

Sea-Doo Case Study Business to Consumer (Brand Building)

EVERYBODY'S DOIN' ITSM Sea-Doo is a division of Bombardier Corporation which also has Ski-Doo, Challenger, Lynx and Evinrude brands. With a heritage in the airline manufacturing industry, Bombardier has committed itself to providing the highest quality products in the powersports industry.

Sea-Doo is now known offering a slew of firsts for watercraft: the first and only on-water braking system, the first true suspension system on a watercraft, a stepped hull design, and true neutral. It's also got the most advanced throttle control ever on a watercraft, all packaged with our legendary BRP Rotax[®] engine specifically designed for marine use. But in the middle 90s, Sea-Doo was a distant third to Kawasaki who was credited with inventing the category coined "Jet Skis" and from Yamaha who had a rich heritage in the marine business through its outboard engine market. Sea-Doo was a very distant third in the market and in search of an identity.

The agency worked hand in hand with the client to develop an overall strategic plan, key messaging and positioning, and finally implementing unexpected advertising, sales materials and sales training in two different languages. The close relationship between client and agency resulted in a jump in marketshare by over 30 percentage points in less than three years. Sales tripled in three years in which Sea-Doo became the market leader in watercraft and jet boats.

Objective: Branding

Target: Prospective/Current Customers

Summary: Impactful brochures, advertising, and sales materials designed to position Sea-Doo the personal water play toy for everyone. Multi-age, gender and cultural photos appealed to multiple audience segments. The colors used were also segmented by boat class.

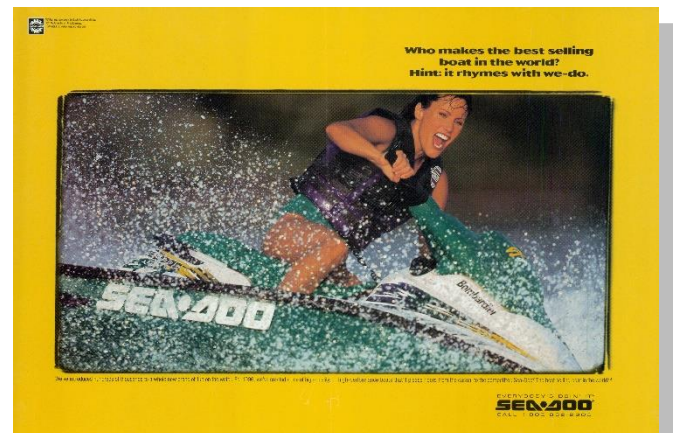
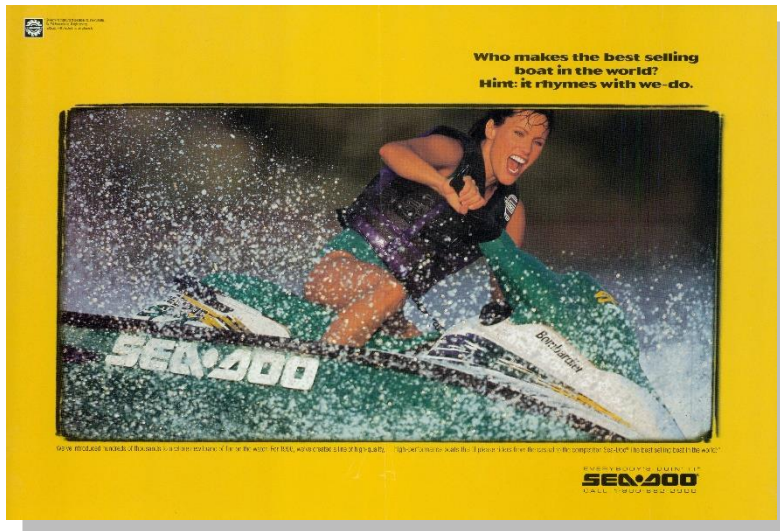
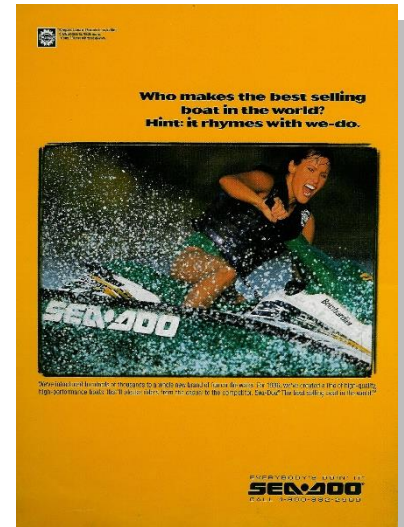
Media: National, regional and local magazines and newspapers. Dealers used this in local print outlets with specific-call to-actions.

Results: Increased marketshare over 25% to gain market leadership. The entire campaign also resulted in high end products being sold over entry level.

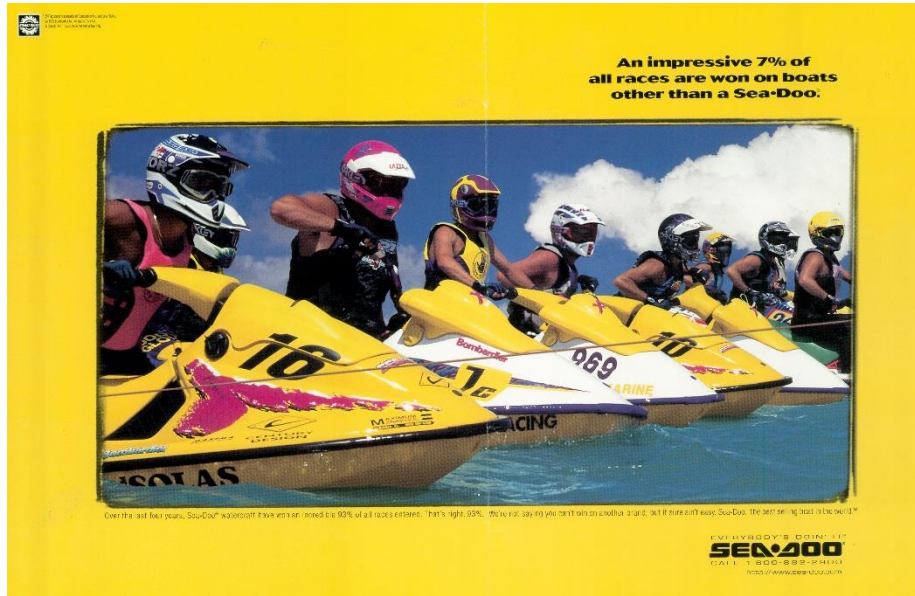


Print Advertising

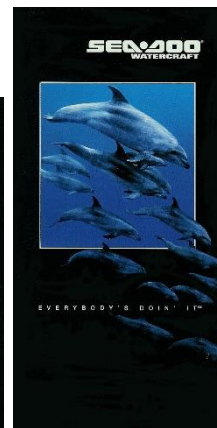
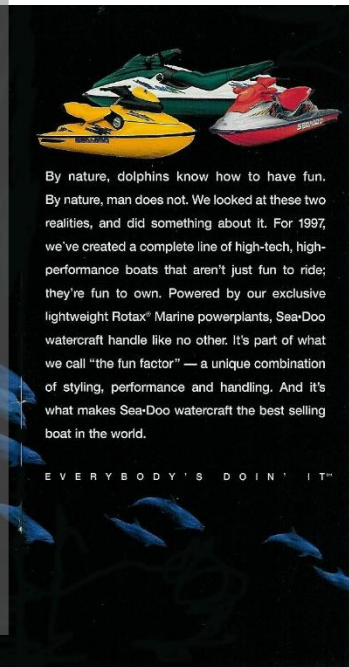
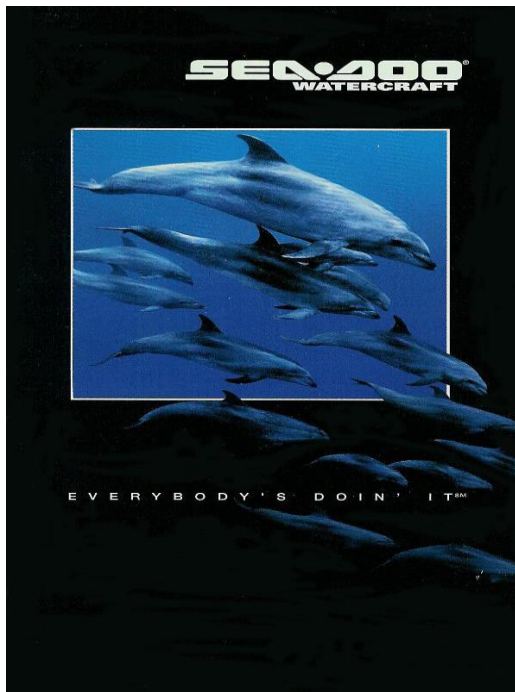
Following a strict and meticulous strategic planning process, Sea-Doo did a complete analysis of the market and competitive landscape. After this process, the brand figured out the correct positioning and brand promise- Pure Play. Market leader, Kawasaki was positioned for stand-up aerial trick activities directed at young males while Yamaha was continuing its marine heritage as a technology leader with some comfort features. Sea-Doo correctly ascertained that the majority of the market were young adults wanting to have family fun in a comfortable, safe but feature-rich craft that was hassle free. The tagline “Everybody’s Doin’ It” resonated with the target market and superior design and technology delivered upon the promise.



Niche Print Advertising



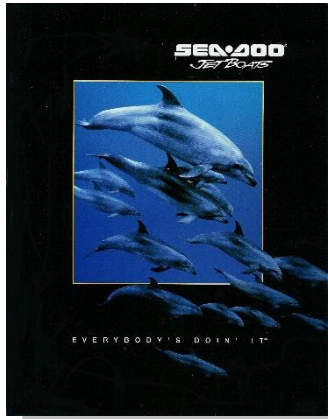
Brochures: At this time, print brochures were a critical marketing item for the dealers and consumers to make decisions on purchasing personal watercraft. The challenge was the cost of printing when millions were needed for shows but more visual and compelling larger brochures to highlight key differentiating features and close sales. Sea-Doo had the added challenge because it was launching a new jet boat line of products that mimicked the watercraft portfolio in look and positioning. The solution was to be consistent in look and feel, but change formats, sizes and delivery.



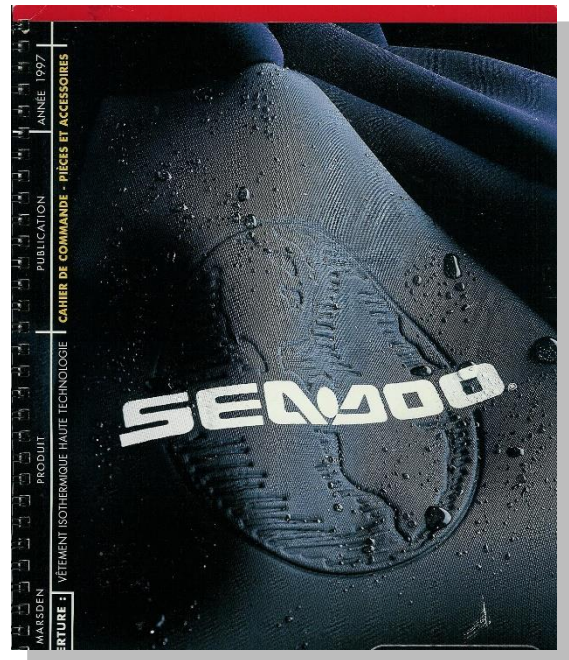
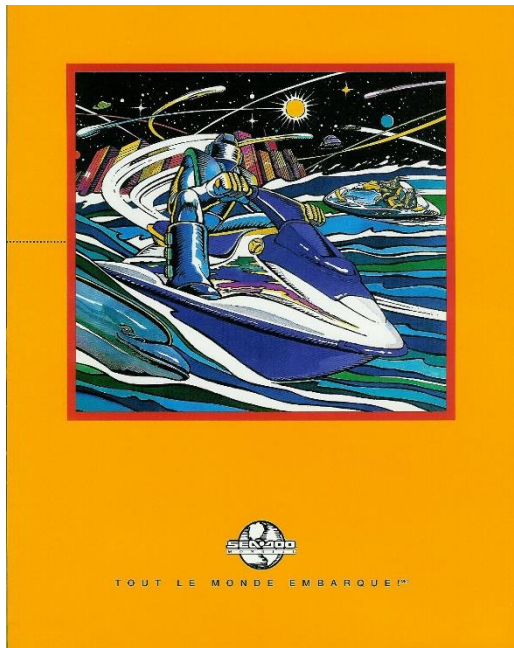
performance spazsons,
and the industry's first and
only digitally encoded
thrust-deterrent system.



Jet Boats



International



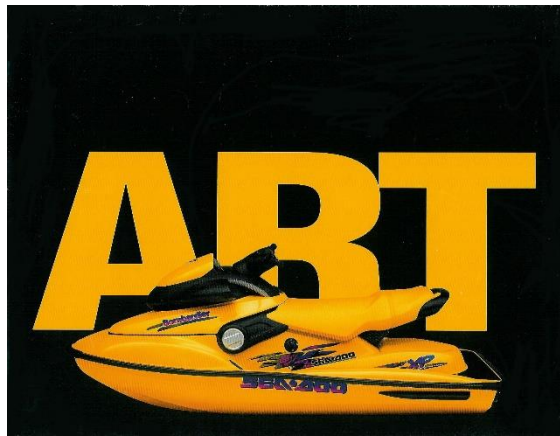
Sales Support

Objective: Support large distributor and dealer network with marketing tools and materials to help achieve sales while ensuring consistent branding.

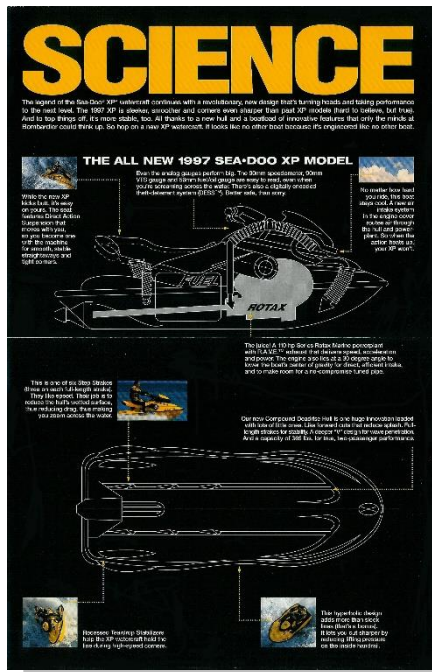
Target: Dealer Network, Trade Influencers, Prospective Customers

Summary: Annually, we produced a multitude of sales support materials including posters, safety and product videos, POP displays, technical guides, product manuals in both French and English.

Results: Dealer satisfaction surveys rose from 84% to over 93% in first year. Customer satisfaction went over 98% for the first time in company's history.



Jet Boat Dealer Showroom Poster



Watercraft Dealer Showroom Poster