WE ARE A 30+ TEAM OF IN-HOUSE EXPERTS
WE CREATE WORK THAT GETS NOTICED
WE CARE ABOUT OUR CLIENTS
What you’re about to see

- Top-level internet and interview-based research and strategy that informs creative solutions
- Presentation of the winning creative direction including logo, font and color
- Mockups for possible use in marketing, including a digital banner, small space print ad, and station poster
What we’ve done so far

• Hosted an initial stakeholder kickoff session: Eric Kerns, Jodi Joseph, Lauri Klefos, Lindsey Schmid

• Interviewed key stakeholders: Senator Adam Hinds, 1Berkshire CEO Jonathan Butler

• Curated a follow-up stakeholder survey: 20+ invited participants based on 1Berkshire’s list of regional stakeholders

• Reviewed industry landscape and audience trends, including non-direct competitors with similar challenges


• Conducted top level internet research with particular focus on editorial content as well as NYC-resident generated content about the region and why they disliked or liked it

• Created an identity reflective of our findings
Your audience
“To appeal to new audiences, the Berkshires needs to feel authentic, fresh, and diverse.”

–Berkshire Flyer Stakeholder
Your audience

There are two general groups of travelers whom the Berkshire Flyer is likely to attract from the NY Metro Area.

**Second-home owners in the Berkshires**

- Generally older, familiar with the area, wealthier
- They’re coming here no matter what, would have interest in a train but have no problem getting here otherwise
- The mark shouldn’t alienate them

**Weekend tourists looking to visit**

- Generally younger, less familiar with the area
- They must be attracted to the area
- The mark should drive them here and generate buzz and interest

As our goal is to energize the tourist sector and attract new visitors, our focus is the second group – weekend tourists.
Who are these weekend tourists?

Based on stakeholder surveys and research, we are able to share the following assumptions and insights about your target audience.

**Your target weekend tourist is:**

- Young people, primarily couples
- 27 to 47 years old
- Primarily mid-late Millennials (27-38)
- Also inclusive of early-mid Gen X (39-47)
- $100K+ HHI
- Primarily car-free
- NY Metro area
What are some key characteristics of this audience, and how can the Berkshire Flyer attract them?
They are curious adventurers and trendsetters.

“They are adventurous, intrepid and adopt new technologies, destinations and experiences earlier than older travelers.”
– USA Today

“Adventurous, outdoorsy... off the beaten track lovers.”
– Berkshire Flyer Stakeholder

“We consider ourselves citizens of the world and we have an enthusiastic desire to immerse ourselves in another place and return rejuvenated, inspired, and ready for our next adventure.”
– Forbes
They avoid the mainstream to find the authentic experiences

“[They] want a genuine experience.”
—Berkshire Flyer Stakeholder

“Millennials want to travel in a way that is authentic and that connects them with the people around them.”
—USA Today

“They’re hungry for an experience unlike what they or their friends have had before: something authentic...”
—Berkshire Flyer Stakeholder
They are attracted by city-calibre culture in beautiful, natural settings.

“They're] known for placing a high emphasis on being unique, and a major part of that is growing their identity through culturally rich experiences and exploration of the unknown.”
—Forbes

“They choose to come for] city amenities with the ease of the country.”
—Berkshire Flyer Stakeholder

“The area offers a complete escape from busy cities... but still offers an authentic experience of extraordinarily high level art, theatre, music and cultural offerings in a setting of profound natural beauty.”
—Berkshire Flyer Stakeholder
And they desire to share their experiences

“[They] get a taste of our restaurants, produce, and cultural offerings, and take that home with them to tell their friends.”
—Berkshire Flyer Stakeholder

“61 percent of [Millennials] are influenced to travel to a destination by its potential for Instagram-friendly snaps.”
—Luxury Travel Advisor

“They go ... for the bragging rights of being the first in their circle.”
—MGGY Global Travel Marketing
### Summary of relevant key audience characteristics

<table>
<thead>
<tr>
<th>They are curious adventurers and trendsetters</th>
<th>They avoid the mainstream to find the authentic experiences</th>
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<td>They are attracted by city-calibre culture in beautiful, natural settings</td>
<td>They share their experiences</td>
</tr>
</tbody>
</table>
Let’s look at how we can use this to inform a logomark
What stakeholders wanted the logo to be:

Sophisticated
Trendy
Weird
Outdoorsy
Authentic
Unexpected
The kinds of experiences that engage your audience:

Sophisticated
Trendy
Weird
Outdoorsy
Authentic
Unexpected

Experiential
New
Original
Adventurous
Genuine
Fresh
Expanding those to image attributes for your logo:

<table>
<thead>
<tr>
<th>Sophisticated</th>
<th>Experiential</th>
<th>Artful</th>
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<tbody>
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<td>Trendy</td>
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<td>Unique</td>
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<tr>
<td>Unexpected</td>
<td>Fresh</td>
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The visual identity
“Identities are the beginning of everything. They are how something is recognized and understood.”

–Paula Scher
The expected approach

Typically, the visual identity for a form of transportation reflects a basic mechanic of how it works — a train engine, a ticket stub, transit arrows. Looking at your competitive landscape, this literal interpretation is everywhere.
Our approach

We see the Berkshire Flyer as more than just a train. We see the Berkshire Flyer as a form of access — to a place known for its cultural depth and strength. For this reason, we've treated this mark as an embodiment of the art, culture, and experiential prowess that has made the Berkshires iconic.
A SELECTION OF BERKSHIRE ATTRACTIONS & LOGOS
Considerations

• The story you need to tell
• Five principles of a good logo design: simple, memorable, timeless, versatile, appropriate
• The technical usage aspects of good logo and identity design
• How you can leverage one identity to have a large impact in a variety of places
Crafting a responsive identity

Audiences have become accustomed to multiple iterations of a logo and identity. Whether they be on shelves, billboards, or screens, audiences are interacting more and more with multiple versions of an identity. Consumers are embracing the fluidity of how we navigate a brand’s communication language.
The work
WARMTH + TREES = the berkshire flyer
FRESH AIR + MOUNTAINS =
ADVENTURE + MOVEMENT =
LOGIC KEY

BRIGADE
COMPARISON WITH BERKSHIRE ATTRACTIONS & LOGOS
GREAT ART IN A GREAT SETTING

THE CLARK

PRINT AD
<table>
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<tr>
<th>Depart</th>
<th>BERKSHIRE FLYER</th>
<th>PITTSFIELD STATION</th>
<th>DEPARTS</th>
<th>ARRIVES (Fri Jun 22)</th>
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<td>513</td>
<td>Jun 22, 2019</td>
<td>PITTSFIELD, MA</td>
<td>2:20PM</td>
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COLOR PALETTE | HERO
COLOR PALETTE | SPRING
SOUVENIR CUPS
The Berkshire Flyer

Weekend service from New York Penn to the Berkshires

www.berkshireflyer.com
T-SHIRTS
NEWSPAPER AD
TRAVEL APP

The Berkshire Flyer

+ train schedule
+ destinations

Website service from new york goes to the berkshires:
www.berkshireflyer.com
Thank you!