

Berkshire Flyer

Identity Presentation

January 28th, 2019

BRIGADE

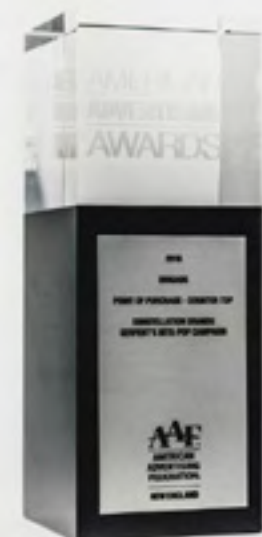


**WE ARE A 30+ TEAM
OF IN-HOUSE EXPERTS**





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
- Reviewed key documents including Berkshire Flyer: Pittsfield to New York Feasibility Study, Berkshire Flyer Market Research Report, Berkshire Flyer Ridership Survey, Berkshire Flyer Working Group Presentation with MassDOT
- 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

A large crowd of people is gathered in an outdoor setting, likely a festival or concert. In the background, there is a large, multi-story building with many windows and a dense forested hill. The scene is captured in a dark, monochromatic style with a white text overlay.

Your audience

A large crowd of people is gathered in an outdoor setting, possibly a festival or fair. In the background, there is a large, multi-story building and a prominent, forested hill. The scene is captured in a dark, monochromatic style with a green tint for the text.

“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

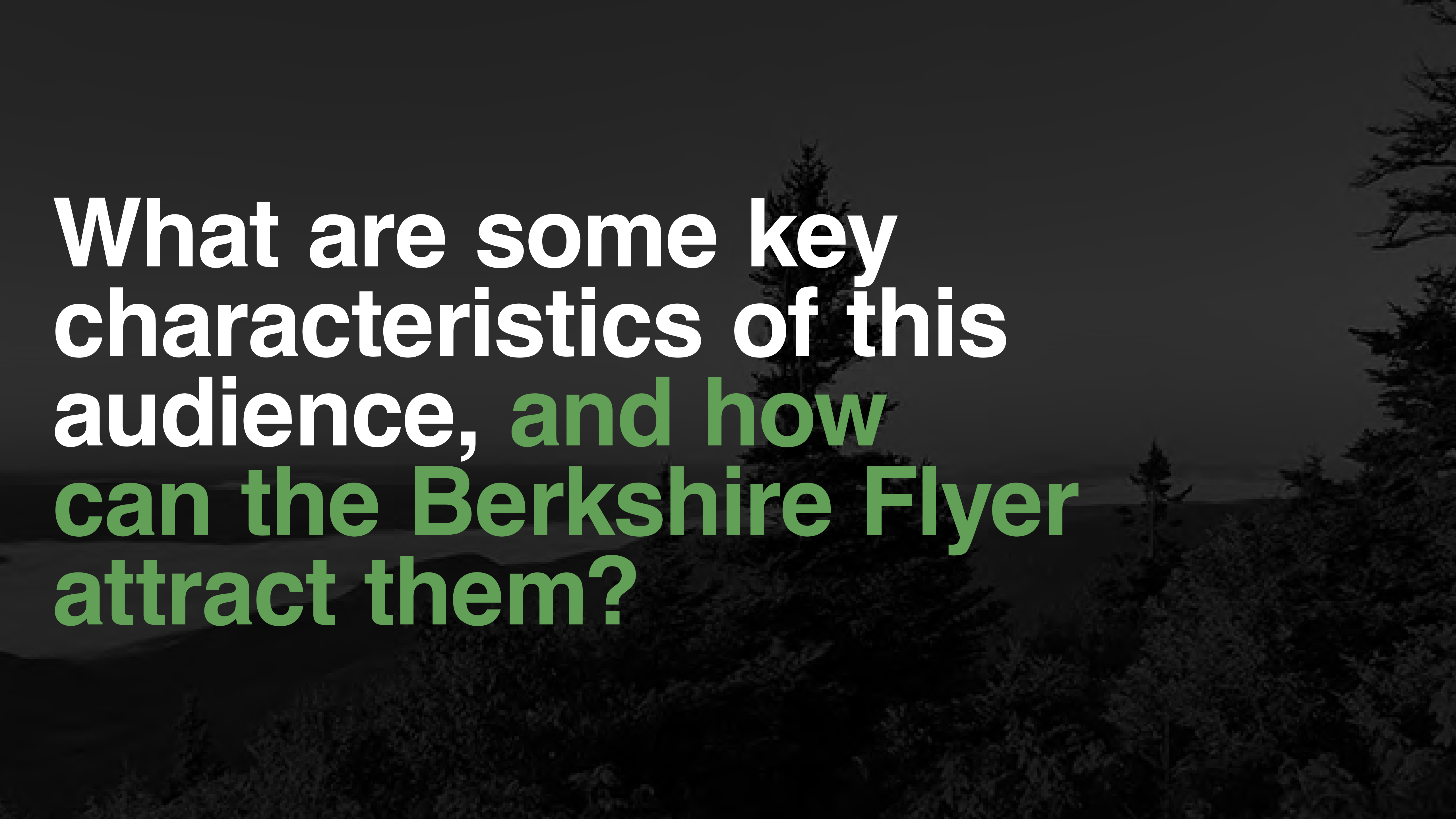
As our goal is to energize the tourist sector and attract new visitors, our focus is the second group – weekend tourists.

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

“People with a sense of adventure and an interest in connecting with strangers in a place very different from what they know.”

–Berkshire Flyer Stakeholder

“...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

They are curious
adventurers and
trendsetters

They avoid the
mainstream to
find the authentic
experiences

They are attracted
by city-calibre
culture in beautiful,
natural settings

They share their
experiences

A large crowd of people is seated on lawn chairs in an outdoor setting, likely a courtyard or plaza, at night. They are facing a large, multi-story building with a prominent arched roofline. The scene is dimly lit, with the building's lights providing the primary illumination. The text "Let's look at how we can use this to inform a logomark" is overlaid in white on the left side of the image.

**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:

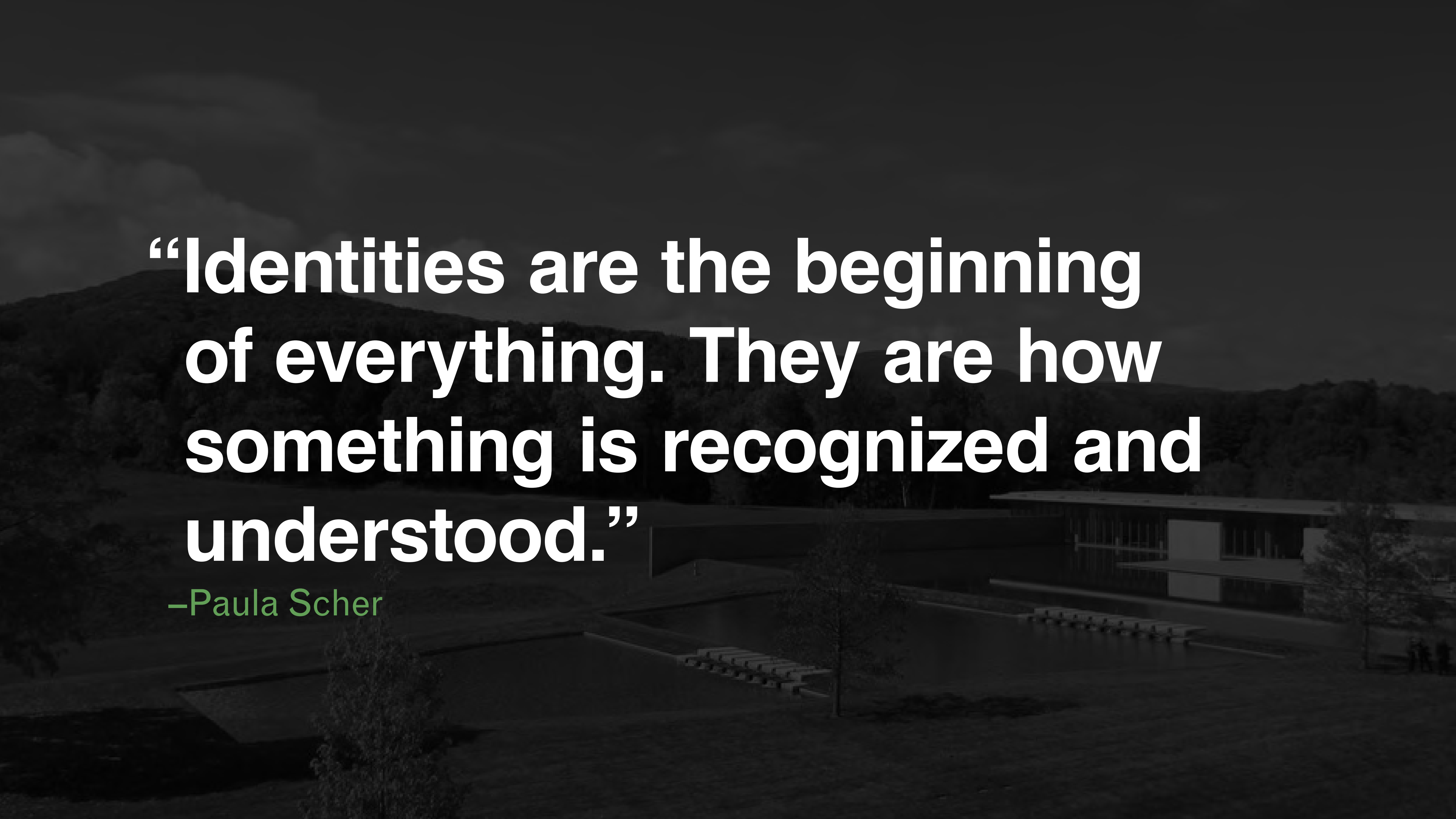
Sophisticated	Experiential
Trendy	New
Weird	Original
Outdoorsy	Adventurous
Authentic	Genuine
Unexpected	Fresh

Expanding those to image attributes for your logo:

Sophisticated	Experiential	Artful
Trendy	New	Modern
Weird	Original	Abstract
Outdoorsy	Adventurous	Story-Driven
Authentic	Genuine	Unique
Unexpected	Fresh	Bold

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.

WILLIAMSTOWN
THEATRE FESTIVAL

NORMAN
ROCKWELL
MUSEUM

MASS MoCA

THE
CLARK

JACOB'S
PILLOW
DANCE

 Tanglewood
MUSIC CENTER


the berkshires
Western Massachusetts

TOURISTS

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.



35th Anniversary of Nezha Conquers the Dragon King
May 30, 2014



Doodle 4 Google 2014 - US Winner
Jun 9, 2014



Nelson Mandela's 96th Birthday
Jul 18, 2014

The work







TREES

+



FRESH AIR

+



MOUNTAINS

=



WARMTH

+



ADVENTURE

+



MOVEMENT





LARGE



MEDIUM



SMALL



WILLIAMSTOWN
THEATRE FESTIVAL




NORMAN
ROCKWELL
MUSEUM





TOURISTS





RES# 46E995-11MAY19



PRESENT THIS DOCUMENT FOR BOARDING

RESERVATION NUMBER 46E995

PEN

NEW YORK, NY

PIT

PITTSFIELD, MA

Round-Trip

JUNE 22, 2019

Depart

TRAIN	BERKSHIRE FLYER	PITTSFIELD STATION PITTSFIELD, MA	DEPARTS	ARRIVES (Fri Jun 22)
513	Jun 22, 2019	1 Business Class Seat	2:20PM - 6:10PM	

Return

TRAIN	BERKSHIRE FLYER	PENN STATION NEW YORK, NY	DEPARTS	ARRIVES (Sun Jun 24)
513	Jun 24, 2019	1 Business Class Seat	2:45PM - 6:45PM	









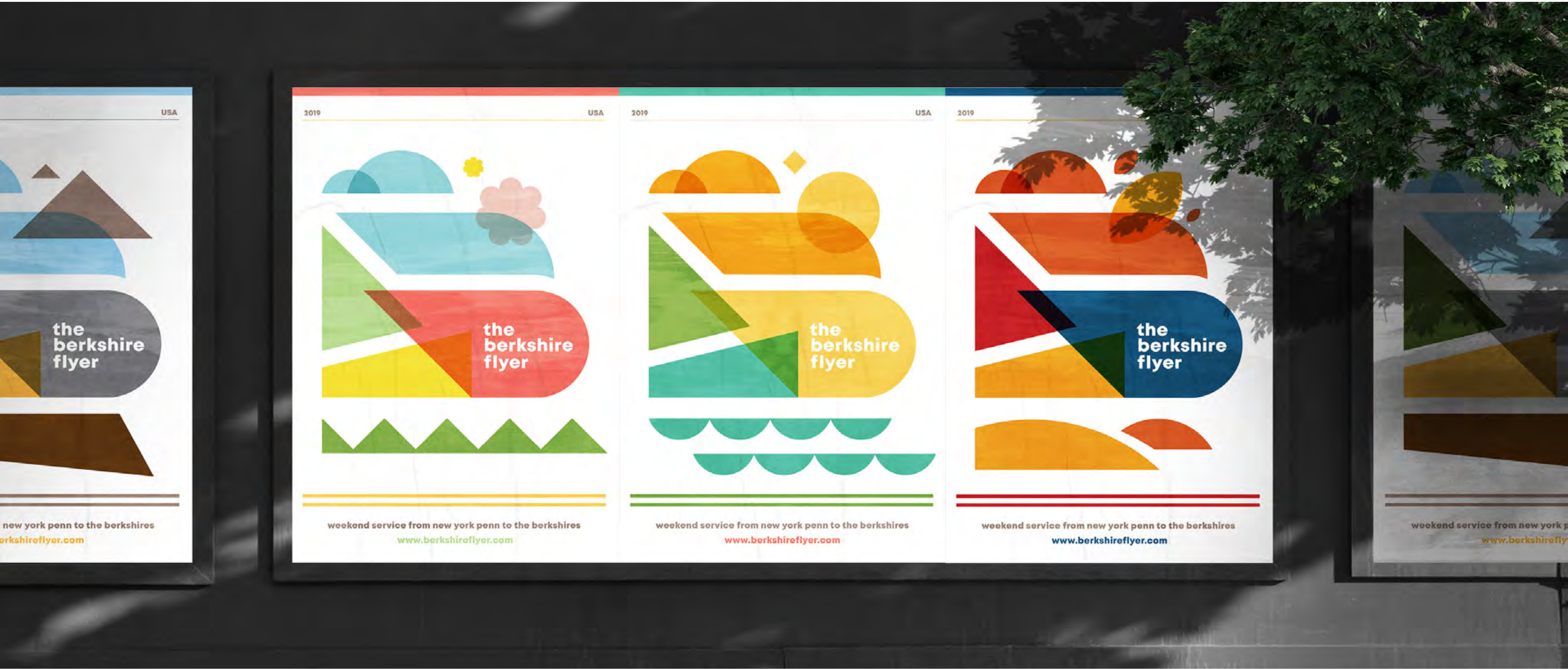




SOUVENIR CUPS



WILD POSTING





T-SHIRTS





The Berkshire Flyer



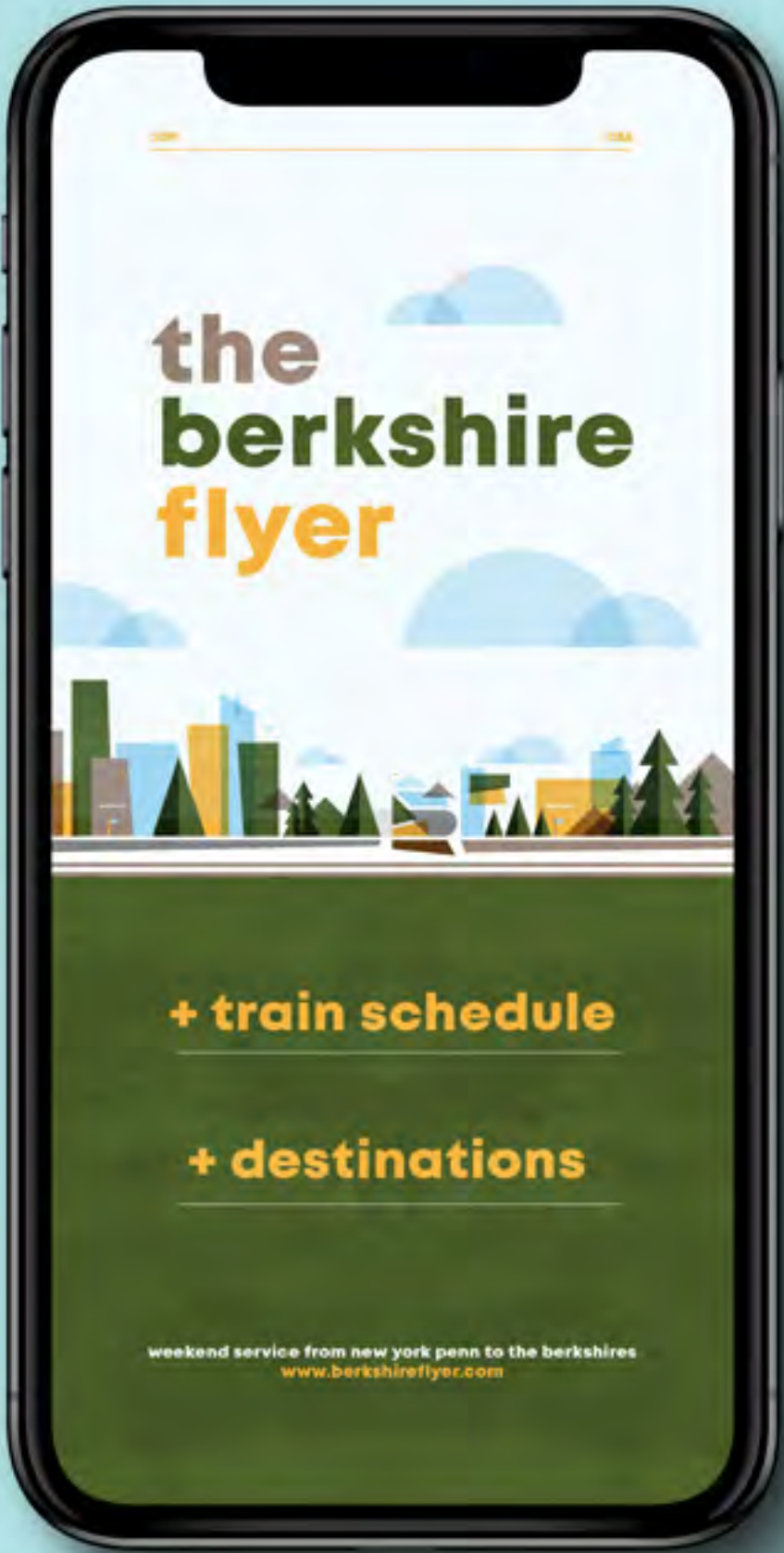
The Berkshire Flyer



The Berkshire Flyer



The Berkshire Flyer





Thank you!

BRIGADE