



THE SUPERYACHT AGENCY

Agency Credentials 2023

CHALLENGE CONVENTION.



**WE HELP OUR CLIENTS STAND OUT IN A CROWDED
SUPERYACHT LANDSCAPE WITH EXHAUSTIVE
RESEARCH, EXPERT INSIGHT, ENGAGING IDEAS,
UNIQUE SOLUTIONS AND INTELLIGENT EXECUTION.**

WHAT WE DO

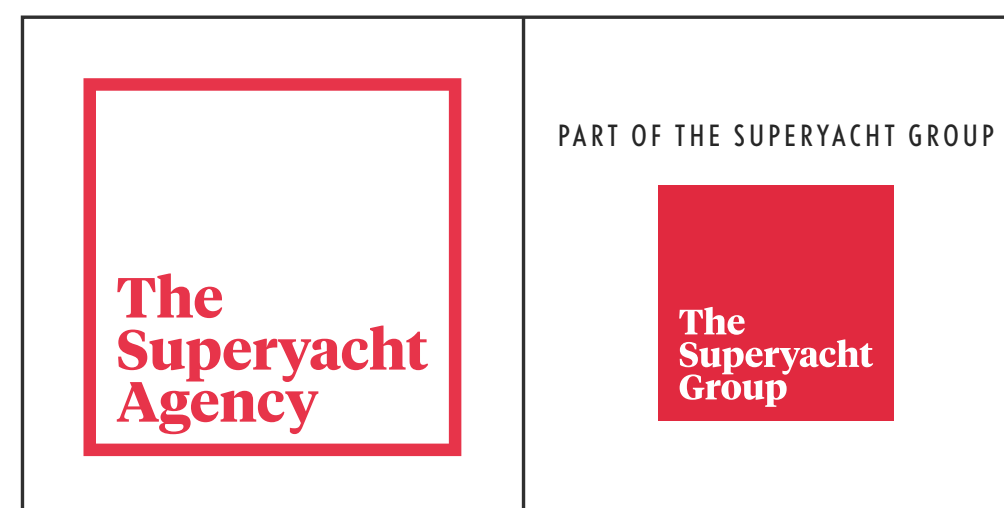
Whether you need to understand your marketplace and the market's perception of your business, completely rebrand your company or products, develop an informed business plan, build a dynamic communications or digital campaign, host a private event for your best customers, arrange a video shoot with complete storyboard, research a new territory, analyse the competition or test a new product or idea, The Superyacht Agency delivers a 360-degree, intelligent marketing approach through research, analysis, strategy, creativity and interactivity.

We are not a 'jack of all trades'; we are a focused team of experts passionate about intelligence, marketing and strategy who live and breathe the superyacht market. With more than 25 years' experience in the superyacht world and a large team of experts who are connected globally, we really understand how this unique market works, and what strategic and marketing solutions deliver.

OUR SYMBIOTIC APPROACH

The Superyacht Agency does not work in isolation, but rather operates as a collective where our core team draws on the wider expertise within The Superyacht Group as and when needed. The Superyacht Group's editorial, intelligence, events and support divisions represent the global elite – the finest journalists, editors, analysts and event planners in the industry, coupled to market-leading publications, digital portals and global events. We are firm believers in the mantra 'smarter together', because our combined knowledge, experience and passion is greater even than the sum of its parts.

This confers unparalleled benefits and opportunities to our Agency clients in every aspect of the projects we undertake, from bespoke market analysis to intelligent brand, communications and marketing strategies. Our mantra also applies to what we can deliver for our clients – your strategies and campaigns are more effective when you work with us, because we are smarter together.



OUR FOUR CORNERSTONES

Drawing on the unparalleled depth of knowledge and experience within The Superyacht Group, The Superyacht Agency's team of brilliant creatives, analysts, event planners, digital experts and marketing consultants combine four cornerstones to deliver the most effective campaigns and strategies.

01

INTELLIGENCE

UNRIVALLED INSIGHTS

02

STRATEGY

INFORMED CAMPAIGNS

03

CREATIVE

INSPIRED SOLUTIONS

04

EVENTS

INCREDIBLE EXPERIENCES

01 INTELLIGENCE

UNRIVALLED INSIGHTS

By combining the unrivalled expertise of The Superyacht Group's editors and analysts with the strategic thinking of our Agency team, we can deliver the research, methodology and analysis that can support a business plan, a branding and communications strategy or market positioning assessment. We employ multiple vectors – from targeted bespoke surveys to qualitative interviews –

to ensure you have the tools to reinforce your business strategy or make you stand out in a crowded superyacht landscape. We can define the market's perception of your company against primary competitors, accurately assess your core market, undertake a feasibility study for your next investment, or clarify the true state of the market in general.

02 STRATEGY

INFORMED CAMPAIGNS

Understanding where you want to be – and knowing how to get there – is perhaps the most important part of a marketing strategy. The combination of our market-leading media channels, our commercial relationships across the market and our comprehensive database of

decision-makers, allows our team to work with any client on a strategy that will be effective and will deliver results. Knowing who to reach, and how and when to reach them, is the combination of our market insight, our unparalleled intelligence proposition and our smart thinking.

03 CREATIVE INSPIRED SOLUTIONS

The superyacht market is made up of a diverse mix of brands and marketing collateral that has, over the years, followed a copycat approach. Our team of creatives monitor the market and watch the wider world of branding to bring our clients fresh ideas and creative solutions

that will stand out and create an impact or get noticed for the right reasons. We all operate in a crowded 'brandscape' and we pride ourselves on thinking creatively, but intelligently and differently. However, we never 'think outside the box' – because that's what everyone else does.

04 EVENTS

INCREDIBLE EXPERIENCES

Imagine hosting a dinner for 10 yacht owners in a private room so you can ask them strategic questions about a business model, or building a focus group of technical experts who can explore the viability of a new product. Events can be as large or as small as you need, but most importantly they need to bring customers together for a strategic purpose, not just a social

gathering. People say there are too many events in the calendar – we say there are not enough quality customer experiences. We create bespoke events that deliver value, customers and loyalty, and which can take the form of forums, parties, sit-down dining experiences, think tanks, workshops, pop-ups and more.



INTELLIGENCE CASE STUDIES

CASE STUDY - TAHITI

INTRODUCTION

Tahiti Tourism: superyacht economic impact assessment.

THE OBJECTIVE

In 2019, Tahiti Tourisme commissioned The Superyacht Agency to assess the potential economic impact of superyachts to the islands of Tahiti. Crucially, to identify the key areas of market growth and present overarching strategic recommendations for public and private investment. The client's goal was to define the benefits of superyachts in the region and potentially develop a strategic plan for growth in the sector.

THE SOLUTION

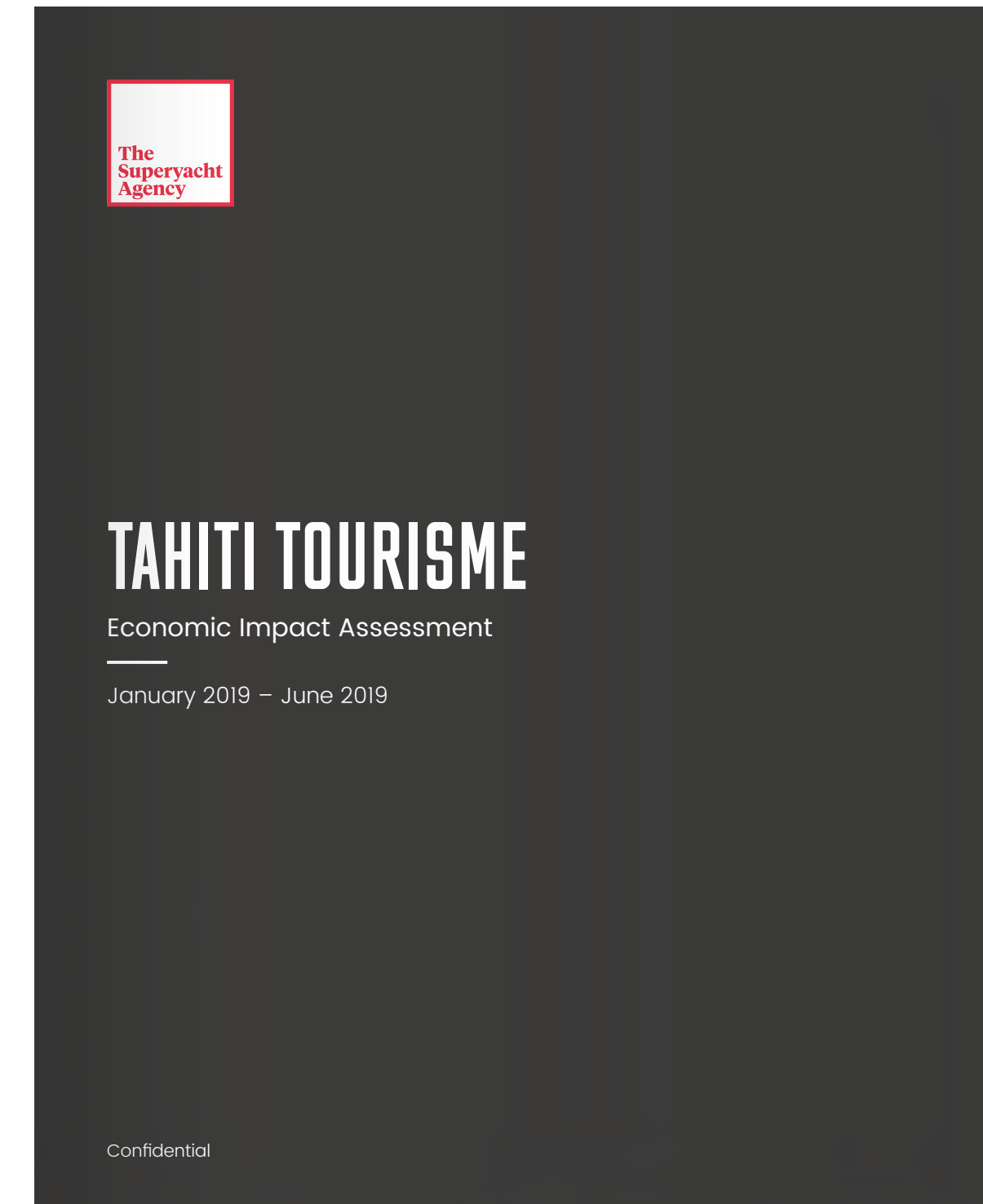
Using extensive propriety datasets and operational expenditure (OPEX) values from over 300 superyachts, The Superyacht Agency analysed the impact of superyachts on the islands of Tahiti and forecast the primary, secondary and tertiary revenues generated by superyacht visitation. Amongst these, the estimated annual expenditure of superyachts to the region in the years of interest, the superyacht charter revenue in contrast with the charter tax (divided by yacht type and year of analysis), the number of visits, the charter tax earned by Tahiti, the length of stay for each visit, and myriad other factors. In addition to this invaluable information, our team has compiled the market perception of the region, conducted with quantitative and qualitative research. Our consultants produced a SWOT analysis and summarised what routes are viable for Tahiti to exploit the potential of the superyacht industry.

THE OUTPUT

The Superyacht Agency's Intelligence team produced an extensive report identifying the economic impact of superyacht activity for the Tahitian economy. Further, the report outlines the current decision makers sentiment towards the region, its proposition for the superyacht sector while also highlighting the potential growth areas for Tahiti Tourism. From a Marketing perspective, the report highlighted the strengths of Tahiti, while also uncovering misalignment between the intended image and perceived image of Tahiti. Ultimately, a comprehensive growth strategy was prepared for Tahiti Tourisme, with a set of strategic recommendations for maximising the economic impact of superyachts in the region.

“The data from the report will be used to raise local awareness about the positive impact of superyacht visitations on our local economy. We needed to make sure that the local population and the local government stakeholders understand why we are promoting our destination to superyachts”

MANOA REY, RESEARCH AND NICHE
MARKETING COORDINATOR, TAHITI TOURISME



CASE STUDY - PORTO MIRABELLO

INTRODUCTION

Porto Mirabello, a major superyacht marina based in La Spezia, Italy, commissioned The Superyacht Agency to conduct a Market Perception study, followed by a data-driven Marketing, Brand and Communications strategy and project.

THE OBJECTIVE

The overarching goal for Porto Mirabello was to understand their positioning within the superyacht market, by appraising the sentiment and awareness their target audience has towards the brand, along with assessing the potential for future growth.

THE SOLUTION

The Superyacht Agency reached out to key stakeholders in the superyacht industry via targeted quantitative and qualitative surveys. With a mutually agreed objective and target audience, our analysts highlighted what the market perceives the most important marina facilities to be, and how Porto Mirabello ranks against its key competitors. Furthermore, our team evaluated the growth potential for the marina, based on a comprehensive fleet and berthing analysis.

THE OUTPUT

Porto Mirabello gained clear visibility of its strengths and weaknesses, identified numerous market opportunities including the berthing demand in the med, allowing them to create an evolved and informed business strategy. Following the results of the research project, Porto Mirabello tasked the strategic team with creating an entirely new brand and image in order to bolster its berth leasing proposition and highlight its suitability as the perfect homeport for large yachts.

“The only global partner to undertake this project with, considering their intelligence strength and unique experience, could not be anyone else but The Superyacht Group! I deem The Superyacht Agency the only subject actually valid when it comes to intelligence in the superyacht environment, and that is mostly due to our really international and global vision. Only once I have started working with their team I have begun to appreciate their value”

ALESSANDRO MENOZZI, CHAIRMAN, PORTO MIRABELLO



CASE STUDY - MAJOR EUROPEAN SHIPYARD

THE OBJECTIVE

The Superyacht Agency was commissioned by one of the market's most renowned shipyards to create a feasibility report that explored the potential demand and opportunity for a particular sub-sector of superyacht within one of the industry's most exciting up and coming regions. However, understanding demand without first appreciating a variety of practical and theoretical barriers yields little benefit. Therefore, in essence, the project asked the following. Is there a demand for this product X and, if so, how can this product be bought, owned and operated in a manner that suits a variety of owner demographics? Equally, the project also asked, how can company Y sell X more effectively within the said region? The findings were to be used to drive a marketing, communications and expansion plan.

THE SOLUTION

The project comprised a three-pronged approach that included market potential and buyer behaviour, quantitative analysis and qualitative analysis. By analysing wealth statistics, capacity challenges and opportunities across a variety of locations, overlaid with governmental perspectives, cruising grounds and consumer attitudes, The Superyacht Agency was able to create an accurate picture of demand within the region. This information was subsequently considered in line with fleet data and a comprehensive survey to explore the nuances and minutiae of a little-understood market. The third section leveraged The Superyacht Agency's extensive network of industry experts to conduct detailed interviews with regional professionals.

THE OUTPUT

The net result was a comprehensive 85-page report that clearly outlined the challenges and opportunities that existed for company X in region Y with a transparent set of strategic recommendations that were presented to the client. Following on from the analysis, the client has subsequently initiated phase two of the research with a further set of consultancy projects that will equally go towards its wider marketing, communications and development plan.

CASE STUDY - COMMERCIAL EUROPEAN PORT

THE OBJECTIVE

A major commercial port instructed The Superyacht Agency to undertake a research project as part of its own feasibility work into attracting superyachts to its facility in the future. The client tasked The Superyacht Agency with defining migratory patterns for the large custom superyacht fleet within the Mediterranean, to clearly understand the level of activity that represents their overall captive market.

THE SOLUTION

Utilising The Superyacht Agency's industry-leading proprietary migratory dataset, the Agency's team of data analysts generated a historical map of all large yacht cruising activity for the last five years, identifying all ports of call, and duration of stay, to show where yachts berth and the length of time they spend in port, while identifying seasonal and geographical fluctuations. This information was supplemented by a series of interviews with captains of large yachts, to better understand their decision-making process when selecting ports of call, in both high and low season.

THE OUTPUT

A detailed report was composed, presenting the aforementioned data in both a topographical format, and a narrative drawing on The Superyacht Agency's combined industry knowledge, and the real-life insights offered by those captains interviewed. The result was a clear projection of this facility's potential captive market, and a series of recommendations as to how the business should position itself when entering the superyacht market.



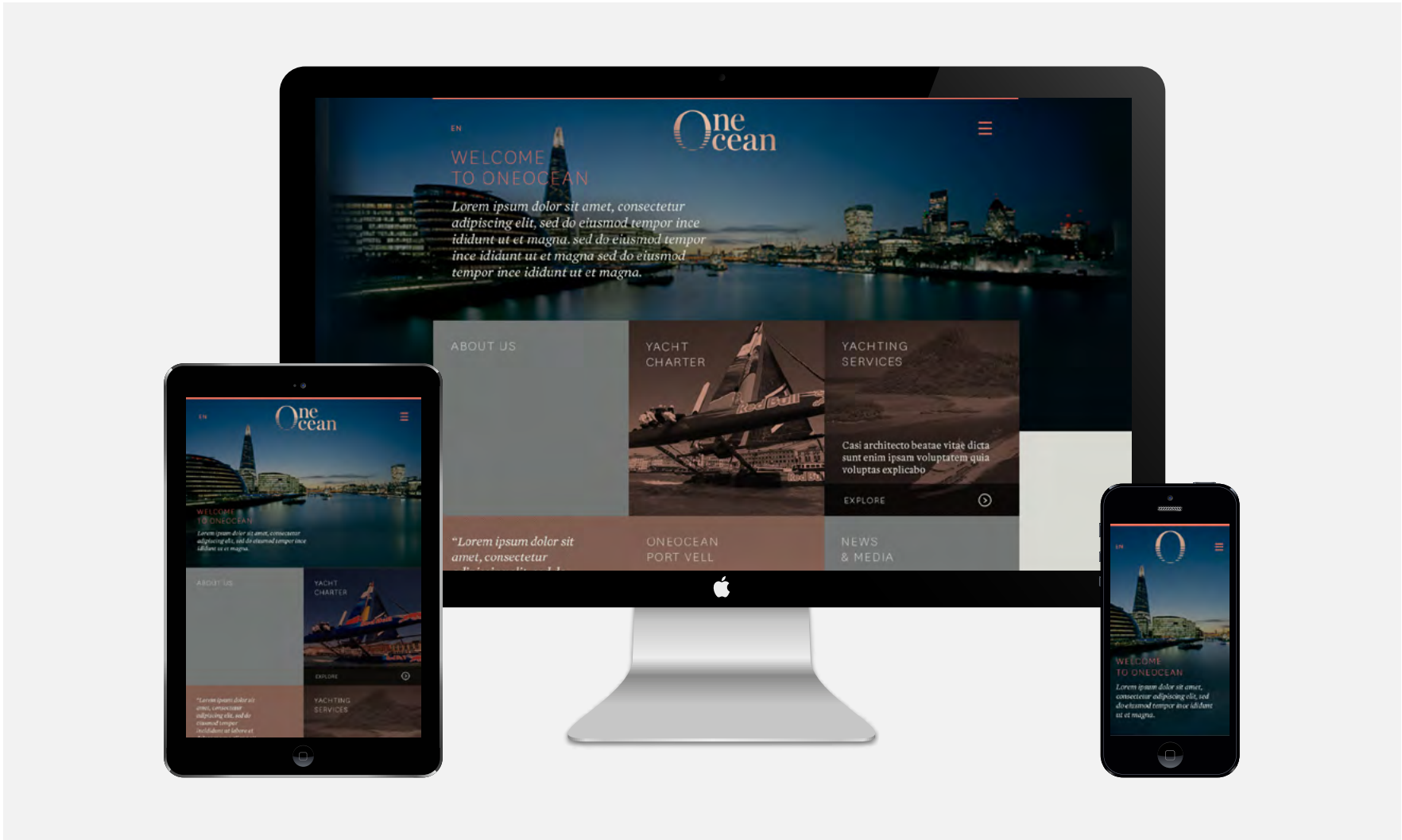
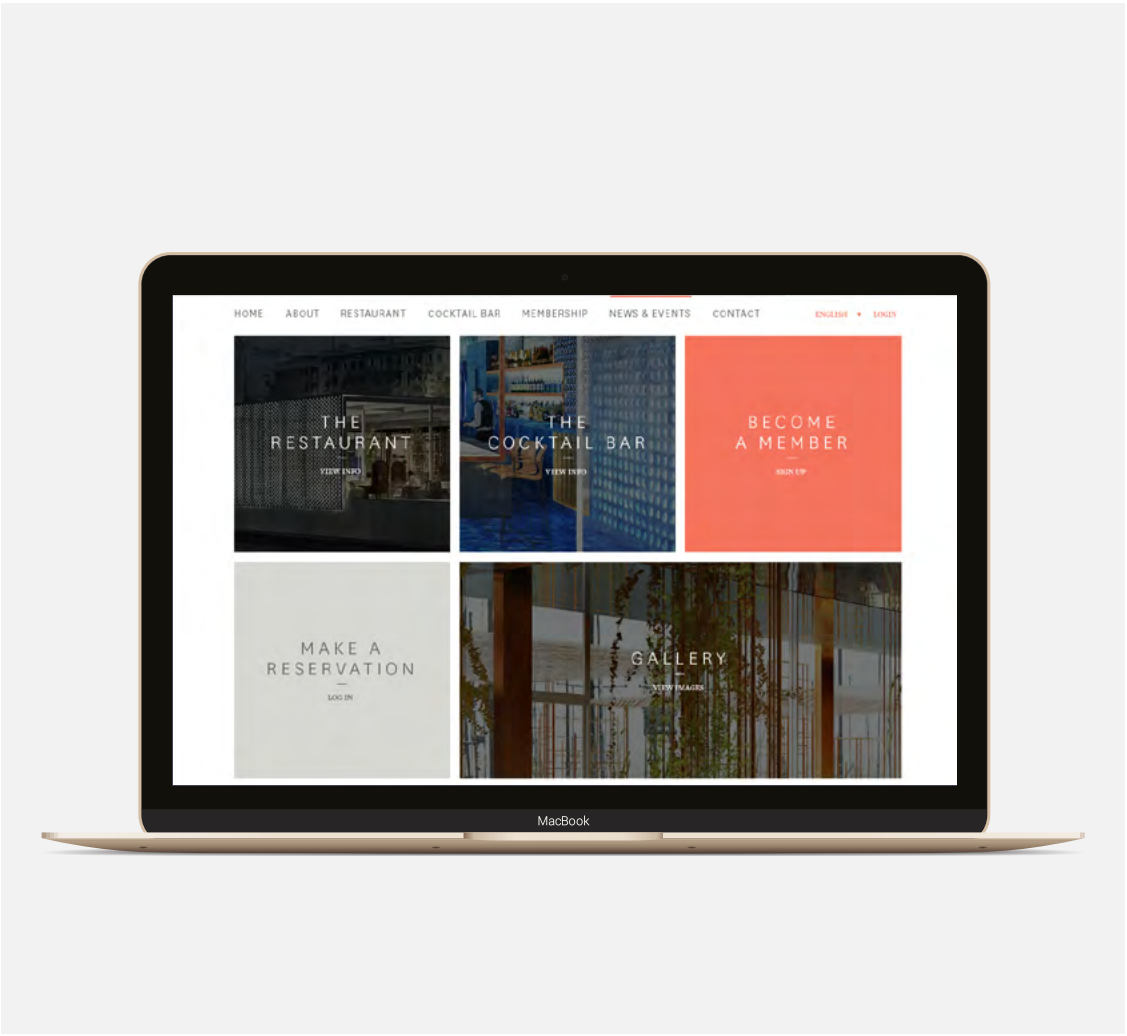
CREATIVE AND BRAND DEVELOPMENT EXAMPLES

EXAMPLE | ONE OCEAN PORT VELL

The Superyacht Agency was tasked by One Ocean with defining brand strategy and positioning, and creating an identity fit for a new global luxury brand with ambitious plans for the future. We created an identity and logo that immediately distinguishes the brand as a global luxury leader and a major player in the operation and management of the world's most valuable private assets. We then extended this across all applications and assets, from on-site branding to show stands, website and print collateral.



EXAMPLE | ONE OCEAN PORT VELL

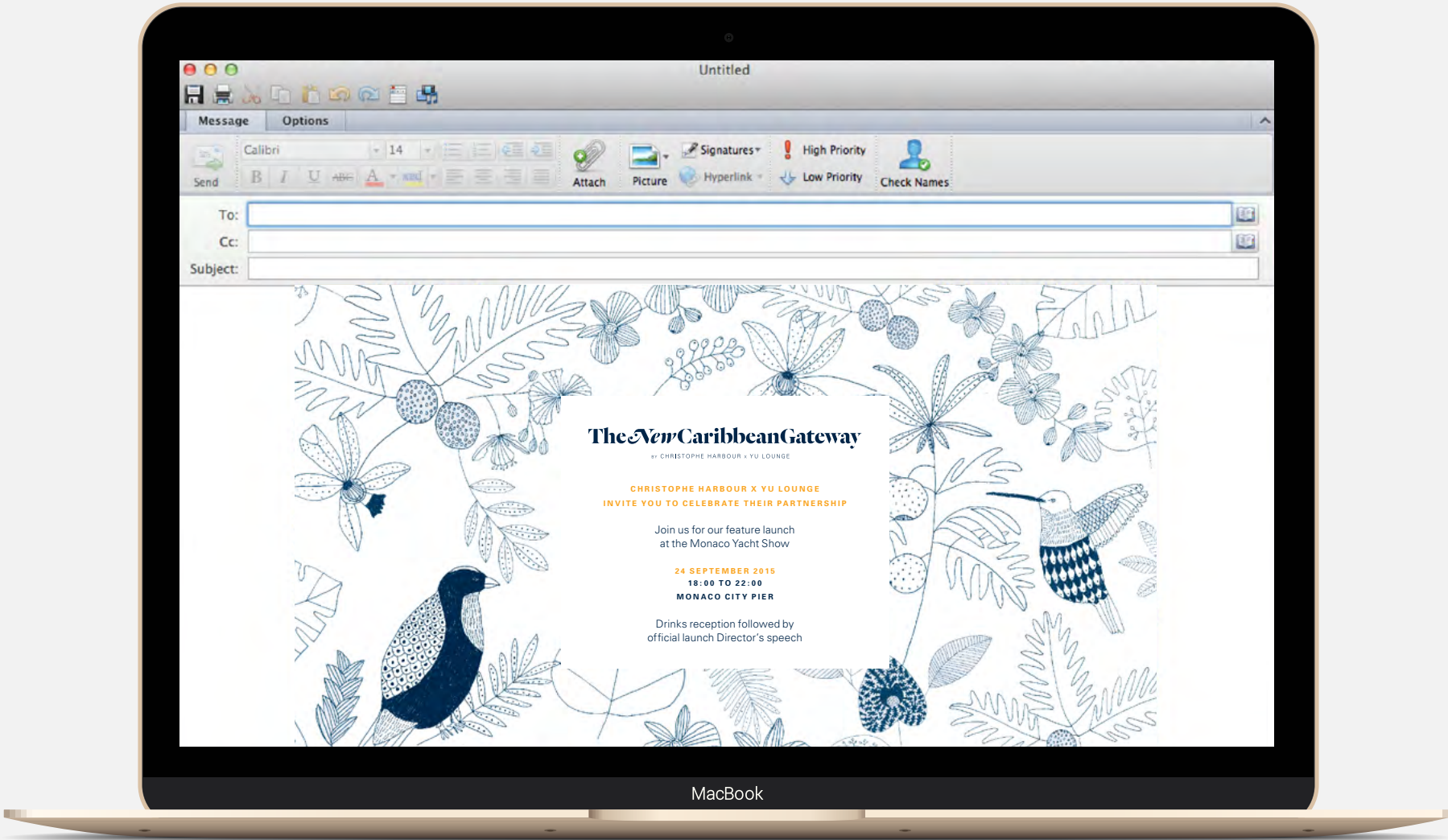


EXAMPLE | CHRISTOPHE HARBOUR

We were approached by Christophe Harbour to support them with a campaign to launch the new partnership at the Monaco Yacht Show. The aim of the campaign was to raise awareness of 'The New Caribbean Gateway', a partnership between Christophe Harbour and the Yu Lounge, a luxury private terminal which offers new services so that guests can start or finish their Caribbean cruise from the island of St Kitts. We created a mini brand for the partnership, to draw attention and interest from a wider audience. Using the new visual identity, the campaign elements included graphics for a stand, supporting marketing collateral, as well creating a competition targeted at brokers and journalists to drive charter brokers and journalists to their stand.

The New Caribbean Gateway

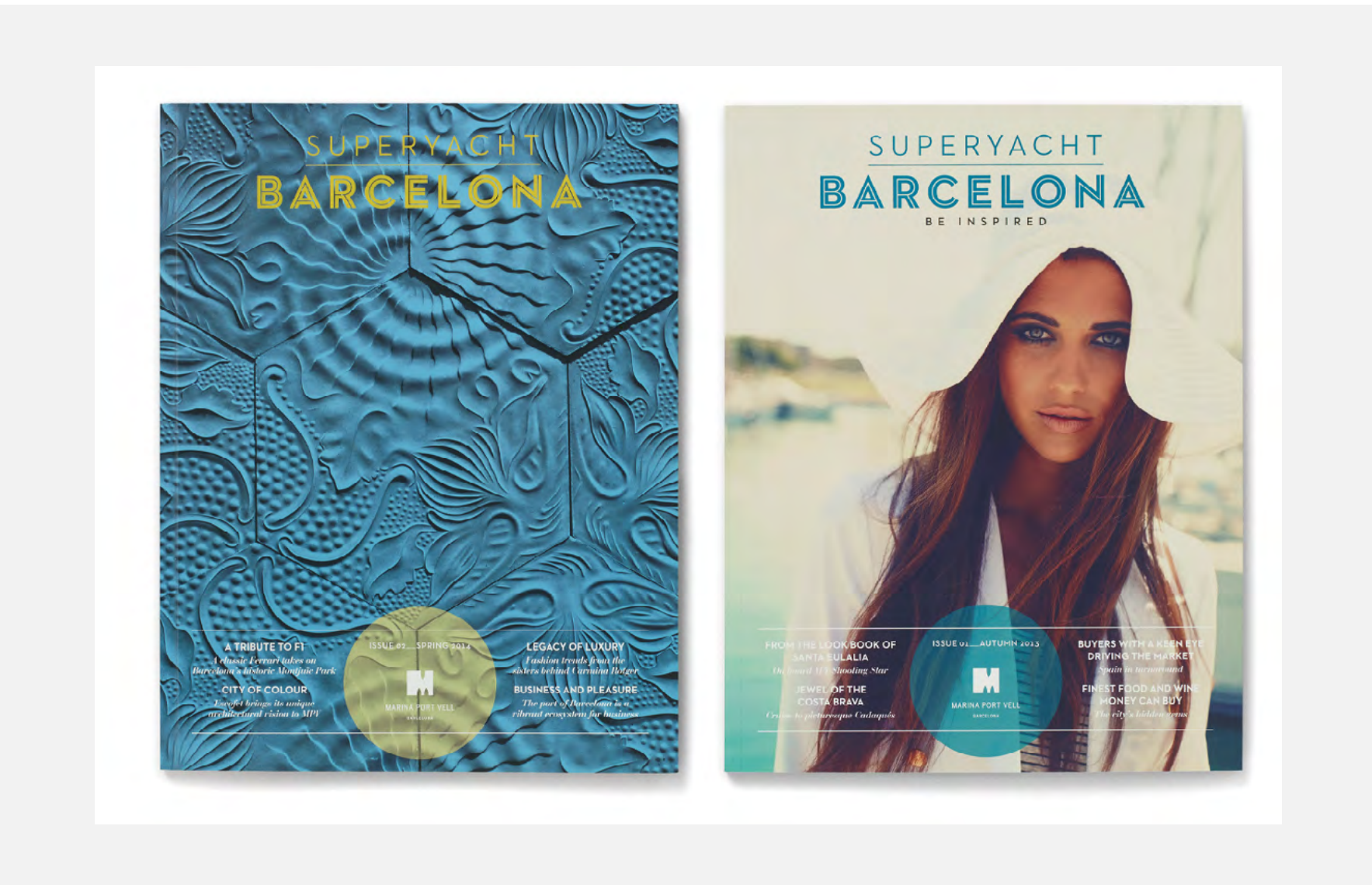
BY CHRISTOPHE HARBOUR x YU LOUNGE



EXAMPLE | SUPERYACHT BARCELONA

Marina Port Vell is a world-leading superyacht destination at the heart of one of the Mediterranean's most vibrant cities. The Superyacht Agency was approached to assist with a comprehensive destination marketing plan, which included creating a premium publication that would promote Barcelona as the ideal location for superyacht owners, captains, crew and guests.





EXAMPLE | PORTO MIRABELLO CAMPAIGN

Porto Mirabello in La Spezia is one of the Mediterranean's largest marinas, and also one of the newest. The Agency team held a brand workshop with Porto Mirabello management and key team members, then used this to develop a new logo that incorporated La Spezia's breakwater, along with the single organising principle for the brand of 'embracing beauty'. The new brand WAS rolled out across the industry through 2019 and into 2020, along with campaign visuals and messaging that best capture the appeal of this extraordinary facility.



EXAMPLE | PORTO MIRABELLO CAMPAIGN



PORTO
MIRABELLO
LA SPEZIA

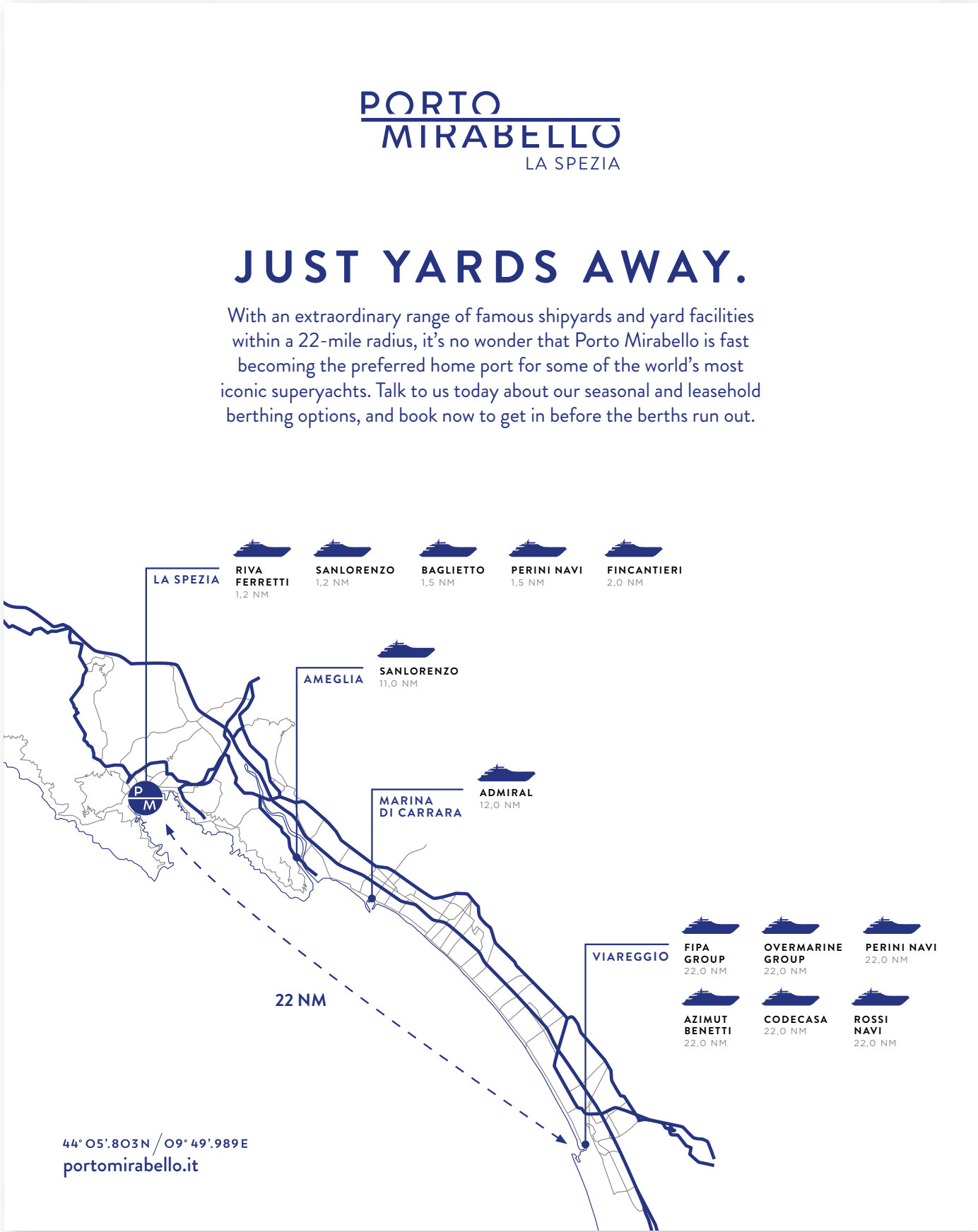
MIRABELLO

Got the winter blues?

With La Spezia just a stone's throw from some of the Mediterranean's most beautiful destinations such as the Cinque Terre, Forte dei Marmi, Portofino, Elba, Monaco, Costa Smeralda and Florence, it's time to beat the winter blues by embracing summer hues. Porto Mirabello's dedicated superyacht concierge is on hand to ensure all your needs will be met – so book now, and get in before the berths run out.

portomirabello.it

44° 05' 80.3N / 09° 49' 98.9E



PORTO
MIRABELLO
LA SPEZIA

JUST YARDS AWAY.

With an extraordinary range of famous shipyards and yard facilities within a 22-mile radius, it's no wonder that Porto Mirabello is fast becoming the preferred home port for some of the world's most iconic superyachts. Talk to us today about our seasonal and leasehold berthing options, and book now to get in before the berths run out.

LA SPEZIA 1.2 NM

RIVA FERRETTI 1.2 NM

SANLORENZO 1.3 NM

BAGLIETTO 1.5 NM

PERINI NAVI 1.5 NM

FINCANTIERI 2.0 NM

AMEGLIA 11.0 NM

SANLORENZO 11.0 NM

MARINA DI CARRARA 12.0 NM

ADMIRAL 12.0 NM

VIAREGGIO 22.0 NM

FIPA GROUP 22.0 NM

OVERMARINE GROUP 22.0 NM

PERINI NAVI 22.0 NM

AZIMUT BENETTI 22.0 NM

CODECASA 22.0 NM

ROSSI NAVI 22.0 NM

44° 05' 80.3N / 09° 49' 98.9E

portomirabello.it



PORTO
MIRABELLO
LA SPEZIA

WELCOME TO YOUR NEW HOME-PORT

With 18 berths available for superyachts from 50 up to 140m, Porto Mirabello is the perfect home port to meet the demand of the 2021 global order book. Experience the unrivalled facilities for yourself, and get in before the berths run out.

portomirabello.it

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PORTO MIRABELLO



PORTO
MIRABELLO
LA SPEZIA

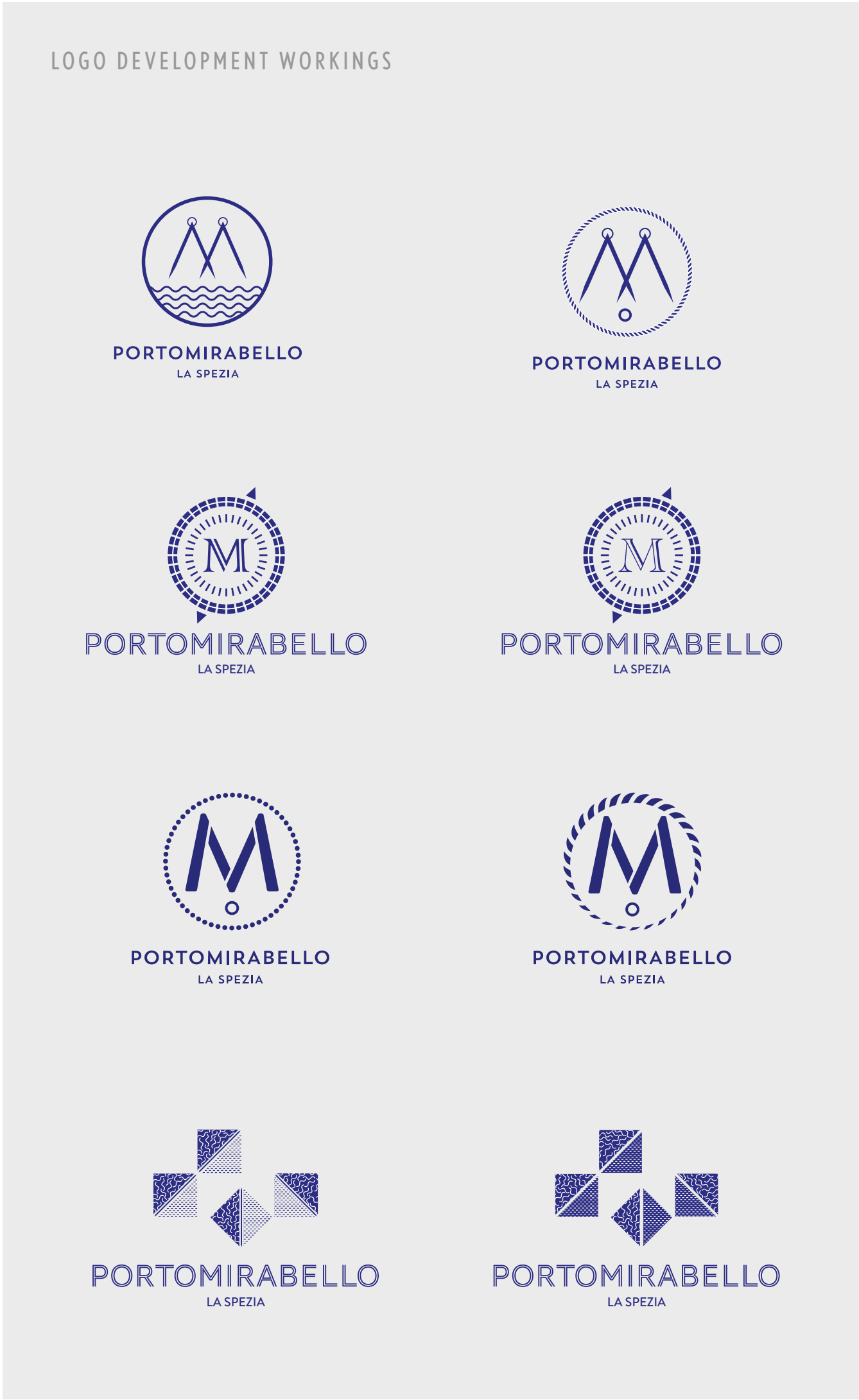
FIRST CHOICE IN THE MED

Porto Mirabello's brand new dock is the essence of looking toward a bigger, brighter future. With 18 berths for superyachts ranging from 50m to 140m overlooking the Gulf of Poets, we're set to be your first choice in the med. Get in before the berths run out.







portomirabello.it







44° 05' 80.3N / 09° 49' 98.9E







EXAMPLE | PORTO MIRABELLO REBRAND
















OUR CLIENTS











CONTACT

MARTIN REDMAYNE

CHAIRMAN

MARTIN@THESUPERYACHTGROUP.COM

WWW.THESUPERYACHTGROUP.COM

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