

# SYL

SUPERYACHT**LIFE**

*Let's grow the industry together*

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## *Marketing plan*

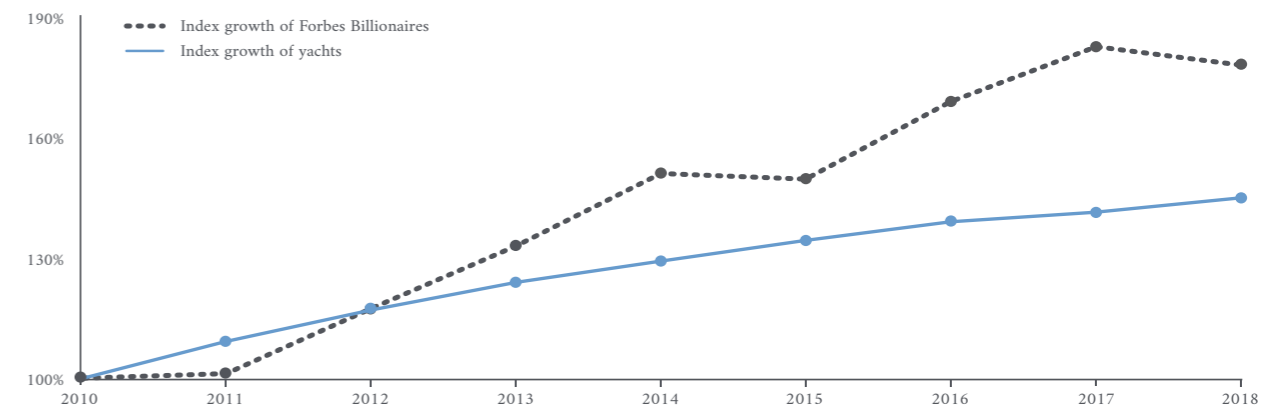
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[thesuperyachtlifefoundation.com](http://thesuperyachtlifefoundation.com)



## The situation

Superyachts have always been the privilege of the very few. They still are, and they will always remain so, but in recent years the number of these ultra-wealthy individuals has continued to grow at an increasing rate. In contrast, superyacht ownership hasn't grown at the same level, meaning that the industry is not achieving its full potential. This is a missed opportunity.



The poor reputation of the world of superyachts has been identified as the key factor for this by many people in the industry. General audiences often associate superyachts with greed and low morals, an image that is fueled by the press and the entertainment industry. From James Bond to The Wolf of Wall Street, more often than not, the villain is the one on the superyacht.

Through this incorrect representation in the media and unfavourable misconceptions, the real meaning of yachting has gotten lost in the headlines. Superyachts have turned into status symbols – but for all the wrong reasons. The actions of a few have been extended to the whole and the entire industry is now suffering from poor representation on the global stage.

## THE SOLUTION

The Superyacht Life Foundation is on a mission to remedy this. We know that superyachting is a wholesome, family-oriented lifestyle that offers exceptional experiences, freedom and privacy. We know that the prospect of exclusive panoramas to share with family and loved ones, of life at sea with all the comfort of home is what brings audiences to charter and ownership. Our back-to-basics approach will help the whole industry to thrive beyond current misconceptions.

While many industry marketing and advertising campaigns are product-oriented, we appeal to the emotional side of the buying decision. Current superyacht promotion fails to create a wholesome image, instead focusing largely on the product and its specifications, not the lifestyle it provides. While this isn't bad, it doesn't help erase stereotypes and misconceptions, neither does it inspire nor attract potential new owners or charterers. Clients come first for the lifestyle and then fall in love with the product. We share the experience so the industry can follow up with the goods.

## OUR PLAN

Two years on and we are more passionate than ever about sharing the real stories of superyachting. If you want more information on our marketing strategy and future plans, this document is for you. Or, if you're short on time, check out our one-page summary on the inside back cover.

## *The Superyacht Life Foundation*

Superyacht Life is a collective marketing programme devoted to attracting new audiences to charter and ownership in order to grow the industry and benefit from the growing number of ultra-wealthy worldwide. We do this by challenging misconceptions and improving the perception of superyachting.

Our strength lies in our independence. As a brand-neutral, commercially-agnostic foundation, Superyacht Life serves the entire industry, with companies and competitors across the spectrum banding together in one orchestrated campaign, allowing the industry to put its best foot forward and showcase the lifestyle, people and places behind the superyachting good life.

### OUR VISION

Our vision is that superyachting is widely perceived as a wholesome, family-oriented lifestyle that provides successful individuals with exceptional experiences and the freedom to travel around the world in comfort and privacy. This perception reduces ownership stigma, reaches new audiences and, in turn, grows the industry.

### OUR MISSION

Our mission is to attract new audiences to superyacht charter and ownership by creating a positive perception of superyachting to help the whole industry thrive - from the builders and the brokers, to the supply chain and service companies.

### OUR VALUES

- *Integrity* – We are honest, ethical, and fair. We set the industry standard for trustworthy business practices. And, because we are powered by the industry, it is important that we are transparent in everything we do.
- *Impartial* – While our priority may lie with our partners who fund the campaign, at the end of the day we are working to grow the entire industry.
- *Accountable* – The industry has trusted us to use their resources to grow the industry on their behalf. We must be accountable in our decisions and prudent with our spending.

### OUR OBJECTIVES

- Attract new audiences to superyachting.
- Increase the number of superyachts chartered and built.
- Improve the perception of superyachting.

# Target audiences and their key messages

## 1

### THE ULTRA-WEALTHY

Of all the people in the world who can afford to buy or charter a superyacht, only a small percentage actually do so. For the rest, chartering or buying a superyacht may not even spring to mind, unless we show them how superyachting can add invaluable and unforgettable experiences to their lives. In addition, a younger generation of wealthy individuals has arrived on the scene, a generation that is looking for truly unique and tailored experiences rather than for tangible assets. Experiences that can be provided by superyachting.

#### Key messages

- Superyachting is a wholesome, family-oriented lifestyle for successful and deserving people who seek to maximise their quality of life.
- Superyachting provides the freedom to explore the world in the ultimate comfort.
- Superyachting offers an unrivalled setting for exceptional experiences.
- Superyachts allow for a private and controlled environment free from many of the nuisances and safety concerns of land-based leisure activities.
- Superyachting relies on traditions, skills and craftsmanship that come together to build a yacht.
- The superyacht industry is dedicated to improving the oceans and environment around us.
- Superyachting is something to be proud of.

## 2

### THE WEALTHY AND OTHER INFLUENCERS

While not in a position to charter or buy, they are in a position to influence the ultra-wealthy. Think high-income audiences, but also family offices, advisors and other people who run in the sphere of the ultra-wealthy.

#### Key messages

- Superyachting is a wholesome, family-oriented lifestyle for successful and deserving people who seek to maximise their quality of life.
- Superyachting provides the freedom to explore the world in the ultimate comfort.
- Superyachting offers an unrivalled setting for exceptional experiences
- Superyachting relies on traditions, skills and craftsmanship that come together to build a yacht.
- The superyacht industry is dedicated to improving the oceans and environment around us.

### THE GENERAL PUBLIC

The general public are not a key audience but will still be reached by many of our activities. Reaching a mass audience is essential to improve the industry's image. A large majority of these people may never be able to buy a superyacht, but a mass change in perception is undoubtedly reassuring for those who can.

#### Key messages

- Superyachting is a wholesome, family-oriented lifestyle for successful and deserving people who seek to maximise their quality of life.
- Superyachting relies on traditions, skills and craftsmanship that come together to build a yacht.
- The superyacht industry is dedicated to improving the oceans and environment around us.
- Superyachting is the pinnacle of experiential holidays. It is interesting to watch and follow.
- Even if one cannot afford a superyacht, one can always dream.

### REACHING OUR TARGET AUDIENCES

Now that we have selected three target audiences, we have to think about where to reach them, where we can tell them compelling stories about superyachting life.

A guiding principle is that we aim to be where partners of The Superyacht Life Foundation are not. In the physical sense of the word, by being present in places where the partners are not. But also, in the metaphorical sense, by emphasising the emotional side of the buying process, whereas most shipyards and other partners are inclined to focus on the product.

By 'being there where the partners are not' we can create the maximum amount of added value for the partners and the industry as a whole.

## 3

## Audience personas

The better we understand our audience, the better we will be at engaging with them. On this page and the next, you will meet three people: James, Jacob and Jane. They're three personas carefully constructed to represent our target audience. They're not representative of everyone, but they're representative of enough people to make our communications sharper and more relatable.

People like James, Jacob and Jane exist and their current perceptions of yachting are real and need to be rectified. By directing our communications to these three personas, we can better address their concerns and change their perception of superyachting.

# 1

### THE ULTRA-WEALTHY: JAMES

65 years old - Calls London home - Billionaire retiree

James is in his golden years. He has worked hard and now has the resources to enjoy life to the full. He just sold his company to a multi-national and is enjoying his new-found freedom and spending more time with his family.

#### Current beliefs

James can afford a superyacht, but is aware that they cost a lot to keep running. When he started his company 49 years ago, he had barely anything to his name so, despite his extreme wealth, he still understands the value of a dollar.

James is proud of his philanthropic efforts and while he doesn't enjoy media attention, he is happy to be recognised as someone who supports the less-fortunate. He's concerned that owning a superyacht would make him "one of the bad guys" and a target for the Daily Mail. Instead, he is considering purchasing a number of estates around the world for family holidays.

#### We need to convince James that:

- superyachting is the ultimate way to enjoy his retirement. It's not cheap, but can you put a price on memories?
- superyachts can take you to the most incredible destinations around the world - something a villa can not do.
- superyachts are the perfect setting to spend time with friends and family in privacy.
- superyachting is good - from the businesses in the industry doing good to owners using their yachts for good.

### THE WEALTHY: JACOB

26 years old - Calls Sydney home - Millennial heir

Jacob knows he is one of the lucky few. His father invested in minerals and it paid in spades. He has no siblings but enjoys a sociable life, often mixing business (he has three start-ups) and pleasure.

#### Current beliefs

Jacob views yachting as an old boys' club activity. He's proud to be part of a new generation with green, socially-conscious ideals and views himself as an early adopter. He sets the trends – and racing around with a bunch of old, white guys is not Instagram-worthy. Jacob loves to travel to off-the-grid destinations that haven't been tarnished by mass tourism. He has no interest in spending a week in the South of France.

#### We need to convince Jacob that:

- superyachts are a tool for exploration, taking you to places you can't visit by land or jet.
- superyachts are the ultimate setting for exceptional experiences.
- superyachting is a cool, hip activity to do with friends - for the younger generation too.
- the superyacht industry is becoming increasingly environmentally-friendly and socially-aware. If you want it, they can build it.

### THE GENERAL PUBLIC: JANE

41 years old - Calls Miami home - Middle-class mom

Jane enjoys a comfortable life. She is a proud stay-at-home mom and plays tennis in her spare time – not that she has any between PTA meetings (she's the chair) and running around after her four kids.

#### Current beliefs

Jane knows that her family will never be able to afford a superyacht and she is okay with that. She has little regard for superyachts and views them as the epitome of greed. She wonders how anyone with a conscience could burn that much money on something when there are starving people in the world. Jane has heard the stories about yachts being used for nefarious purposes and shudders to think what goes on behind closed doors.

#### We need to convince Jane:

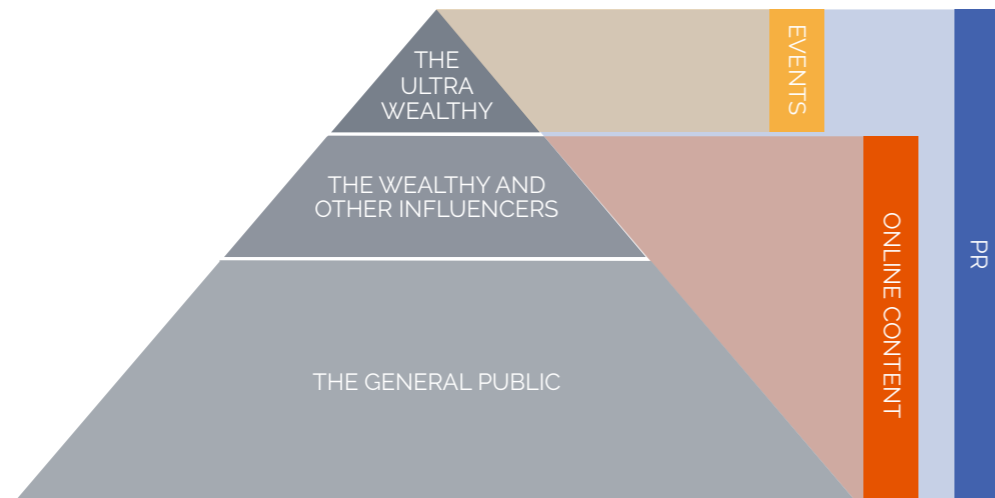
- that owners and charterers are successful, deserving people who are simply making the most of their down-time.
- that superyachting is actually a wholesome, family activity – something that fits well with her values.
- of the economic benefits of superyachts – from the millions of man-hours in build to the increased spending in visited regions.
- that while superyachts may be expensive, they're also art, with finesse and craftsmanship like nothing else.

# 2

# 3

## What we do

We reach our target audiences with three key activities.



## ONLINE CONTENT

### SHARING POSITIVE SUPERYACHTING STORIES ONLINE

People and personalities lie at the heart of our positive superyachting stories on [thesuperyachtlife.com](http://thesuperyachtlife.com). Stories about exploring the world, about exclusive panoramas and unspoilt beaches, but above all: about spending quality time with their loved ones. The superyachting good life is not about showing off wealth. It is about savouring unique experiences with family and friends and creating long-lasting memories.

These positive stories of superyachting life, that show the real motivation of owners, are the stories that we will continue to tell. We shine a light on the positive aspects of superyachting that often get overlooked. Behind every superyacht lies a story and we are on a mission to share these stories, offering a fresh take on the positive people, places and projects that surround the superyachting good life. We divide our stories into the following five categories:

- *Kinship* – Behind the scenes with the families and friends who have experienced the good life together on board.
- *Journeys* – A closer look at the awe-inspiring experiences and off-the-radar adventures made possible on a superyacht.
- *Craft* – Celebrating the under-reported traditions, skills and workmanship that come together to create a yacht.
- *Purpose* – Encouraging the philanthropic ventures and sustainability projects within the yachting world that aim to improve the oceans and environment around us.
- *#humansofyachting* – Championing the people and personalities behind the superyachting good life, from owners and enthusiasts to explorers and innovators.

We also address negative press with targeted, positive counter-stories to contradict what is being published in the media.

Partners are listed on the website, each receiving a page that features a short, consumer-focused description and links to stories where they were mentioned. We encourage partners to pro-actively share ideas for positive stories with us.

### Our voice and tone

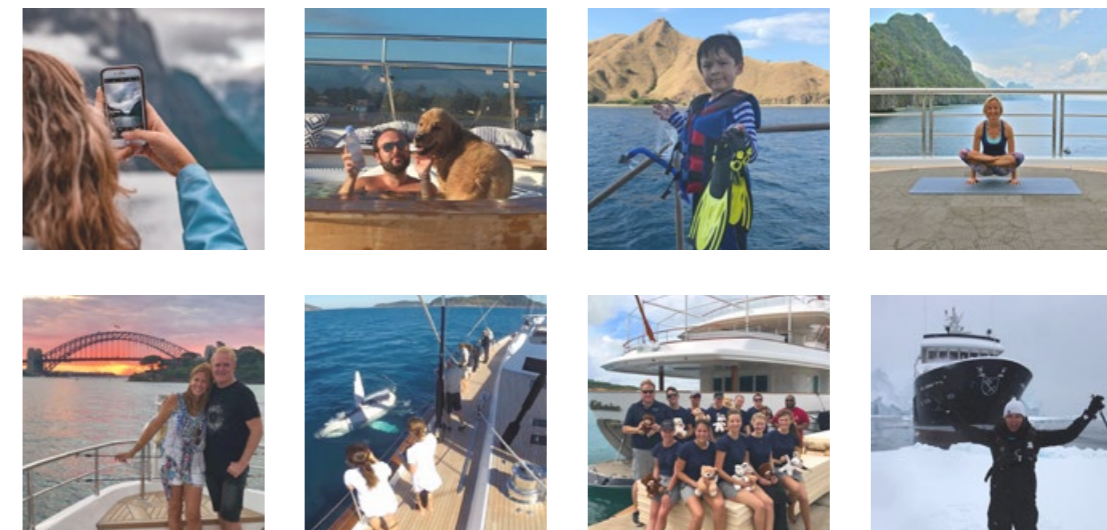
- We love superyachting. But that doesn't mean we're blind fanatics. We shine a light on the positive aspects, but we're always honest. We're not here to spin or sell, just amplify the good stuff. Retaining our credibility is crucial.
- We represent the whole industry, not specific companies. We use stories, some brand-driven, to make the entire industry look good.
- We write for a new audience that is unfamiliar with the industry. We're careful to not get too technical; too much jargon and we've lost them.
- Whilst superyachting is for the lucky few, we never use language that sounds elitist or snobby.

### Our imagery

The reputation of superyachting is being tarnished by imagery which has not evolved to keep pace with society. We still see images of girls on board in high heels, fully-dressed men surrounded by scantily-clad women, highly posed bikini shots – the list goes on. Needless to say, we avoid all such imagery in favour of more realistic and gender-neutral photography. This 'real people, real photos' mantra extends to all of our communication channels, including social media.

### Reaching new audiences

Online audiences are drawn to our stories through regular email newsletters, social media advertising, search engine advertising and content syndication tools.



## GETTING POSITIVE SUPERYACHTING STORIES IN THE MEDIA

Throughout 2018, we monitored the media landscape for articles that featured superyachting. We discovered a large amount of negatively-skewed press, while almost all positive coverage was about new models, launches and concepts – not positive superyachting experiences. It's logical then that a key activity of ours should be getting positive superyachting stories published in the media. To make this happen, we will, when funding allows, work closely with a PR agency with experience in both representing both entire industries and superyachting.

We'll focus on high-end lifestyle and business publications, both print and online. Think of titles such as *Vanity Fair*, *Condé Nast Traveller* and *Elite Traveler* when it comes to the luxury lifestyle segment, and of titles such as *The Wall Street Journal* and *The Economist* when it comes to financial media. These high-end lifestyle and financial media appeal to the interests of the wealthy, but are also widely read by people of all financial means.

The stories will be based on interviews and testimonials, on the experiences of 'real' people that our target group can identify with. Examples of such stories include family adventures, what it is like to explore the world from a superyacht, the art of yacht building, and sustainable innovations, as well as the economic benefits of the industry.

### Press kit

A press kit on our website provides journalists looking to write about our industry with key facts and figures, encouraging them to come to us for information and resources, resulting in more factual, positive stories. We proactively share this with registered media at major yacht shows so they have all the facts before they hit the docks.

Read our press kit at [thesuperyachtlife.com/press-kit](https://thesuperyachtlife.com/press-kit)

## REACHING THE ULTRA-WEALTHY AT EVENTS

Another place to effectively reach our ultra-wealthy target group is live events. This may be an event that is closely related to superyachting, such as a boat show or an interior and design fair, or non-superyachting events such as prestigious art fairs. Superyacht Life's unique advantage of being a non-profit organisation that represents the entire industry allows us to hold events that other organisations cannot, bringing together several luxury industries to make truly remarkable events.

### Honours night

Throughout 2018, we conducted research on how to best execute an award show that would deliver significant high-profile media coverage, owner-engagement and recognition of people, not yachts or brands. The result? An evening that recognises the inspirational people who make the superyachting world exceptional.

There is so much good going on within the industry. Feats of engineering, incredible designs, philanthropic ventures, intrepid journeys and sustainable innovations making the world a better place. Unfortunately, these stories are not being covered in the mainstream media. This is our chance to recognise the good within the industry, share these stories with the world and improve the perception of superyachting.

And it's not your average awards ceremony. The Superyacht Life Honours Night will be an exclusive, high-end, experiential evening – with a twist. Attendees will be taken on a journey as each recipient is recognised for their achievements, with storytelling playing a key role in the evening. In fact, the event will be built around the stories of those receiving honours. With five people celebrated each year, the night will be divided accordingly; five honourees, five courses and five incredible stories to be heard. A mini-documentary will be produced for each recipient that tells their story and why they are being recognised. These short films will be shown while matching courses are served. After, the recipient is joined on stage where they are presented with the honour, followed by a short Q&A session with the jury's spokesperson.

### Collaborating with yacht shows

We work together with yacht show organisers to integrate the new superyacht message into their shows, creating a more enticing proposition for clients. As an industry-led foundation with support from multiple sectors, we are well-placed to understand the wider industry's needs.

### Combining luxury events and industries

Holding superyachting events in conjunction with already-existing events and other luxury industries will allow us to reach new audiences. One example is creating a high-end superyacht art exhibition alongside a prestigious art fair, again introducing new audiences to the superyachting lifestyle.

## Customer journey

The diagram below shows the customer journey for Superyacht Life's three target audiences alongside our touchpoints.



## Insights

There is a lot that is not yet known about our industry. Superyacht Life, as a commercially-agnostic industry body, is the perfect vehicle to execute market research and economic studies to better understand our customers and the value of our industry.

### MARKET RESEARCH

Conducting in-depth research into the reasons why people do (and, more importantly, do not) engage in superyachting is not financially viable for most organisations. With Superyacht Life, costs can be shared between partners, with everyone benefiting from the insights gained. Such research could also uncover the role that yacht shows and events play in the customer journey, allowing the industry to better reach potential clients.

### ECONOMIC STUDIES

Understanding the true size of our industry will help us communicate its value and contribution to the world economy. Not just its global economic impact, but also the impact of a singular yacht being built, operated and refitted. We know that superyachting supports jobs, but how many?

## Reporting

It's important that Superyacht Life reports on the foundation's progress in a regular and transparent fashion. Monthly updates on the programme's progress are reported on the industry website ([thesuperyachtlifefoundation.com](http://thesuperyachtlifefoundation.com)), as well as through biannual newsletter updates for partners. At the beginning of each year, an annual report is shared that provides an overview of the previous years' achievements, stats and progress, as well as the plan for the following year. We measure success for our three activities using the following metrics:

### ONLINE CONTENT

- Our combined social media following across Instagram, Facebook and Twitter
- The number of stories we've published
- Our website traffic, including organic growth

### PR

- The number of articles published in non-yachting media
- The value of the PR received
- The reach of the PR received
- The reach of the PR received within our target audience
- Additional traffic to our website

### EVENTS

- Number of guests at events
- New sales leads for partners
- More in-depth knowledge about needs of target audience after events



## BACKGROUND

### OUR PURPOSE

Superyacht Life is a collective marketing programme devoted to attracting new audiences to charter and ownership in order to grow the industry and benefit from the growing number of ultra-wealthy. We do this by challenging misconceptions and improving the perception of superyachting.

### THE PROBLEM

The ultra-wealthy are growing faster than superyacht ownership. Reasons for this include negative perceptions of superyachting acting as deterrents for ultra-wealthy individuals to engage, geographic shift of wealth, and buyers becoming more rational.

### OUR SOLUTION

Superyacht Life will disseminate positive superyacht stories both online and in the media, as well as reaching its target audience through events. As a platform for the industry, companies and competitors can band together in one orchestrated, collective campaign, allowing the industry to put its best foot forward and showcase the lifestyle, people, places and projects behind the exceptional experiences – all with the aim of growing the industry.

### OUR GOALS

1. Attract new audiences to charter and ownership.
2. Increase the number of superyachts chartered and built.
3. Improve the perception of superyachting.

### PARTNERSHIP

Corporate partners will be personally invited to join by the secretariat and board. *thesuperyachtlife.com* will be used to solicit individual partners, backed by a LinkedIn and PR campaign. Luxury partnerships will be negotiated individually, usually alongside an event.

## DIRECTION

### THE NEW SUPERYACHT MESSAGE

- Superyachting is a wholesome, family-oriented lifestyle for successful and deserving people who seek to maximise their quality of life.
- Superyachting provides the freedom to explore the world in the ultimate comfort.
- Superyachting offers an unrivalled setting for exceptional experiences.
- Superyachts allow for a private and controlled environment free from many of the nuisances and safety concerns of land-based leisure activities.
- Superyachting re-uses on traditions, skills and craftsmanship that come together to build a yacht.
- The superyacht industry is dedicated to improving the oceans and environment around us.
- Superyachting is something to be proud of.

### TARGET AUDIENCES

- We have three target audiences:
- **The ultra-wealthy:** Of all the people in the world who can afford to buy or charter a superyacht, only a small percentage actually do so.
  - **The wealthy and other influencers:** While not in a position to charter or buy, they are in a position to influence the ultra-wealthy.
  - **The general public:** Not a key audience but will still be reached by many of our activities as reaching a mass audience is essential to improve the industry's image.

### OUR VOICE AND TONE

- **Character:** Interested, inclusive, forward-thinking, ethical, upright.
- **Tone:** Honest, intelligent, authentic, impartial.
- **Purpose:** Educate, entertain, inform, change perceptions.
- **Language:** Jargon-free, cliché-free, direct, engaging.

### OUR IMAGERY

The reputation of superyachting is being tarnished by imagery which has not evolved to keep pace with society (girls on board in high heels, fully-dressed men surrounded by scantily-clad women, highly-posed bikini shots). We will avoid all such imagery in favour of more realistic and more gender-neutral photography. This 'real people, real photos' mantra extends to all of our communication channels, including social media.

## WHAT WE'RE DOING

### POSITIVE SUPERYACHT STORIES ONLINE

*thesuperyachtlife.com* shines a light on the positive aspects of superyachting that often get overlooked in the media and beyond. Four articles are written and published each month. When negative stories are written in the media, we produce positive counter-stories. Content is split into five categories:

- **Craft:** the under-reported tradition, skills and people that come together to build a yacht.
- **Purpose:** organisations and individuals making small steps to improve the world.
- **Journeys:** the exceptional experiences that only yachts can offer.
- **Kinship:** behind the scenes with families and friends on board.
- **Humans of Yachting:** first-person stories.

Partners are listed, each receiving a page on the website that features a short, consumer-focused bio and links to stories where they were mentioned. We encourage partners to pro-actively share ideas for positive stories with us.

We reach new audiences by disseminating our stories through regular email newsletters, social media advertising, search engine advertising and content syndication.

### PRESS KIT

Our press kit pulls together all the positive aspects of our industry, from dollars to people to green innovations. We use this to provide journalists with key facts and figures, resulting in more factual, positive stories.

### YACHT SHOWS

We collaborate with yacht show organisers to integrate the new superyacht message into their shows, creating a more enticing proposition for clients.

## NEXT STEPS

### HONOURS NIGHT

We've developed plans for an exciting event that will deliver significant high-profile media coverage and recognition of people, not yachts or brands. In short, an evening that recognises the inspirational people who make the superyachting world exceptional, shares their stories with the world and improves the perception of superyachting.

### MARKET RESEARCH

Conducting in-depth research into the reasons why people do (and, more importantly, do not) engage in superyachting is not financially viable for most organisations. With Superyacht Life, costs can be shared between partners, with everyone benefiting from the insights gained.

### PR

Coverage in non-yachting press has a significant impact on the general perception of superyachts. We will focus on getting positive stories published in high-end lifestyle and financial media, both in print and online. The stories will be based on the experiences of 'real' people that our target group can identify with. Along with editorial content, we will use story-driven advertorials to get our key messages in key publications.

## REPORTING

### MEDIA MONITORING

Regular monitoring of non-industry press to understand the sentiment of superyacht coverage.

### REGULAR UPDATES

Biannual newsletters sent to partners and high-level metrics updated monthly on our industry website.

### ANNUAL REPORT

Highlights achievements and sets out the following year's plan.

# Become a partner

The Superyacht Life Foundation will reach audiences that the industry does not. We will be present at places where they are not, and we will create stories that they don't.

However, the more consistent the communication is, the greater its effects. For this reason, we recommend that our partners tweak their own communications to prospective clients as well, and in the future show not just the product, but some of the experiential values too.

The market for superyachts has great potential, thanks to inheritance and entrepreneurial wealth accumulation. Not only that, but a younger generation of wealthy individuals is looking for truly unique and tailored experiences. Experiences that can be provided by superyachting. Together we can reach these new audiences. By joining our efforts, we can show them how superyachting meets all their demands for a truly unique life, in a myriad of ways.

Together we can serve the industry as a whole. Join us and let's grow the superyacht industry together.

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For more information, visit [thesuperyachtlife.com](https://thesuperyachtlife.com)

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Please get in touch if you have any questions or are interested in becoming a partner.



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