

Rimowa Campaign

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RIMOWA

LUGGAGE

Brand Situation

Design is recognizable while brand name isn't. Competes with similarly innovative and cheaper competitors while also struggling to maintain a strong brand personality

Brand Objective

To be top of mind when consumers want innovative, quality luggage while maintaining their classic style

Conceptual Target:

"Free-Spirited Empty Nesters" - 50-70 year old empty nesters and retirees that are young at heart and ready to travel with their newfound free time. They value quality and seek it in every facet of their lives.

Competitive Set:

Quality, high-tech luggage that lacks a timeless and elegant look

Role of Brand in Consumer's Life:

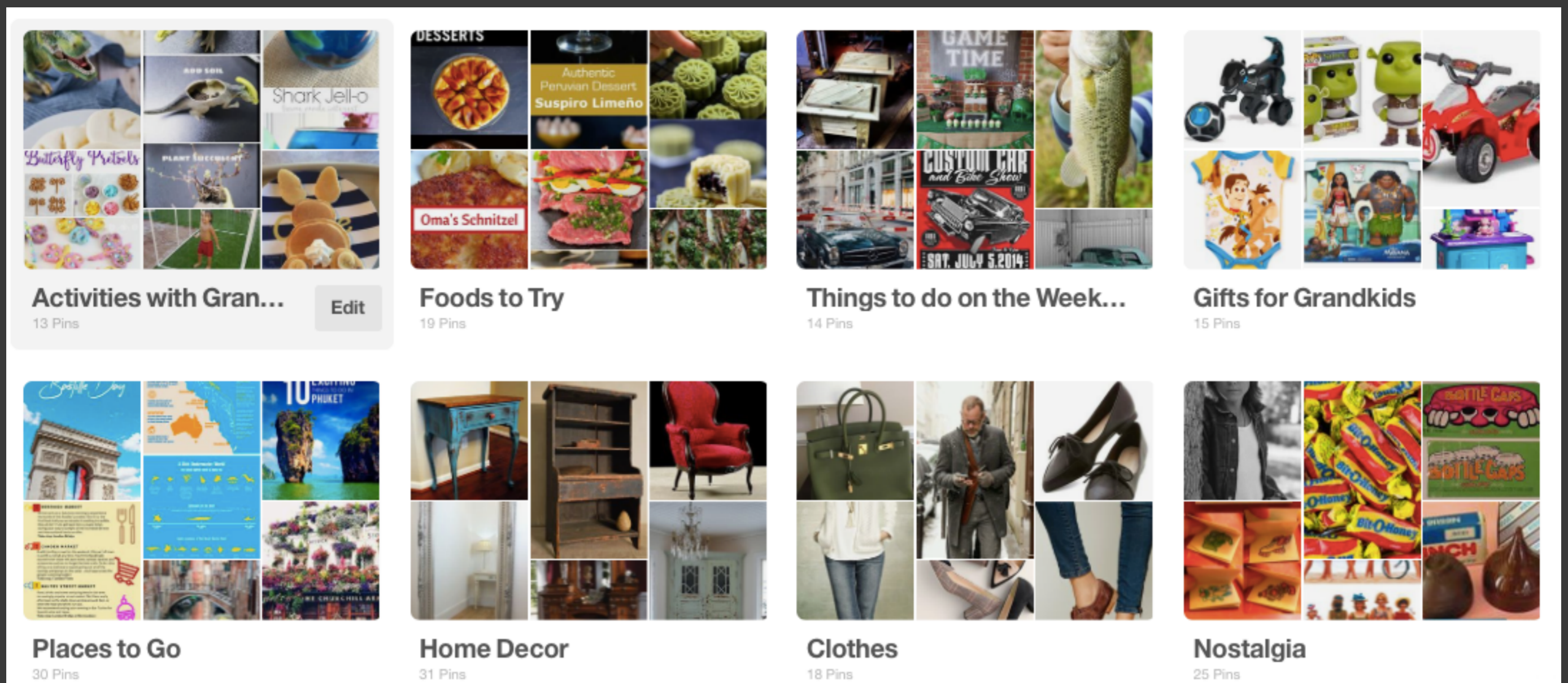
Providing customers with timeless, high-quality luggage that will take care of their belongings as they embark on any adventure. . Rimowa is both functional and a statement of class with it's classic design.

Compelling Truth:

Rimowa has been a leader of innovation for quality luggage but has never sacrificed their classic style

Tone:

Enthusiastic and genuine with a twinge of sentimentality—we want customers to believe our commitment to fine craftsmanship and ensuring that our customers have everything they need to make their adventures a reality



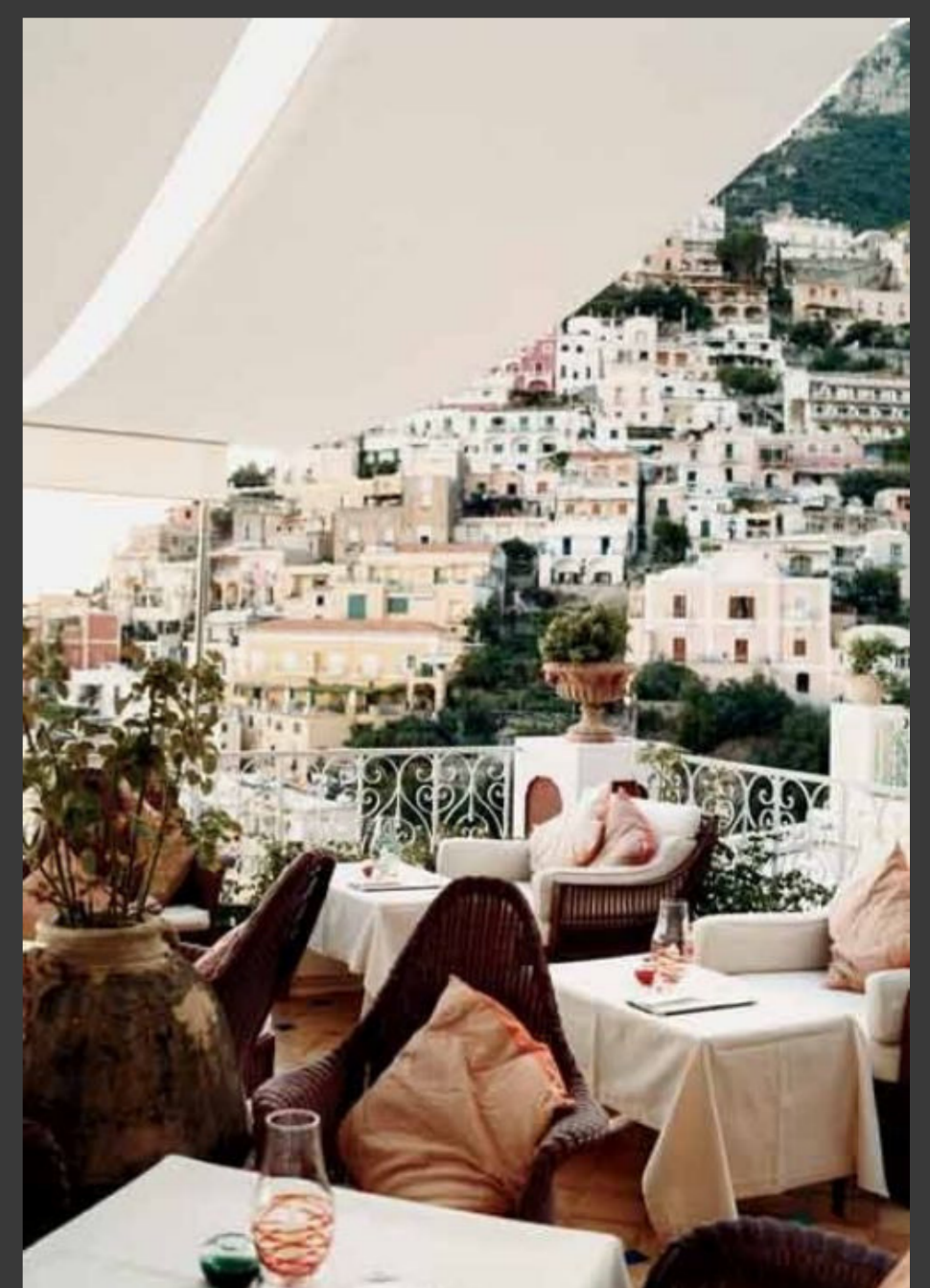
After identifying our target market, we created Pinterest mood boards to lay out what our target market might look like as well as their interests.



High-class style



Family-oriented



Luxurious traveler

To help us better understand Rimowa, we wrote a brand manifesto.

We are Rimowa. We are a set of walking contradictions, but in the best way possible. We are innovative, yet we stay true to ourselves. We show off without being showoffs. We are German but we dream of the cultures of the world.

Whether it's taking in the views of the Swiss Alps while sipping wine, gliding towards a Turkish sunset in a hot air balloon, or exploring the rich history of Athens' ancient ruins, gliding over the Turkish skies in a hot air balloon, or exploring the rich history of Athens' ancient ruins, we are a small yet integral part of your next big adventure.

With us, you can stress less about travel so you can focus on your destination. Adventure is yours for the taking, and with the right piece of luggage there's one less thing holding you back from seeking it out with a fervor.

**All this led us to the tagline
for our campaign...**



Always a Classic