

THE *JET*

BRAND VISIONING
MAY 2020



PREPARED BY
THE BRAND GUILD

PROJECT *OVERVIEW*

The Jet is a luxury motorcoach service operating between Washington, D.C. and New York City. With proprietary motion-canceling seats, seamless booking and boarding, and an accommodating and attentive staff, The Jet will be the preeminent way to travel along the Northeast corridor. With this mind, The Jet needs a distinct brand vision that synthesizes the luxurious appointments, thoughtful conveniences, and technological advances that set it apart.

This vision will be the foundation upon which we develop the broader brand narrative, visual identity, and consumer-facing touchpoints as The Jet enters the luxury transportation market this summer.

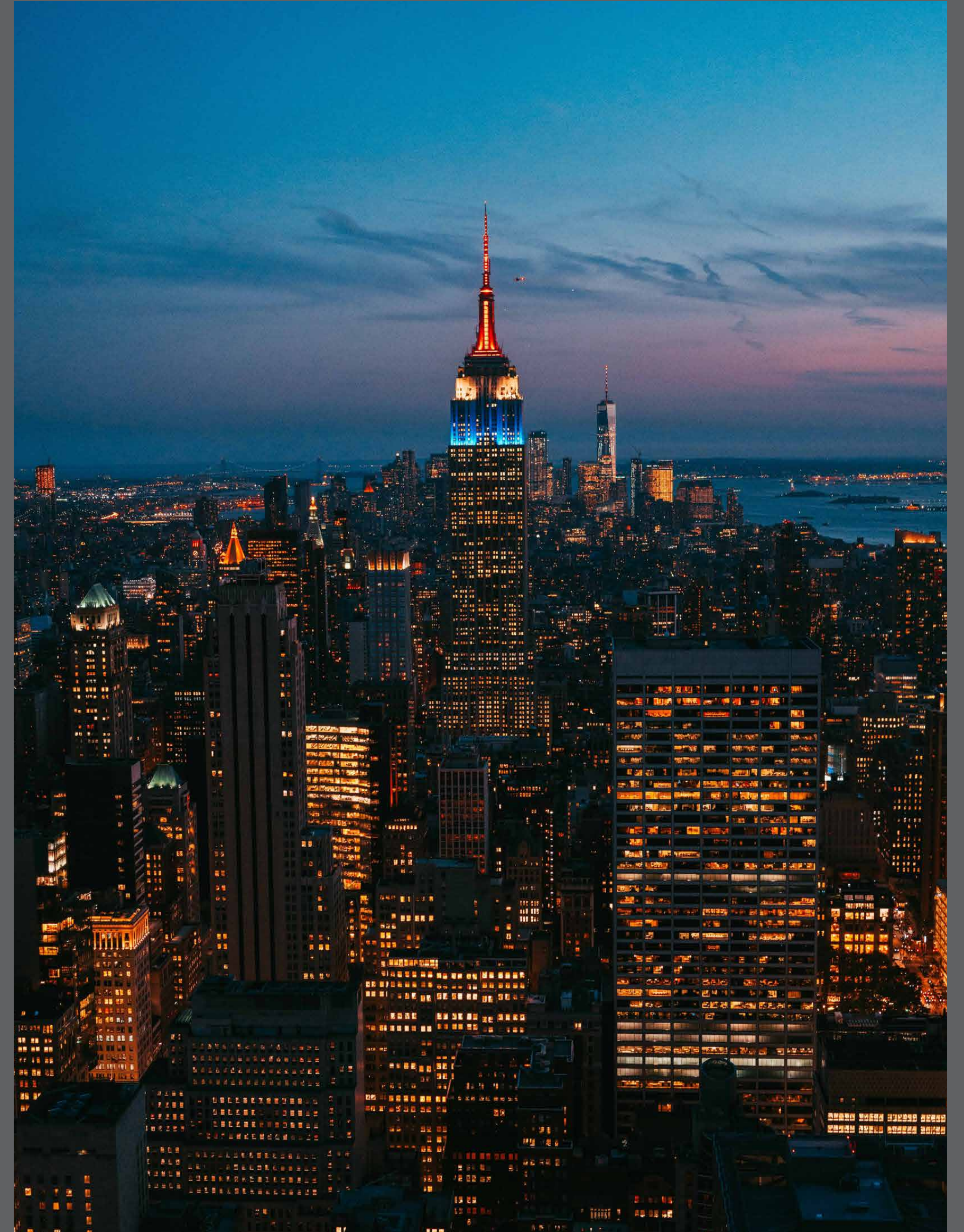




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COMPETITIVE *ANALYSIS*

Through our research and anecdotal evidence, we've arrived at a conclusion similar to that laid out in *The Jet's Prospectus*: while some higher-end motorcoach offerings serve the Mid-Atlantic, there are no true luxury coach services that operate between Washington, DC and New York City — particularly now that the Royal Traveler is no longer in business. Additionally, because of the cost, inconvenience, and wariness surrounding flying, we don't consider airlines to be a direct competitor for DC and New York travel, particularly when departing from Dulles or BWI. Accordingly, we find the Amtrak Northeast Regional to be *The Jet's* most direct, compelling competitor — including its non-stop and express Acela options.



DIRECT COMPETITOR

AMTRAK REGIONAL

amtrak.com/northeast-regional-train

*"See where the train
can take you"*



ROUTES

Northeast Regional:

- Boston, MA - Norfolk, VA
- Boston, MA - DC

Acela:

- Boston - New Haven - New York - Philadelphia - Wilmington - Washington

PRICING

NYC - DC: \$50-\$300 one-way (average ~ \$100)

ADDITIONAL MESSAGING

- "A true American company that unites the country"
- "Taking the train means riding Amtrak"
- "A corporation striving to deliver a high quality, safe, on-time rail passenger service that exceeds customer expectations"
- "Making 500 destinations a far better ride"
- "The art of travel, redefined"

MESSAGING TAKEAWAYS

- Plays up patriotic, all-American brand stature
- Highlights quality & safety rather than comfort & luxury
- Focused more on destinations and connectivity than the actual journey
- Ease of getting anywhere, not necessarily DC to NYC

FEATURES/AMENITIES

Northeast Regional:

- Café service
- WiFi
- Business Class assigned seating
- Small pets allowed onboard

Acela:

- Amenities in both Business Class or First Class
- A faster trip with fewer stops
- Electrical outlets and conference tables
- Adjustable lighting and large tray tables
- Café Acela

Acela First Class:

- Complimentary at-seat meal service (breakfast, lunch and dinner selections)
- Priority boarding
- Complimentary beverages
- Hot towel service
- Access to station lounges

REVIEW THEMES

- Expensive, but more affordable than flying
- Unreliable WiFi
- Often running behind schedule

VISUAL AUDIT

- Calming blues and gradients
- Does not feel custom, feels like an out of the box solution
- Open Sans font is generic, and the only font used throughout the site
- Modern, but utilitarian

DIRECT COMPETITOR

VAMOOSE GOLD BUS

vamoosebus.com/pages/gold.aspx

*"Premium Business
Class Coach Service"*



ROUTES

NYC to VA & MD:

- Stops in Midtown Manhattan, Bethesda MD, Arlington VA, and Lorton VA

PRICING

Starts at \$50

ADDITIONAL MESSAGING

- “Full-size luxury coach bus outfitted with only 34 seats (compared with 56 seats on our standard buses).”
- “Comfortable reclining plush leather seats.”
- “Connecting New York City and the Washington, DC metro area since 2004.”

MESSAGING TAKEAWAYS

- Focused more on driving a sale than a lifestyle
- Dated and transactional
- DMV and NYC-specific

FEATURES/AMENITIES

- 34 seats compared to 56
 - More width per seat and more legroom
- Reclining plush leather seats
- 12 single-seat rows
- Reading lights
- Folding tray tables & cup holder
- Power Outlets & complimentary Wi-Fi
- Complimentary movies in app (Vamoose Movie Player)
- Bottled water at beginning of trip
- Luggage assistance
- Flexible ticket change policy
- Walk-up rides available

REVIEW THEMES

- Cheaper than flying
- Spotty Wifi
- Bathrooms are no different than the economy bus
- Poor airflow
- Issues with drivers and routes

VISUAL AUDIT

- Extremely dated, design is not responsive,
- Gold is shoe-horned into the Vamoose site, exhibits no feeling of luxury
- Colors are not calming, the yellows, oranges and red are agitating, and almost suggest traffic, congestion and frustration
- Textured background feels unclean, hard to read text overlays

NOTEWORTHY LUXURY
TRANSPORTATION BRANDS

VONLANE

vonlane.com

"Private Jet on Wheels"



ROUTES

- Austin TX to Dallas, Houston, and Fort Worth
- Dallas TX to Austin, Houston and Oklahoma City
- Fort Worth to Austin and Houston
- Houston to Dallas, San Antonio, Austin, and Fort Worth
- San Antonio to Houston
- Oklahoma City to Dallas, Austin, and Fort Worth
- Coming soon to: Atlanta, Nashville

PRICING

\$89 - \$105 one-way

ADDITIONAL MESSAGING

- "To Provide an Exceptional Travel Experience"
- "This is not your normal motor coach."
- "That difference creates what the airlines lack – personal space and legroom."
- "Our on-board service makes you feel like you're on a private jet, and lets you make the most of your valuable time compared to your peers traveling with one of those cattle-call airlines."
- "The reinvention of bus travel into a first-class, premium cabin service that eliminates the stress and hassle associated with short-haul flights and Texas highways."
- "Exceptional service starts with a uniquely exceptional product."
- "Flying can take 3 hours door-to-door for a 50 minute flight. Driving yourself is exhausting, especially for a day trip."
- "You'll arrive fresh, relaxed, and caught up on work before heading to your first meeting."
- "Come aboard and achieve "zero inbox".

MESSAGING TAKEAWAYS

- Confident, elevated tone
- Explicit criticism of airlines/flying
- Emphasizes productivity-enhancing features for business travelers
- Spotlights luxury amenities and services
- Focused more on the journey than the destination

FEATURES/AMENITIES

- 22 First Class Seats vs the 56 of a normal coach bus
- Ample workspace
- Single-seat rows
- Full restroom
- Complimentary WiFi
- Noise-cancelling headphones
- Extended seat recline (150 degrees)
- Complimentary ear plugs, eye mask, toothbrush kit, screen & eyeglass cleaner, neck pillow, and USB Memory Stick
- Satellite TV and On-Demand video
- Complimentary snacks and beverages
- Beer, wine & spirits available for purchase

REVIEW THEMES

- Reviews are 95% positive
 - "Will never fly again"
 - "Better than flying between cities"
 - "First class all the way"
- No Standby Service

VISUAL AUDIT

- Black and white imagery provides an editorial or fashion feel
- Cursive Vonlane logo evokes classic motor vehicle branding
- Clear call to action in center of the page
- The site could use more language and imagery to promote at Vonlane lifestyle

NOTEWORTHY LUXURY
TRANSPORTATION BRANDS

CABIN

ridecabin.com

"The New Way to Travel"



ROUTES

- Services to and from San Francisco to LA
- Planning to add more routes
 - Has survey that includes: San Jose, Chicago, Boston, NYC, DC, and Atlanta

PRICING

Starting at \$115 on-way

ADDITIONAL MESSAGING

- “Moving Hotel”
- “Finally, a more comfortable and convenient alternative to flying.”
- “Better than first class”
- “Cozy up in an actual bed, close the curtains, and dream away to your destination.”
- “Skip the airport”
- “Cabin makes regional travel effortless.”
- “Rediscover Hospitality”
- “High-tech, low-impact”
- “Everything you need, nothing you don’t”
- “We’re making the world smaller, so people’s lives can be bigger.”
- “What if we combined sleep and travel?”

MESSAGING TAKEAWAYS

- Focused on a younger, more millennial/gen z audience
- Minimalist and aspirational
- Emphasizes comfort, convenience, technology, and design
- More focused on the journey than the destination

FEATURES/AMENITIES

- Luggage allowance: 2 pieces of luggage and a carry on bag
- Spacious sleep cabin that “accommodates anyone 6’3” and under” with two electrical outlets, three USB ports, a personal cubby for shoes & bag, a nightstand, an air vent, ambient lighting, and an emergency button
- Turbulence-canceling software that ensures a smooth ride
- Bathroom in the middle of the vehicle with running water, toilet, feminine hygiene products, drop-down changing station, toothbrushes, and an illuminated vanity
- Complimentary slippers, privacy curtain, earplugs, and melatonin gummies
- Professional cleaning service after every trip

REVIEW THEMES

- Almost all 5-star reviews
 - “Black Tie Travel”
 - “Seamless”
 - Great WiFi
 - “Game changing”
 - “Like teleportation”
- Not a lot of head room

VISUAL AUDIT

- Feels very modern
- Appeals to tech-forward audience
- Does a very good job at showing the product and providing differentiators and cabin lifestyle through photography, copy and stats
- Infographics, videography and photography are very polished and feel high-end
- Inclusion of video and animation a plus

BRAND
VISION

BRAND *PILLARS*

REDEFINING COMFORT



From plush motion-canceling leather recliners and upscale restrooms to spacious interiors and high-speed, reliable WiFi, The Jet prioritizes comfort and convenience so guests can make the most of their valuable time.

DEFINITION: The ethos of The Jet's brand.

USE CASE: Website, marketing collateral

A SEAMLESS TRAVEL EXPERIENCE



The Jet is modernizing coach travel by taking the hassle out of getting from A to B. From purchase to pickup to arrival, The Jet accounts for every detail of a guest's journey through technology-forward solutions, thoughtful design, and unparalleled service.

AN AFFORDABLE LUXURY



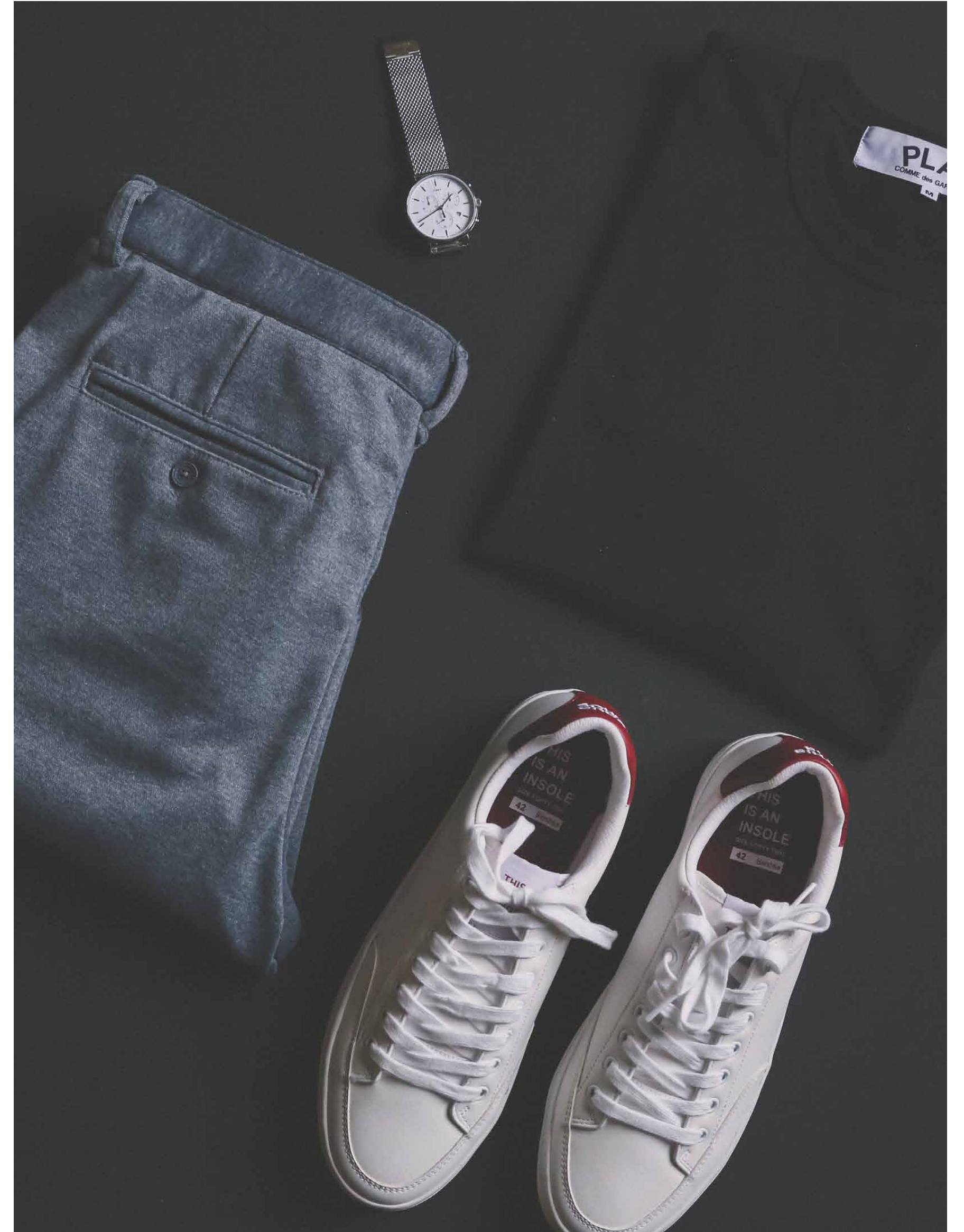
A first-class experience without the first-class price tag, The Jet is better-appointed, more convenient, and more accessible than its premium competitors.

BRAND
PROMISE

The Jet is more than a means to an end — it's a streamlined, meticulously-appointed travel *experience* that elevates your journey from start to finish.

DEFINITION: An experience guests can expect every time they interact with The Jet.

USE CASE: Internal





BRAND *DIFFERENTIATORS*

TRAVEL IS OUR COMFORT ZONE.

Skip the airport and crowded bus terminals and settle into your expansive, hand-picked, motion-canceling recliner on The Jet. Start clocking hours, catching z's, or watching your favorite shows from the minute you start your streamlined journey to the moment you reach your destination. At The Jet, comfort and ease are all but guaranteed.

WE COULD ALL USE SOME SPACE.

No one wants to be stuck in the middle seat — so we eliminated it. With a 2+1 configuration and 21-seat layout (compared to the 56-seat layout typical of DC to NY travel), The Jet ensures a roomy journey, even on fully-booked rides.

DEFINITION: Reasons why The Jet stands out in the space.

USE CASE: Website, marketing collateral

AT YOUR SERVICE.

At The Jet, we make the travel experience as enjoyable as the destination. That means in-seat service, complimentary snacks and beverages, spotless accommodations, and a cabin crew that makes you feel at home — even while you're on the road.

WE CREATED THE JET FOR YOU.

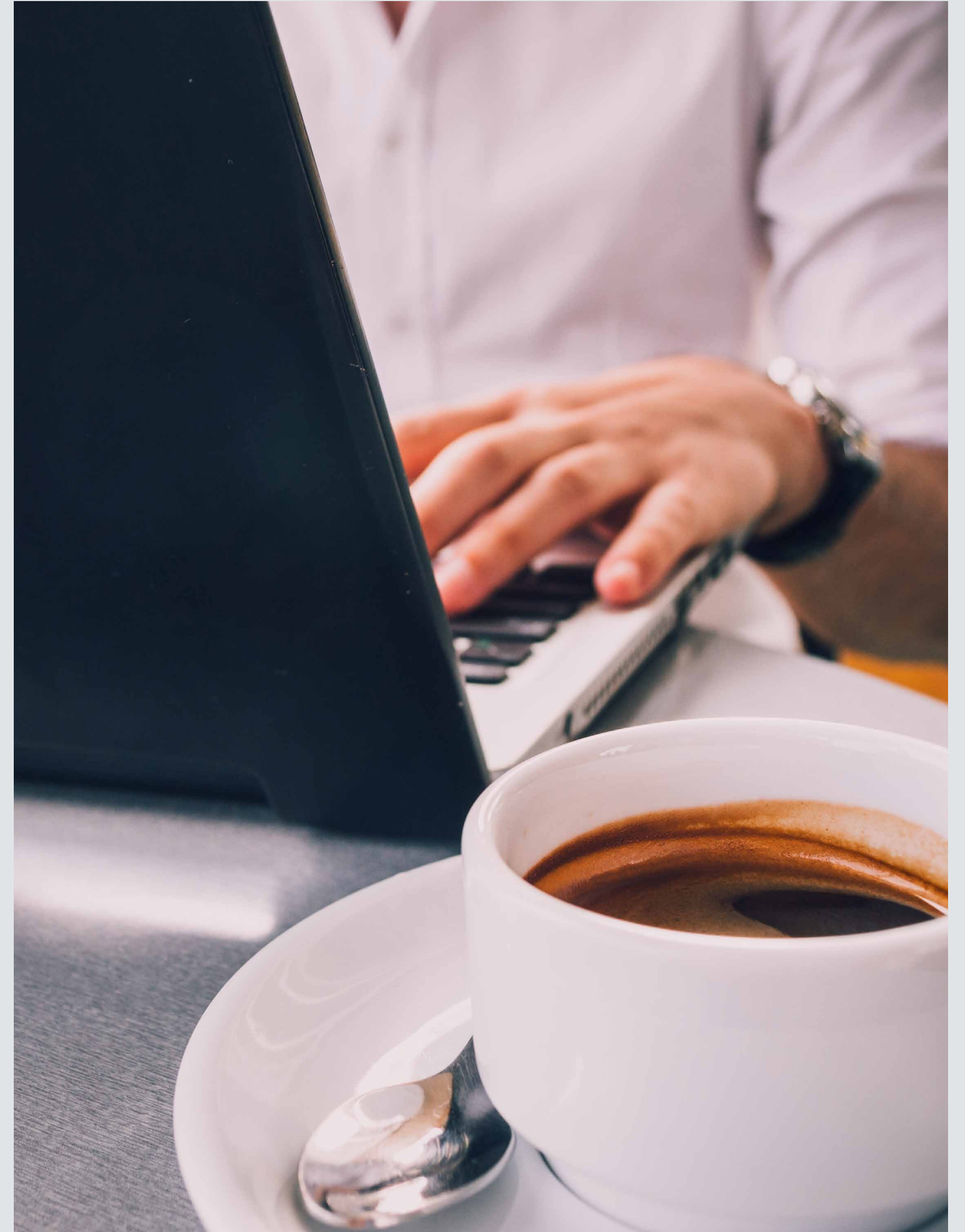
Your needs, your comfort, and your schedule prioritized. From convenient city-center pickups and dropoffs to a sleek, relaxing onboard experience, The Jet is redefining coach travel and putting your experience first.

BRAND *POSITIONING*

For travelers seeking the comfort and convenience of first-class accommodations, The Jet provides an exceptionally high-end, high-tech, and high-value experience, bringing joy to the journey — not just the destination.

DEFINITION: An expression of how The Jet fulfills a need for its target audience that its competitors don't.

USE CASE: Internal



BRAND *PERSONALITY*

REFINED



Equal parts sophisticated and meticulous, The Jet ensures every detail is accounted for — without sacrificing style.

RELAXED



The Jet is confident and composed in a way that makes you feel instantly at ease, allowing you to arrive at your destination unruffled, refreshed, and ready to go.

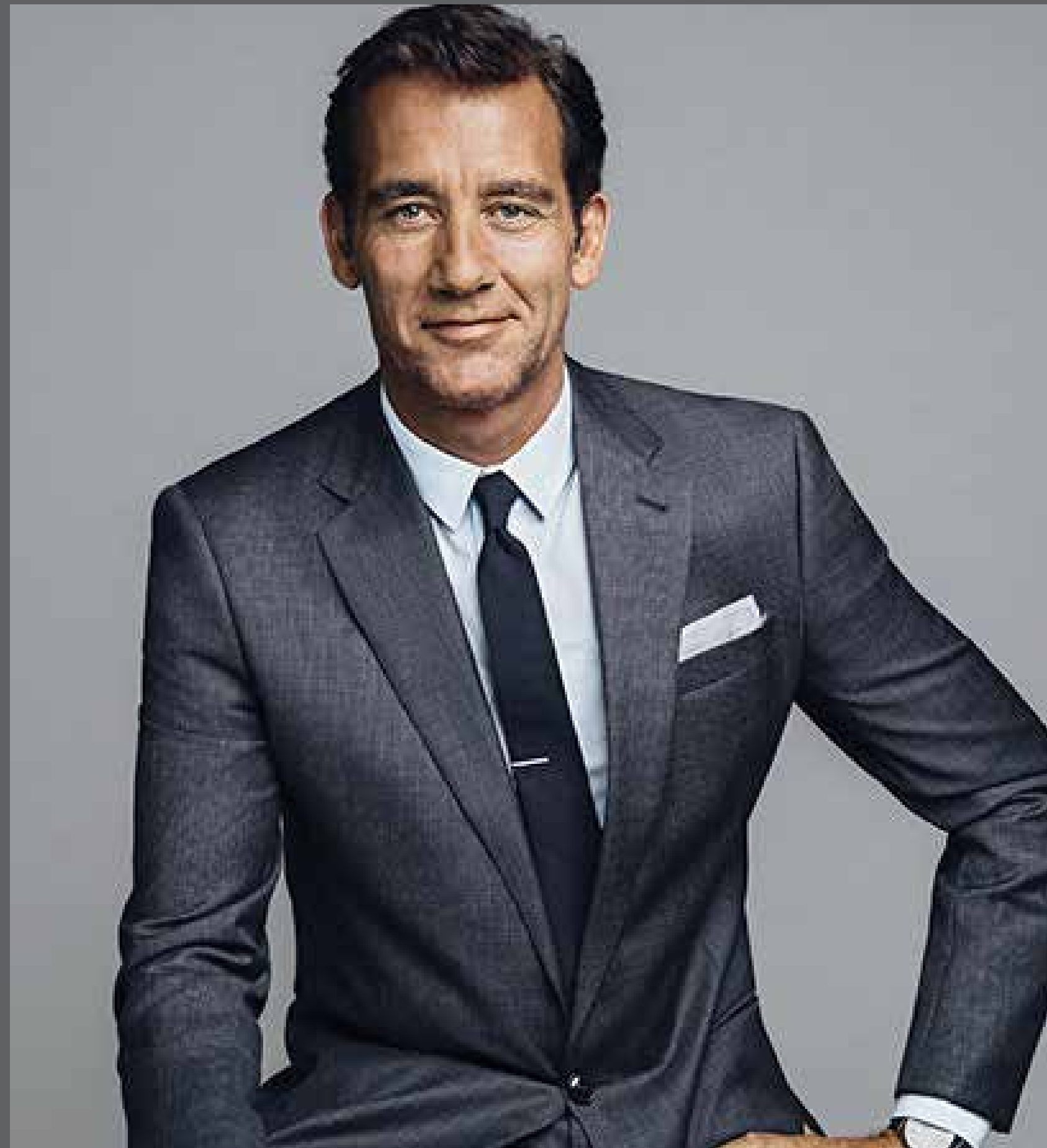
TONGUE-IN-CHEEK



The Jet is in the business of creating an exceptional travel experience, but we're not strictly business. Subtle, but clever, there's always a wink and nod served alongside your cocktail.

DEFINITION: How The Jet comes across to consumers.

USE CASE: Internal



BRAND *PERSONA*

Part trusted chauffeur, part seasoned jet-setter, The Jet speaks the language of luxury travel in uncomplicated but refined terms — appealing to the discerning voyager looking for a high-end and high-value experience. The way we talk dispels the uncertainty and frustration associated with motorcoach travel. We are not sales-y or transactional. Instead, we're cool and collected, conveying the premium nature of The Jet confidently and effortlessly. We are knowledgeable, relaxed, and relaxing — the calm authority in the room (and on the road) who makes you feel like you're in good hands.

DEFINITION: If The Jet were a person, who would they be? The persona in an embodiment of the personality that provides a foundation for writing copy in the brand voice.

USE CASE: Internal

BRAND *MANIFESTO*

This isn't your typical motorcoach. This is a better way to travel.
At The Jet, we believe you shouldn't have to sacrifice comfort and style
for convenience.

We believe in a seamless journey for the everyday jet-setter.
No more cramped seats. No more barely-there WiFi. No more jumping
through hoops to get where you're going.

This is your place to relax — to recharge before arriving at your
destination. This isn't just a means to an end. This is refreshing, first-
class, streamlined travel.

Start your journey on the right foot. Start your journey with The Jet.

DEFINITION: A consumer-facing expression of our brand positioning and purpose.

USE CASE: "About Us" page on website



THANK YOU

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