

new branding for OCEAN Independence



THRIVING worldwide superyacht company OCEAN Independence (OCI) unveiled their sophisticated new image at Monaco's exclusive yacht show at the end of September. Wowing industry colleagues and Clients alike the new branding and chic colour palette received high praise from all quarters.

Following the friendly acquisition of long standing and respected competitor Cavendish White in April 2008, the leading superyachting company decided it was time to create a corporate look that would exude luxury and style whilst still retaining a sense of their core values of integrity, advice, service, knowledge and experience.

The initial brief was tendered out to top designers and advertising agencies in May and pitches were made to OCI's managing partners Nicholas Dean and Peter Hürzeler and Marketing Director Alison Craddock in June. The successful agency was London-based Bostock & Pollit, whose initial creatives evoked very positive feedback; these creatives were then expanded by talented in-house marketing designer Phillipa Martin, with guidance from Bostock & Pollit, to cover the full range of OCI's marketing materials from corporate brochures to business cards and stationery, as well as branding all the new yacht show accessories including a 3m diameter blimp, 10m banners, colourful corporate balloons and elegant team uniforms.

The company's new look will continue to roll out throughout 2008 with shop front office makeovers and the revamped website going live by year-end.

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