



Sint Maarten Twelve Metre *Racing* Strategic Marketing Brief

22H Juancho Yrausquin Blvd, Bobby's Marina Village Bldg #2, Philipsburg, Sint Maarten



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Defining the Problem

1. **The consumer base is in a state of transition, but *12 Metre's marketing strategy has remained stagnant while addressing the wrong psychographic segments.***
 - a. *12 Metre* caters their digital footprint to 'dying' demographics (Baby Boomers/Silent Generation) through notions of historical relevance (The '87 America's Cup Race).
 - b. *12 Metre* leverages nostalgia & dated authenticity upon demographics that are notoriously absent from key digital platforms, neglecting large & culturally significant consumer pools.
 - c. Consumers who would identify with *12 Metre's* competitive/adrenalized brand identity are overlooked as a target audience.



Defining the Goal

1. **Market effectively to a new set of potential guests.**
 - a. Refine the *12 Metre* digital footprint.
 - i. Website, social media channels & search platform identification.
2. **Drive a professional, competitive, adrenalized & immersive brand connotation.**
 - a. Via visual identity, accurate experience descriptions & inclusive brand tone.

Understanding the Consumer Base

Who are we talking to?

(Demographics, Psychographics, Key Habits and How to Reach Them)
Baby Boomers, Millennials and Generation X

Baby Boomers (Ages 55-75)

Current Demographic

Retain

(5-10 Years of Marketing Availability Remaining)





Who are they?

01. **The second largest generational cohort.**
 - a. 72.6 Million in the United States & 1.1 Billion Worldwide. (Pew Research Center)
 - b. 52% Female & 48% Male. (Pew Research Center)
02. **Lived through an economically prosperous era & were a prominent target demographic for decades due to their purchasing power.**
 - a. 45% currently have little retirement savings as a result of heavy spending. (Goldman Sachs)
 - b. Declining purchasing power.
03. **The biggest consumers of traditional media content.**
 - a. Magazines, newspapers, radio & television.
04. **37% have children under eighteen living at home & 28% are **empty nesters*.**
 - a. **Married with adult children who have left home.* (Population Reference Bureau)



How do we reach them?

01. **Leverage their attention span.**
 - a. They are diligent, skeptical & not afraid to read. Provide them all the information needed to make an informed purchasing decision.
02. **Form relationships through customer service.**
 - a. Be accessible, answer their questions & make them feel heard.
03. **Be present on Facebook & appear prominently on search engines.**
 - a. 90% are active on Facebook. (Statista)
04. **Utilize traditional media.**
 - a. Biggest consumers of television, radio, & print advertising.

Generation X (Aged 40-55)

New Target

Shift Focus

(10-15 Years of Marketing Availability Remaining)





Who are they?

01. **They have monumental purchasing power.**
 - a. Account for 31% of total U.S. income, but only 25% of the population. (Response Media)
 - b. Spending Power: \$2.4 Trillion (Response Media)
02. **Tech-Savvy & Reliant**
 - a. The first generation to grow up with personal computers.
03. **Diverse & Inclusive**
 - a. Grew up in post-Civil Rights Movement America & attended integrated public schools.
04. **29% are married, 61% of those married have children.**
 - a. Non-married couples have children at higher rates than ever before. (Goldberg Jones)



How do we reach them?

01. **Showcase authenticity.**

- a. No tolerance for 'smoke and mirrors' marketing & tend to see through bullshit. They value transparency, safety & reputability above all else.

02. **Encourage brand loyalty.**

- a. Advertise loyalty rewards programs through discounts & additional experiences.

03. **Utilize both social media and traditional marketing methods.**

- a. Be present on Facebook, Instagram & search platforms; as well as local channels via print advertising.

04. **Leverage legacy.**

- a. America's Cup will establish reputability amongst Gen X consumers.

Millennials (Aged 25-40)

New Target

Shift Focus

(20+ Years of Marketing Availability Remaining)





Who are they?

01. **The largest generational cohort in history.**

- a. Will have monumental purchasing power & be a primary marketing base for years to come.

02. **Intuitive knowledge of & reliance on technology.**

- a. First generation to be fully immersed in the digital age.

03. **22% are married, 60% of those married have children.**

- a. Nearly 10% of millennials live with a significant other (19% have children).
- b. 58% prefer to travel in groups (with family, friends or coworkers). (Population Reference Bureau)

04. **Most educated generation.**

- a. 34% between 25 and 29 have a Bachelor's, Master's or Doctorate degree.
 - i. 36% of women & 28% of men. (Status of Women Data)



How do we reach them?

01. **Establish brand personality.**

- a. Millennials most connect to organizations through affiliation with a cause or shared belief. *Be candid, put a face to the name & showcase authenticity.*

02. **Establish a social media presence (Instagram and Facebook).**

- a. Social media offers a 24/7 dialogue between organizations & their consumers.

03. **Market a learning experience.**

- a. Most content geared towards millennials is purely entertainment. Stand out, grab & maintain interest.

04. **Leverage millennial employees.**

- a. Most of our crew are millennials. Use their faces, stories & understanding of the demographic.

Psychographic Segmentation

Who is the ideal consumer?

(Beliefs, Attitudes, Interests & Key Habits)

Refine the target audience.





The Evolution of Advertising

01. Feature Oriented (1900-1925): What does it have?
02. Benefit Oriented (1925-1950): What does it do?
03. Experience Oriented (1950-2000): What do you feel?
04. **Identity Oriented (2000-Present): Who are you?**
 - a. A consumer's purchasing decision has become more about their own social identity than the product or service itself.
 - b. Self image is defined by what we own & what we do.

Ideal Consumer #1 (Gen X)

Meet Allen.

Allen is 42 years old. He enjoys bike riding, trail running, cooking & spending quality time with his family. He works long hours as an attorney & seeks to make the most of his vacation time by adventuring internationally with his wife & two pre-teen/teenage kids.

Rather than getting drunk on the beach, Allen prefers culturally & physically immersive character building experiences. He is intrigued by the prospect of the unknown & values adopting a new set of skills.

He wants his purchasing power to be a reflection of his social class, beyond material possessions. He engages in experiences that will impress friends and family when he eventually posts photos on social media or mentions them over dinner.



Ideal Consumer #2 (Gen X)

Meet Ellen.

Ellen is 49 years old. She enjoys skiing, snowboarding, climbing & learning new cooking recipes. She works long hours as an investment banker and takes her job seriously. She hasn't made time for marriage or kids & spends most of her vacation time traveling with a close group of friends.

Ellen values cultural immersion & engaging learning experiences over rest & relaxation, opting for high energy group excursions. She is competitive & wants to feel a sense of pride or triumph associated with the activities she engages in.

She consciously applies her purchasing power to notions of character development, strengthening her sense of self and ability. Ellen is active on social media, but rarely posts or 'shows off' to her friends & followers. She values the lived experience.



Ideal Consumer #3 (Millennial)

Meet Marcus.

Marcus is 31 years old. He enjoys hiking, fishing, going to the gym & language immersion. He works 50+ hours/week as an account executive & seeks to make the most of his vacation time by traveling both locally and internationally with his girlfriend of five years.

Marcus enjoys notions of rest & relaxation, but wants to feel as though he's earned it. He values active learning experiences over idle participation & wants to work in collaboration with his girlfriend, opting for group activities.

He wants his purchasing power to be a reflection of his own interests, not simply limited by his basic needs. He engages in experiences that perpetuate his sense of self & offer a sense of triumph/accomplishment. Marcus is an adrenaline junkie.



Ideal Consumer #4 (Millennial)

Meet Sarah.

Sarah is 29 years old. She enjoys learning to play musical instruments, cooking, running & teaching. She works as a primary school teacher & has a month for vacation each summer, using that time to experience new languages, cultures, food & activities. She has a child with her boyfriend of six years & they live/travel together.

As an educator, Sarah values the opportunity to gain a more comprehensive worldview & take part in activities that personify the locations she visits. She values having time to unwind, but wants to feel as though she's made the most of her time.

She doesn't make a lucrative salary, so her purchasing power works hard. She values a good deal that simultaneously allows her to further her perception of herself and the world around her. Sarah saves all year so she can be perceived as a globetrotter.





Attitudes, Beliefs & Social Identity

01. Attitudes

- a. Thrives under notions of collaboration, but takes pride in their competitive nature.
- b. Open to learning new skills & applying them in an engaging environment.

02. Beliefs


- a. Lived experiences take precedent over material possessions.
- b. Value character building experiences involving travel, cultural immersion, physical activity & education.

03. Social Identity

- a. Been in the workforce for a decade at minimum & has considerable purchasing power.
- b. Want to feel a sense of pride & personal gain in association with their spending.

Strategy Statement/Single Most Compelling Idea

St. Maarten Twelve Metre Racing is an immersive sailing experience alongside legendary captains on America's Cup winning boats, allowing consumers to compete against one another as integral working members of the crew.



Why will they believe the SMCI?



Statistics indicate that that Millennials and Generation X consumers are **moving away from material functionalities and towards immersive/engaging cultural experiences**. Experiences trump destinations.

01. **89%** of millennial participants identified outdoor exploration and activity as key motivators for travel. **78%** of Gen X claimed the motivators. (Expedia Group Media Solutions)
02. **71%** of Generation X claims their travel plans are family oriented. They are unlikely to engage in tourist activities that aren't collaborative or team oriented. (Goldman Sachs)
03. **86%** of Millennials travel to experience new cultures and **76%** do so to engage in immersive activities that personify the location they're visiting. (Stratos)

SWOT Analysis

Strengths, Areas for Improvement, Opportunities and External Threats



Strengths

01. **Caribbean Rank and Stature**
 - a. Ranked the top shore excursion in the for 15 years & a top 10 attraction by USA Today.
02. **Cultural and Physical Immersion**
 - a. 12 Metre allows consumers to perform as active crew members alongside St. Maarten locals.
03. **Reputability of Captains and Crew**
 - a. Ernie, Morgan & Dave have over 50 years of combined 12 Metre sailing experience.
04. **Authenticity**
 - a. Leverage the '87 America's Cup legacy to establish authenticity.
 - b. Head to head racing with reputable captains and crew.



Areas for Improvement

01. Digital Footprint

- a. Weak and unprofessional presence on Instagram, search platforms & the company website.

02. Traditional/On-Site Advertising

- a. 12 Metre relies heavily on digital marketing, yet has a weak technological presence.

03. Personnel Details

- a. The captains, crew & operations managers are notably absent from all marketing platforms.

04. Reliance on Cruise Tourism

- a. 75% of St. Maarten tourism comes from cruise traffic, 12 Metre struggles to reach the other 25%.
 - i. The 25% can provide repeat business and engage in multiple excursions.



Opportunities

01. **Social Media Marketing**

- a. Utilize budgeting advertising on Facebook, Instagram & Google.

02. **Comprehensive Loyalty Rewards Program**

- a. Offer incentives for referrals, repeat business, social media follows & boutique purchases.

03. **Exit Survey**

- a. Gauge strengths, weaknesses, demographic information & offer a TripAdvisor link.

04. **Family Excursions**

- a. Market an excursion geared towards single families (collaboration/experience over competition).



External Threats to Combat

01. **TripAdvisor**

- a. Upon a general search, unlisted as one of St. Maarten's most attractive excursions.

02. **Reliance on Cruise Traffic**

- a. 75% of tourists are on the island for less than 24 hours. Relying on cruise bookings & prior interest.

03. **Saturation**

- a. St. Maarten has a tourist-excursion based economy. Market more aggressively in order to beat out other high-energy/adrenalized excursions.
 - i. Blue Bubbles Sports & Tours, Rainforest Adventures St. Maarten, Captain Bob Speedboat & Snorkeling, Electric Adventures Buggy Rentals,

Execution

Brand Imagery & Messaging Across Notable Platforms

Logos, Copy, Visual Identity

Facebook not included, adheres to brand guidelines & functions effectively.



Brand Imagery and Tone



Pantone
289C



Pantone
200C



Pantone
Cool Grey 7C

Fonts: **Gotham Black** & Gotham Book

Sans Serif typeface & Gotham curvature suits the brand tone well.
Establishes a strong, clean & stable visual identity.

Headline: The Ultimate Sailing Adventure

'Ultimate' has a connotation associated with competition, adrenaline & prestige.
'Sailing Adventure' alone appears inconclusive & doesn't cater as effectively to our psychographic segment.

Logo Concepts

Potential Drafts for Critique/Consideration

**I hold no grudge against the logo as it stands, these are simply options for consideration.*





12



12 METRE RACING

THE ULTIMATE SAILING ADVENTURE



Concept Headlines

01. The Ultimate Sailing Adventure
02. Take the Helm
03. The America's Cup Experience
04. Fair Winds and Following Seas
05. All Hands on Deck
06. The Caribbean's #1 Shore Excursion
07. Make Waves
08. A Legacy Built on the Water
09. Fight to the Finish
10. An Authentic Regatta Experience

Instagram

Proper Uses & Areas for Refinement
@12MetreRacing



Areas for Refinement

01. Consistency

- a. Font use, color scheme & photo resolution.
- b. Use the platform to establish a *visual* identity
- c. Post scheduling - software allows you to create posts in advance & have them posted automatically.

02. Include Rank/Reputation in Bio

- a. Top 10 Caribbean Excursion (USA Today) & the #1 Shore Excursion for 15 years.

03. Build Relationships

- a. Showcase captains/crew/management & market the notion of cultural immersion.

04. Utilize Instagram Promotions

- a. Budgeting advertising.



Biography Copy

Current:

Race aboard the legendary Stars & Stripes 86, Canada II & True North IV for an authentic America's Cup experience.

Critique:

Vessel names don't aid understanding, lacks reputability and tactility, neglects guest role.

Suggested:

The Ultimate Sailing Adventure.

Join our crew and feel the wind in your face as you compete alongside our legendary captains onboard our America's Cup sailing vessels/boats/racers.

Voted a Top 10 Caribbean Excursion by USA Today (@usatoday).


Concept Posts and User Interface - Instagram

Template Visual Identity, Biography & Mock Posts



12:49 📶 📶 🔋

< **12metreracing** 🔔 ⋮

 **260** Posts **658** Followers **599** Following

St. Maarten 12 Metre Racing





The Ultimate Sailing Adventure.

Join our crew and feel the wind in your hair as you compete aboard our legendary America's Cup sailing yachts.

Voted a Top 10 Caribbean Excursion by @usatoday.


21 Juancho Yrasquin Blvd., Bobby's Marina Village Bldg #2, Philipsburg

Following ▾ Message Contact +🔍

12M Sailors Now Booking HeinekenRe... Events

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Sint Maarten



❤️ 💬 📍 🔖


Liked by **mcp_xviii** and **1,560 others**
12metreracing Endrick and Aky! ... more
View all 20 comments
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Liked by **mcp_xviii** and **1,560 others**
12metreracing Crew Spotlight: Meet Henry! ... more
View all 20 comments
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Liked by **mcp_xviii** and **1,560 others**
12metreracing Crew Spotlight: Meet Aky! ... more
View all 20 comments
5 MINS

Instagram Budgeted Advertising

Instagram Promotions & Post Boosting
The Process

Select a goal

What results would you like from this ad?

- More profile visits
- More website visits
- More messages

Next

N/A
Estimated audience size

- Audience name
- Locations >
- Interests >
- Age & gender >
All | 18 - 65 yr

Next

SGD 42 over 6 days

Total Spend

2,500 - 6,700
Estimated reach

Budget

- SGD 5 daily
- SGD 7 daily
- SGD 12 daily
- Choose your own

Duration

6 Days



Next

12 Metre Website

Areas for Refinement



Areas for Refinement

01. Experience Over History

- a. Too much focus on historical relevance, not enough on the experience itself.

02. Layout and Design

- a. Not modern, consistent (color, layout & tone) or visually appealing.

03. Absence of Key Selling Points

- a. Captains, crew, prestige & degree of cultural immersion are absent.



EXPERIENCE THE CARIBBEAN'S ULTIMATE SAILING ADVENTURE

Grind a winch, trim a sail, punch a stopwatch, or just sit back, relax and enjoy the complimentary refreshments. Voted the number one shore excursion in the Caribbean for 15 years and a top 10 Caribbean attraction by USA Today, the St. Maarten 12 Metre Racing promises to be the ultimate sailing adventure.

THE EXPERIENCE

Join our crew and participate in a competitive, head-to-head race between authentic America's Cup race yachts. This is a truly unique and immersive experience guaranteed to leave you breathless, truly exhilarated and feeling like a sailing pro!

Our legendary 12 Metre Class race boats are the thoroughbreds of the yacht racing world. Past America's Cup winners and contenders, each yacht is the culmination of multi-million dollar efforts and





CAPTAINS & CREW

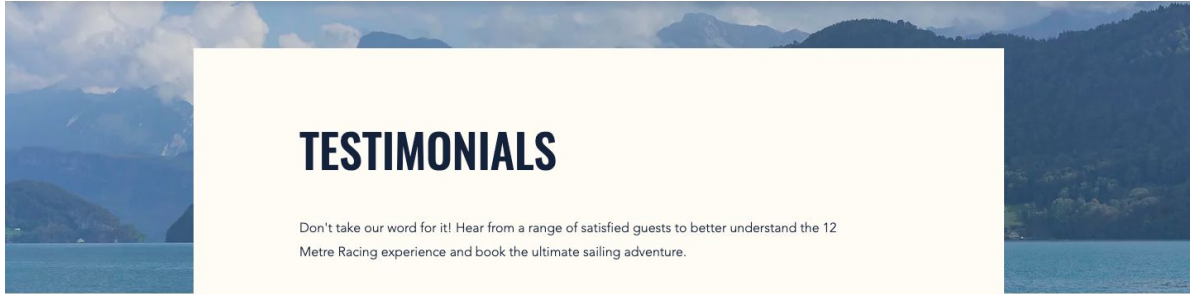
Our captains and crew are some of the most passionate and distinguished 12 Metre sailors on the planet. They have a combined 50 years of experience and share their knowledge and love of the craft with both each other as well as our honorary crew members, you!



This is a Paragraph. Click on "Edit Text" or double click on the text box to edit the content and make

Akyl





TESTIMONIALS

Don't take our word for it! Hear from a range of satisfied guests to better understand the 12 Metre Racing experience and book the ultimate sailing adventure.



Tim Strouse

"Fantastic and fun experience! This was our second time separated by 15 years! We were lucky enough to have Captain Ernie in Aug 2006 on our honeymoon and again today in 2021 with our two boys! This is a must do! Had a blast both times!"



Nellie Tobbe

"Best adventure and memory of my trip! Everyone on board has a role! Each person is patiently trained and off you go! Great encouragement and communication by the professionals. Of course, the victory with Captain Morgan and crew added to the exhilaration!"



Boris Pelakh

"Probably the favorite excursion of my Caribbean cruise, fantastic experience. The crew was friendly and informative."



Rebekah Griffith-Chipps

"I was lucky enough to sail with them in October, it was their first trip since reopening after the hurricane damaged."

Google Budgeted Advertising

Google Campaigns
The Process

What's your main advertising goal?

- Get more calls
- Get more website sales or leads
- Get more visits to your physical location
- Get more views and engagement on YouTube

Next

Set up Google Analytics to see your ad campaign performance

Your landing page needs Google Analytics so you can measure the value of your ads

Connect your ads to Google Analytics to measure:

- Visits to key pages and other actions
- Percentage of new visits from ads
- Time spent on your website
- Number of pages visited

Back

Skip for now

Get Started

Choose your landing page. This is where people go when they click your ad.

Your website

Consider what you're advertising, and enter the most relevant page of your website. This might be your homepage, or a more specific page.

To get better performance, make sure there is a phone number or a contact button on this page. If you don't have Google Analytics set up, you can do that on the next step.

Back

Next



Need help?
Call for free ad setup help at 1-855-738-7723
Sun to Sun ET, Mon - Fri
[More help options](#)

Chat with us

Now it's time to write your ad

Headline 1
12 Metre Racing 15 / 30

Headline 2
America's Cup Yacht Racing 26 / 30

Headline 3
Philipsburg, Sint Maarten 25 / 30

Description 1
The Ultimate Sailing Adventure. 31 / 90

Description 2
Join our crew and participate in a competitive, head-to-head r 86 / 90

Ad - www.12metre.com

12 Metre Racing | America's Cup Yacht Racing | Philipsburg, Sint Maarten

The Ultimate Sailing Adventure. Join our crew and participate in a competitive, head-to-head race between authentic...

Show a call button in your ad

Add keyword themes to match your ad to searches

Selected keyword themes:

+ New keyword theme

Suggested keyword themes:

- + model yacht racing
- + yacht boat
- + model yachts
- + boat racing
- + yacht
- + sailing calendar
- + sailboat manufacturers
- + catamaran sailing
- + opti sailboat
- + power yachts

Advertise in English

Give us a few keyword themes and we'll show your ad for similar searches. You can also add manual keyword themes after you've started. [Learn more about keyword](#)

Set a budget to get the results you want

Select a budget option

\$10.00 daily average - \$304 monthly max
Get an estimated 160-330 ad clicks each month

Recommended for you
\$15.10 daily average - \$459 monthly max ✓
Get an estimated 250-490 ad clicks each month

\$25.50 daily average - \$775 monthly max
Get an estimated 420-830 ad clicks each month

Enter your own budget

Up next, show your ad in the right places

- Advertise near an address
- Advertise in specific zip codes, cities, or regions
 - United States

Add a zip code, city, state, or country



Your ad shows to people in the locations you set up, and to people interested in these locations. [Learn more about locations](#)