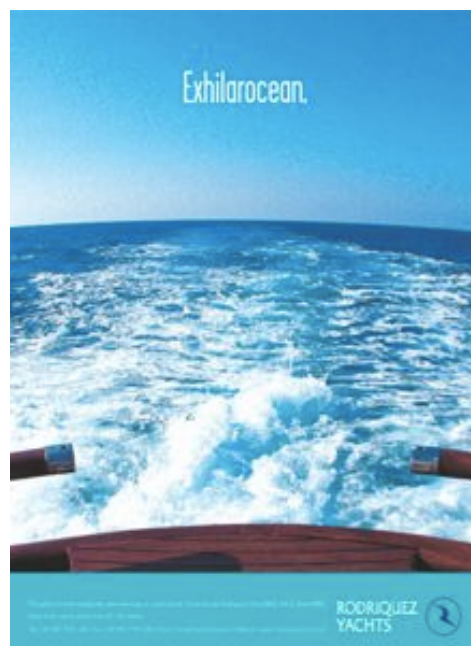


PasswordMarketing



Italian ship builder Rodríguez Cantieri Navali was looking to make an entry into the lucrative super yacht market which, despite difficult economic times, was enjoying noticeable immunity from recession and was an area in which the Ship-builder, with its vast experience in fast ferries, hydrofoil and patrol boat design and construction, had the naval capabilities needed to become a competitor.

However, with no experience and no marketing assets, entry into the market – required urgently in order to ride the wave of global demand, was proving to be difficult. Rodríguez Commercial Director Sam Crockford, with whom Mark Conway had worked at Caterpillar, called in Mark and HRO’C and, following a successful pitch, HRO’C was appointed to handle the required work: In the 94 days between appointment in September and the start of the Düsseldorf Boat show in January, HRO’C developed and delivered a full creative campaign featuring above the line advertising, literature, website and micro-sites, video/DVD presentation, exhibition space and stand, a full suite of literature and a major press launch.



The 'Ocean' theme, designed to demonstrate that these yachts are intended for Global and not 'inshore' work, such is their ship-building pedigree.



Clearly, without having built a super-yacht before, there was no 'product' to shoot, the yachts in her sunglasses and out beyond the typical Italian coastal buildings, were 'built' electronically by HRO'C's designers.



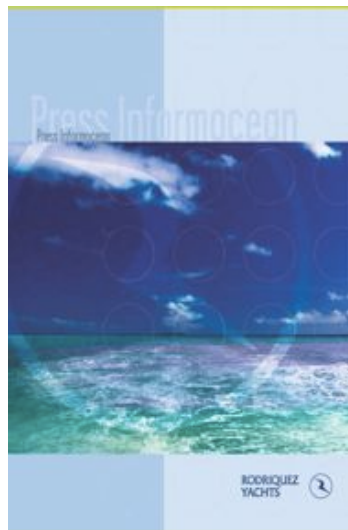
Stand design (left) and reality for the crucial launch of Rodriguez Yachts at Düsseldorf Yacht Show.





Exhibition stands, on the quayside at Cannes (left) and indoors at the Rio De Janeiro boatshows were also booked and organised, as was attendance at Monaco and Rodriguez 'home' show in Genoa.

A DVD presentation, press information pack and all-new literature were also produced for the launch event:



As were a new website...



and technical specification literature:



Rodriquez Yachts won orders worth more then €180million in its first year of trading in the lucrative, but also highly competitive super-yacht market.

