



Brady Communications | Surfing at Sea



Enhancing the teen experience for cruise vacations.

Teens at sea on Royal Caribbean Cruise Line get the royal treatment with their own branded internet cafés. ClubCafé™ is the brand name and image created for special Internet cafes that are geared to the younger cruise guest.

Teenagers represent an important audience to the cruise line and our client wanted to enhance their cruise experience. Brady Communications leveraged its experience with onboard interactive systems to create this special brand and software application. Since the new Internet stations would be located in the onboard club area created specifically for teens, we recommended the name ClubCafé for the service.

Following the creation of the ClubCafé name, the project quickly expanded into the creation of the overall brand image. Color, style and execution were geared to a younger look while maintaining an image that was consistent with the overall cruise line identity. The primary application for the brand was on the Web itself. Attractor screens, menus and browser graphics all carried the ClubCafé image.

In addition to the branding, we also developed the browser-based software application that teens use to surf the net, access e-mail, or send video post cards to their friends back home. Using proprietary software and web applications, the system provides high speed connectivity via the ship's satellite connection.

Success of the initial systems has led to a fleet wide roll-out of ClubCafé. Now teens at sea can keep up with all of the news from home and can update friends on their cruise experience 24/7.

Brady Communications is a strategic marketing communications firm providing high quality print and interactive solutions.



Branding

The project began with naming of the service as well as design of a logo. The ClubCafé name captured the contemporary approach that RCCL had taken with teen areas such as Fuel and Living Room.



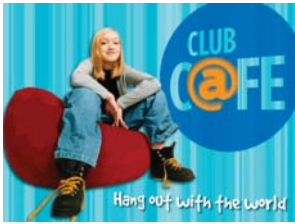
Color Palette

The Royal Caribbean Cruise Line corporate colors were matched with RGB values and used throughout the software application to reinforce the primary identity.



Marketing Support

Teen images were used throughout the system and on promotion items to connect with the audience.



Attractor Animation

An animation featuring the brand attracts teens to the system when it is not in use. A continuous loop .avi file captures your attention while describing the features available on the system.



Providing Innovation

Teens can use the ClubCafé stations to surf the net, send e-mails or create video postcards for their friends back home. In addition to providing a service, the communications sent from sea provide visibility for RCCL to the youth market.





BRADY COMMUNICATIONS

Brands. **Brand Strategies.** Market Positions. Brochures. Magazines. **Annual Reports.** Recruitment Materials. Media Kits. **Literature Systems.** Promotions. Product Launch Support. Direct Mail. **Identities.** Posters. Point-of-Sale Materials. Display Systems. Free Standing Inserts. **Packaging.** Exhibit Booths. Trade Show Materials. Advertising. Letterhead. Business Cards. Event Promotion. **Multimedia.** Sales Presentations. CD-ROMs. Kiosks. Handhelds. **Web Sites.** Hostings. **Internet Strategies.** E-Commerce. Online Advertising. Search Engine Optimization. **Database Design and Development.** Technical Architecture. Content Management Systems. Interface Design. Usability Testing. User Experience Planning. **Strategic Marketing Communications.**

Think further.

The difference between good communication and great communication is the power of discernment: keen **insight** into your marketing goals and good judgment on the right message and creative to help you meet them. **Helping you go farther takes someone who thinks further.**

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