



Fly>

A presentation prepared for:

**Martin George**

Director of Marketing and Commercial Development



Fly>

Cool > Phat > Wicked > Hip > Great

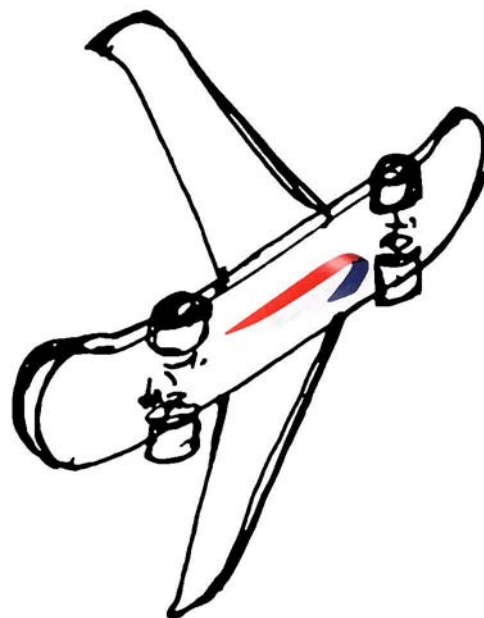


## Fly >

Cool > Phat > Wicked > Hip > Great

“Pretty fly; for a white guy.”

Offspring



Fly >

Imagine a fusion of skate culture and flight >



At one level we can 'keep it real';  
working the theme;  
"Grab some air"

The following image is not really 'fly',  
but the pose as a reportage image is  
irresistible >

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The word  
according to  
jackade.com

Grab Some Air

SEAN DOLINSKY

  
Really Fly



The theme can be developed to mesh the skateboard and airliner; as a static graphic or as an animation/live action movie.

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Really Fly



The world  
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The whole skateboard culture expects performance,  
and there are other opportunities to exploit, if,  
and it's a challenging if, they accept you...

...the cultural kudos is enormous.



Now about the - er - logo

It's not for me to say, but can we  
try that again?

We can work with what you've got, but there's  
a bigger issue, context and opportunity.

The ribbon looks insubstantial, like it's peeling  
off - it's not 'fly'. I gave it some more beef, an  
improved tougher version, daubed rather than  
shaded.

But I know that I can do more.

Possibly a sub-brand - a subset.

The whole Union Jack thing was in full swing,  
even before the World Cup.

Paul Smith, Lambretta, and others were using  
the RAF symbol as a fashion logo.

BA can adopt a very stylish and utterly authentic  
image.



That's fly...



That's fly... fine for livery...



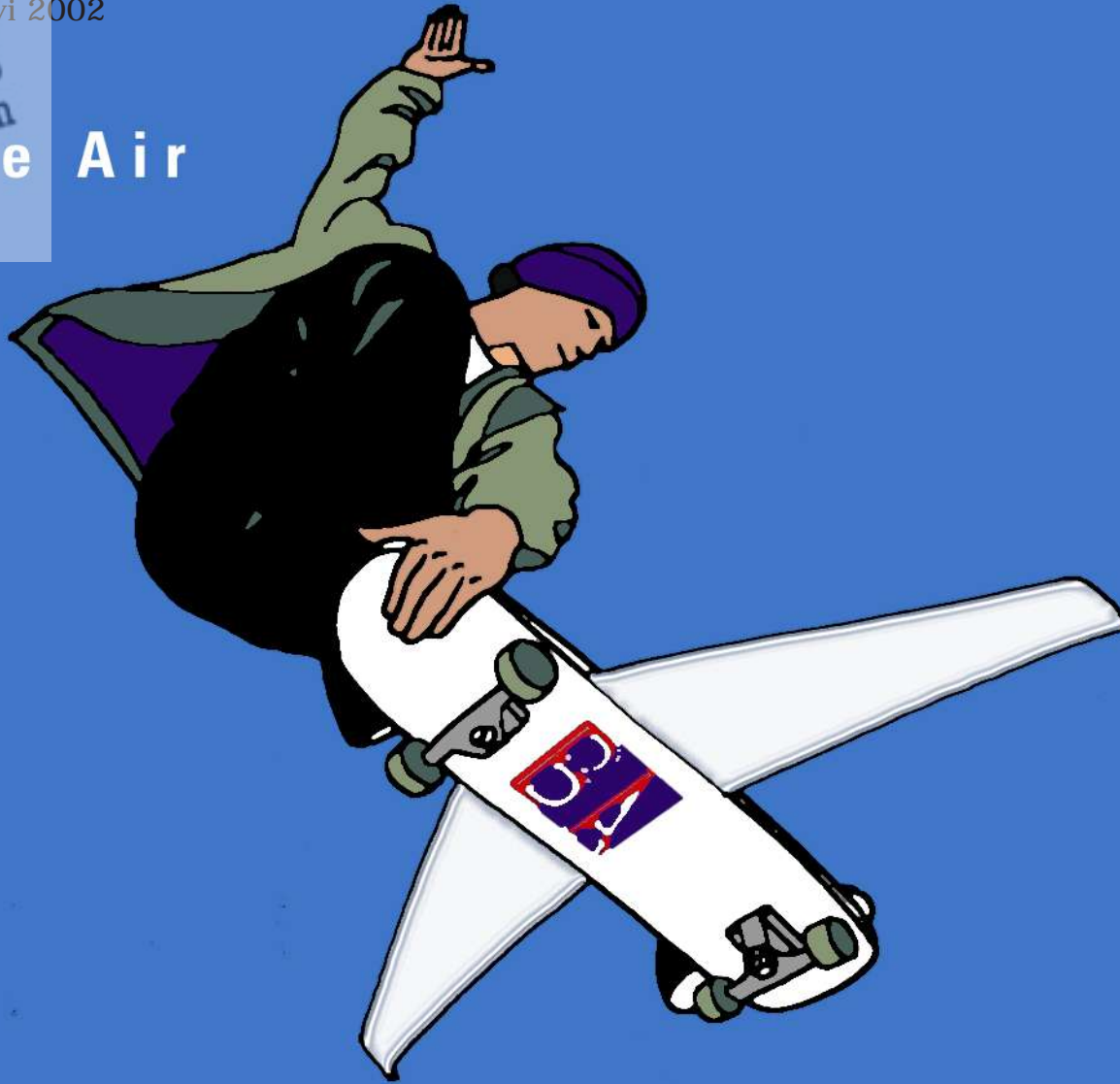
That's fly... fine for livery...  
but possibly still too clinical  
for what we have in mind.



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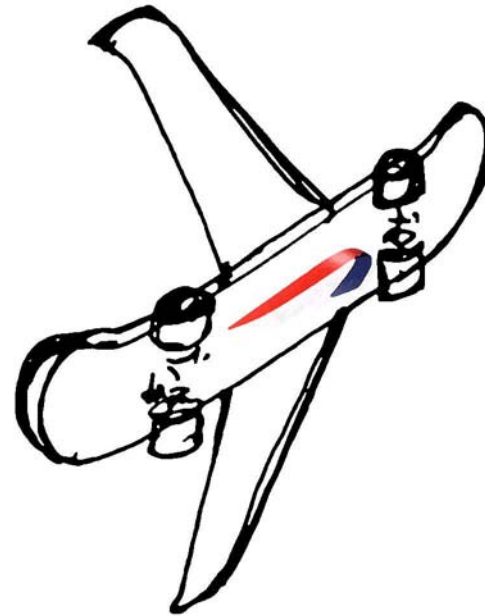


Really Fly



“Maintaining yourself as a brand isn’t about what you’re called; it’s about how you go about your business.

It’s about doing the business.”



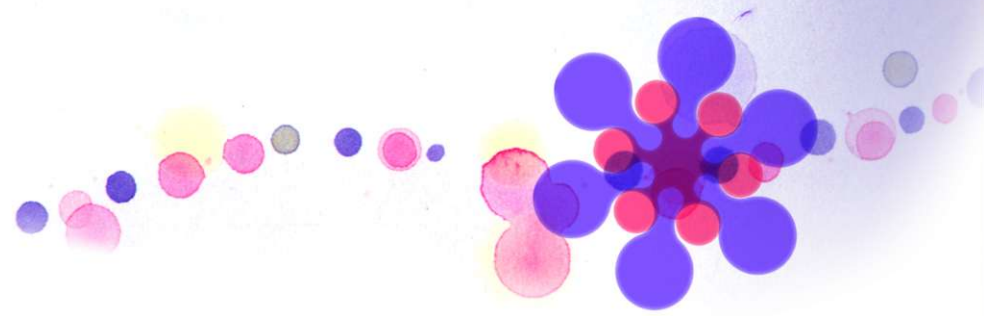
## Flybies >

Think custom 'Tech Decks' > the best freebies  
are the ones absent Dads return with >





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