeal, focused on user experience, innovation and excellence.

This new iteration of the JL AUDIO visual identity advances the idea of the marine audio experience. With refreshed imagery, new product photography and the introduction of a versatile soundwave graphic Saltwater Stone produced a

INFORMATION

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DELIVERABLES

- Public relations
- Content and editorial writing
- Advertising planning
- Social media channels branding and activity
- Key image and messaging
- Full page and fractional print adverts
- Advert adapts for media campaign
- Brochure
- Promotional handouts
- Event invitations
- Corporate communications
- Email footer
- Email campaign
- Social media channels branding
- Website



creative and variable language that still provides the stability of a recognisable system.

Saltwater Stone is successfully raising awareness of the JL AUDIO brand through strong PR engagement in Europe and achieving consistent coverage of its new products and company news. As a result of the PR impact in Europe JL AUDIO were recently awarded the entire European market distributorship.

The media coverage achieved and through its many industry contacts, Saltwater Stone has helped JL AUDIO to develop its core dealership network and establish a number of high-profile boat builder partnerships which has resulted in them exclusively fitting JL AUDIO's systems to their craft. Examples of these are Wahoo, Pascoe International and the soon to be launched Glider range of luxury yachts.

Consistent media coverage combined with a close relationship with the marine media has resulted in Saltwater Stone being approached to write editorials about JL AUDIO for a range of publications such as Powerboat & RIB Magazine and the Superyacht Industry.

Saltwater Stone's media buying influence has also been used to secure a favourable rate for a series of premium position advertisements for JL AUDIO in their prime target media titles.

Since launching in Europe just over a year ago, JL AUDIO has built a comprehensive network of distributors in key European markets.

TESTIMONIAL

"We are extremely pleased with the results from working with Saltwater Stone. We didn't give them much to go on but they managed to take what we had in our minds eye and expand it to the next level. Really looking forward to developing the project further in the coming months and beyond – highly recommended."

Paul Baker, Managing Director at JL AUDIO UK

Just a quick note to say that the new website and draft literature were extremely well received by JL Audio USA. We showed their social media co-ordinator, VP of marketing and President; they all commented on how well executed it was and how it fit the positioning of their brand very well. The marketing VP even said they could learn a thing or two from how the brand was presented. Thought you would like to know, we also received "Distributor of the year – Marine" for our efforts of which your European branding was a key part.

Mark Baker, Marketing Director at JL AUDIO UK



DELIVERABLES

Clockwise from top: Brand website; email newsletter, social media channel, event invite; full page print advert; promotional handout.

For further information visit saltwater-stone.com

