

## Global Encounters

### Industry Setting:

Global Encounters is a destination management company operating in the tourism sector, specialized in Latin America. The industry is segmented by client typologies, e.g. tour operators, corporate (meeting planners), and by services. The organization has grown in different parts of the business but lacked a distinctive positioning on the market.

### Challenge:

The organization has been restructured in “cells” interconnected to each other. The objective was to establish an umbrella brand under which different business units could be comprised. One unit is now in charge of selling directly to end consumers, which leads to the reconsideration of a new market scenario.

### Strategy:

The brand strategy has looked at the business as two-fold, B2B and B2C. The first step consisted of establishing a corporate brand that helped establish a unique positioning, reinterpreting cultural elements in a more contemporary spirit. The architecture has defined the sub-brands for each business unit (built on their initials); the summation of these, shapes the mother brand into a typical Inca pattern. In line with the business goals, the umbrella brand has also been translated into a consumer brand to approach the new market segment.

### Result:

The application of the concept allowed the construction of a single-minded and well articulated brand identity with a clear positioning, where cultural elements are used to recall specialized offerings, while the modern look conveys reliability and robustness. The system allows unlimited possibilities to integrate new units and launch new products within a consistent, flexible visual framework, also sustainable over time.