



Rock Yachts

This California company came to us with the strong desire to attract a more prestigious rock clientele than they were currently seeing. They were experiencing a fair amount of business, but just not the kind of business they were desperate to see.

We proposed the creation of a web site. We are especially pro-site because we have seen this solution work for many of our clients. Web sites are very effective for businesses and can deliver a lot of ROI.

Objectives:

- Lure new, high rolling clients to the high seas of hard rock.
- Design a bright and cheerful look the give the idea of Safe and Fun instead of Dangerous and Sea Sick.
- Create a brand that people want to know more about and that rich people want to be associated with.

Solution:

- Created a beautiful, ocean-like environment where perspective clients can feel the same kind of relaxed they would feel on a Rock Yacht.
- Invented a bold new look for the company by recognizing the business and seafaring values they cherish most.
- Took the personality of the company and put it online. This will attract the right kind of customers.

Results:

- An exciting multimedia site that attracts exciting people to the exciting world of Rock Yachts.
- A explosion of color and movement and beautiful photography that bring people in to the world of the sea.
- A Rocking midi file and dancing chili peppers go a long way to deliver the feeling one gets when experiencing a Rock Yacht yacht trip.

The site launched and the company experienced immediate results from their desired demographic and increased sales by 15% in almost a month.