



# Creative Process -PRAD 554

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 UNITED

# Situation



- launching a bus line to an existing airplane company
- entering a limited global market
- defining a new brand

# Target Audience

- 18+



# Mission

To provide a level of service to our customers that makes us a leader in the industry.

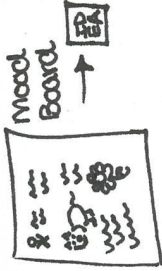
# Purpose

“To be recognized worldwide as the busline of choice.”



United Bus Lines  
 -Traveling in style  
 American Bus lines

Creative - unexpected  
 you surprise yourself



does creative need  
 justification



THE CREATIVE PROCESS

START → ~~THE CREATIVE PROCESS~~ → END



BUS  
 greyhound  
 -business Blue  
 -travel in style  
 How  
 2  
 Travel

- competitors
- coach
  - national rail wood passenger
  - Trailways Transportation
- comfort  
 - style  
 - peace of mind  
 - cheaper

add color → joyful →  
 happy → new revamp. →  
 The new way of traveling  
 Travel moment

The unbroken path

Travel Time Buslines

Leisure  
 Carefree  
 Sun Valley

Journey →  
 Road  
 Path  
 Lane

Vene  
 Libure

Unbroken  
 & onward  
 ↓  
 liberty  
 freedom  
 ↑

Journey Lane  
 Adventure  
 Release adventure  
 moment

Times on an unbroken  
 path

Simple  
 Leisure

Journey  
 Idle -

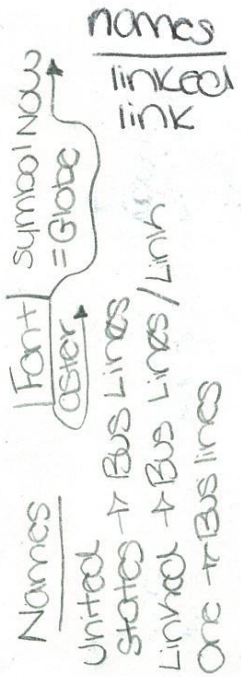
Vene

ca

Discover yourself.  
make a switch.  
Back roads of America  
go beyond the clouds  
& blue skys.  
Experiencing the details  
of America.

P

P



Bus ticket app →  
 Instagram  
 BUS

Disconnect  
 Ideas

phrases extend your trip / call in sick

↳ extend your trip  
 travel pleasure

↳ ~~when~~ <sup>where</sup> business meets  
 pleasure + think  
 program → ?

- ↳ key focus
- Travel
  - Business
  - Fun
  - Travelers
  - Relaxing
  - Adventure

marketing strategy  
 Instagram!

go ground level?  
 make a hashtag  
 new name → adventure

UBL Blue  
 93.34 1.59  
 69.49



heart strings  
 Love  
 Joy  
 cute/sappy

commercial  
 ↓ go pro/video tape

Story  
 Travel/go on an adventure w/ friends

AD Words  
 Travel + Domestic + Adventure +  
 Bleisure (business + pleasure) +  
 solo

\* Business in the front. Party in the back

2 campaigns

- connect
- disconnect
- Be about yourself/ selfishness is fine

Adventure → voyage → expedition  
 → wandering → movement



finding love  
Who said ~~traveling~~  
meant over water...

who travels via bus!  
Why?

how do travellers  
think?



Wonders of the USA.  
• hidden areas  
• direction

You don't have to go far  
to find a jewel!?

primary  
↓  
secondary

Make your own  
adventure.

you make  
a person!

personification!!!

grab your ticket... go on  
an adventure.

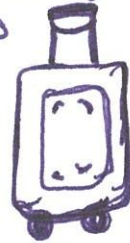
Take a hold of your destiny  
Social media → think outside  
the box → phone record it

Features →

- seat
- create product (why travel)

photograph your  
adventure

Road Trip → Travel w/ friends  
• family. NOT have the  
bus



Adventure  
Young

why travel!?

grab your luggage  
grab that luggage  
on an adventure

mascot? pronghorn? /

colors -> safe... make one

- red
- white
- blue

Think America



App!?

Freedom adventure is out there

People who travel by bus care about!

- expense
- easy accommodation
- worry free

Come up w/ a jingle/ song make it Funny!

what are average age of flyers / bus travel

Anticipation

-> subterfuge

Clow - Chiat

Simple....

Strait to the idea differentiate

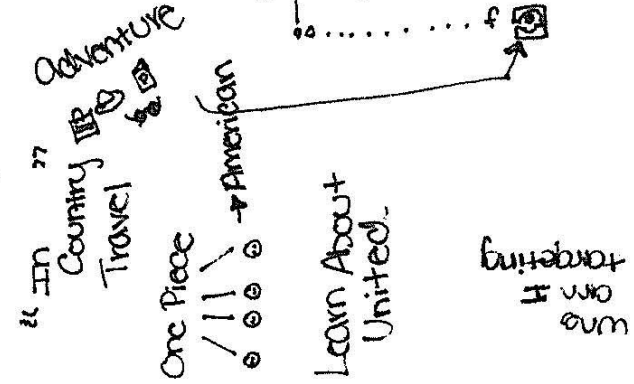
pick people -> what they represent  
-> moving forward

- Brand advertising / No product
  - its how it makes you feel
  - whats on their phone
  - its about everyone else
- NOT the company

Synergy -> simple phrase to connect to consumers

- Word of mouth is huge
- Think Global or regional
- where is the content going

Think Longevity



Venue + United Bus Lines



stay grounded

adventure below the  
clouds

disconnect

call in sick/extend your trip  
experience domestic



# Brand Design Idea #1



**United  
Buslines**

No long lines, no rude staff or airport brawls. Just stress free travel.

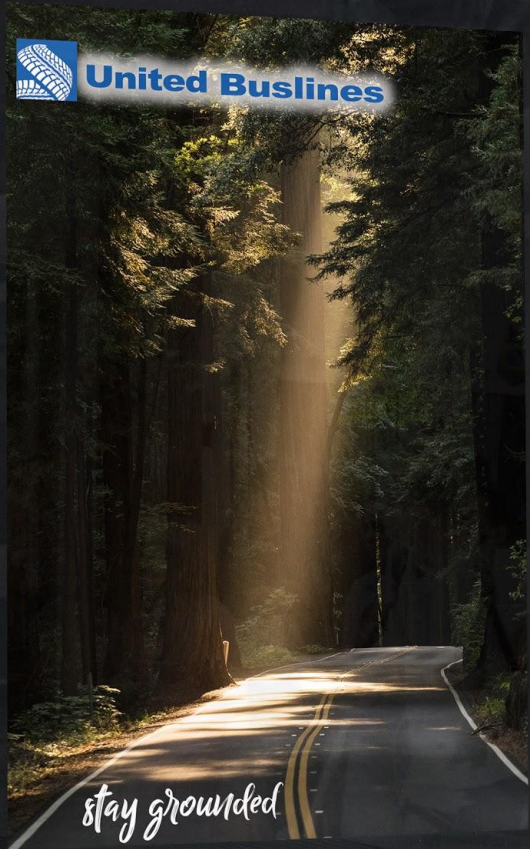
*stay grounded with*



**United Buslines**



**United Buslines**



*stay grounded*

ESCAPE





Video Commercial-Double Click Me





# Brand Design Idea #2



Verve

# What does it mean?

*noun*

vigor and spirit or  
enthusiasm

# Verve

Destination Driven



Verve

OTOYK  
KYOYO  
HSHU  
MERS

OTOYK  
KYOYO  
HSHU

# MILLENNIAL MINDSET

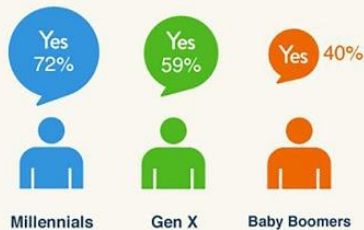
## 3RD ANNUAL TRAVEL HABITS STUDY

Millennials are hip to Hipmunk. Designed and built by a staff of >70% Millennials, for the third year in a row, we analyzed the generation gaps in how people travel.

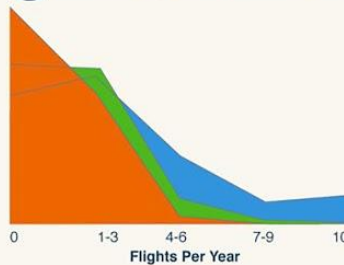


### Always On The Go

Will you take more leisure trips in 2016 vs. 2015?



How many flights will you take this year



### Travel Hackers

Do you consider yourself a Travel Hacker who can work the system to get deals?



50% Millennials, 26% Gen X, 12% Baby Boomers

Do you plan to check off a Bucket List destination in 2016?



60% Millennials, 35% Gen X, 21% Baby Boomers

Do you prefer staying in vacation rentals?



44% Millennials, 23% Gen X, 11% Baby Boomers

Do you use credit cards to earn hotel points or flight miles?



54% Millennials, 36% Gen X, 28% Baby Boomers

### Mix Pleasure with Business

Would you extend a business trip into a leisure trip?



### Constantly Connected

What is the most important in-flight amenity when you travel for leisure?



Would you take a leisure trip without gadgets?



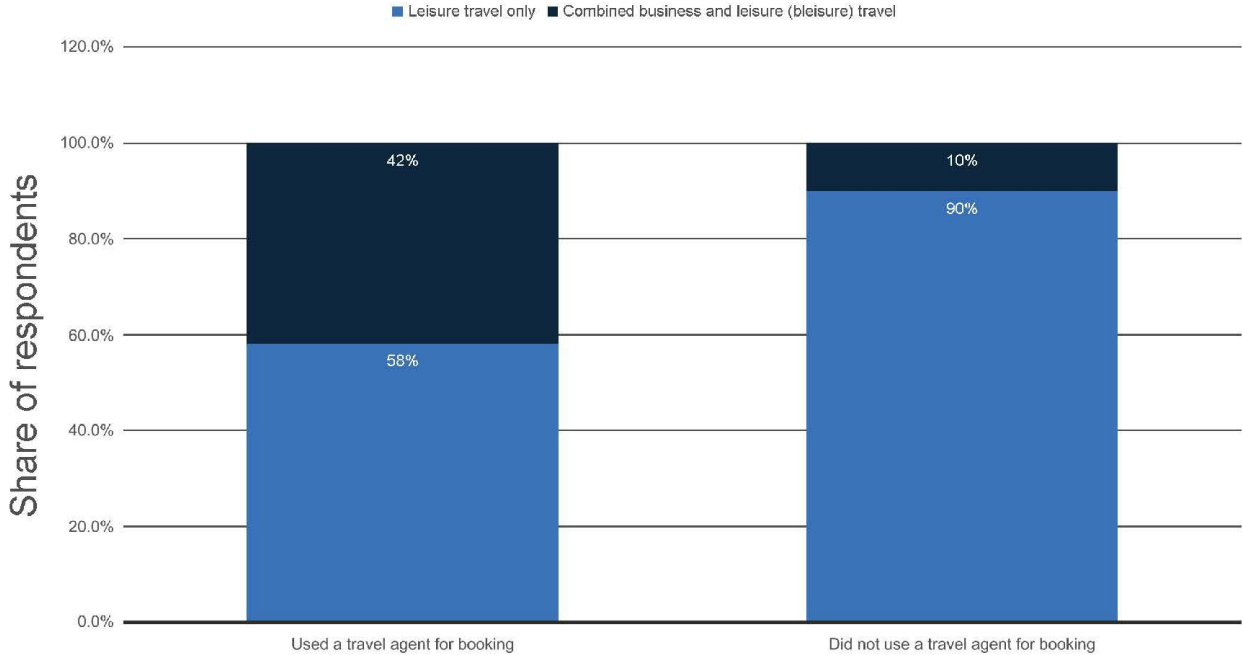
# Bliesure!?

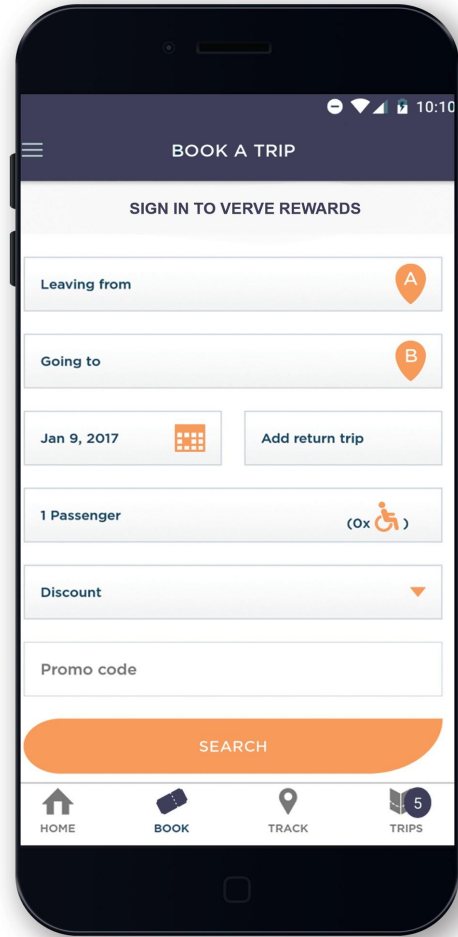
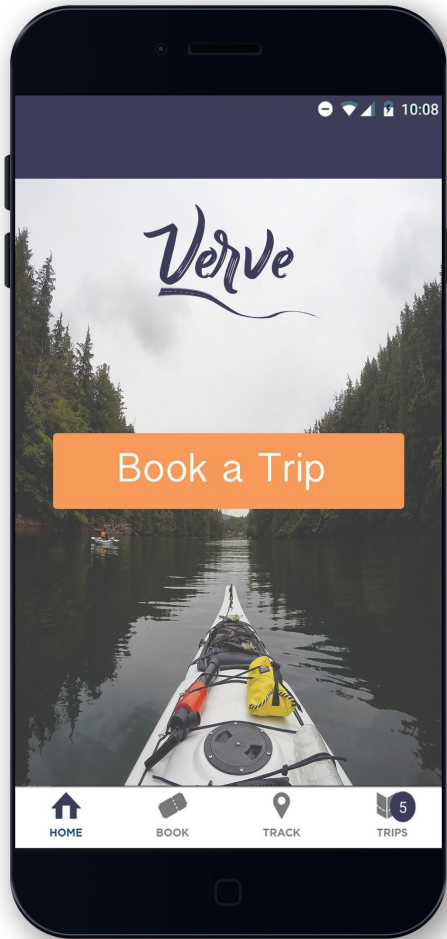
Combining **business** travel and  
**leisure** travel into one trip



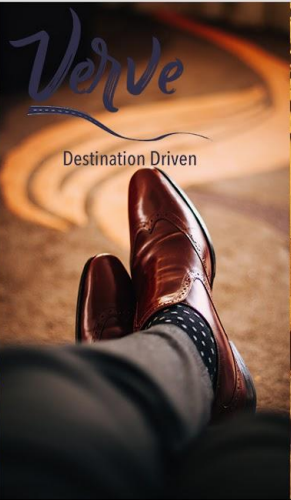
Travel agency use of U.S. travelers who booked a bleisure or leisure trip 2016

## Share of U.S. travelers who booked a 'bleisure' or leisure only trip in the 12 months leading to May 2016, by travel agency use









Verve

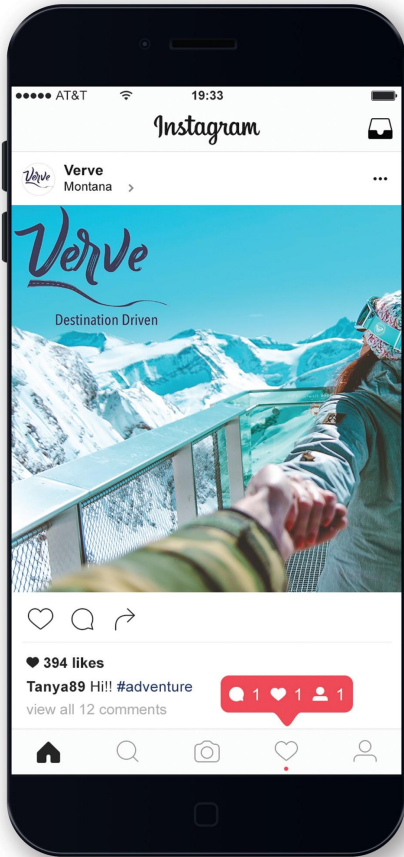
**CHICAGO**

2017.02.01 - 6 PM

ROW: J-3 SEAT: 130

\$76.25







*Verve*  
Destination Driven

Thank You  
Q&A