



LUXURY PLATFORM BRAND STRATEGY

**POWERFUL TOOL TO POSITION THE LUXURY CONCEPT
WORLDWIDE EFFECTIVELY IN THE MARKET**

*Rudy Deighton
The Luxury Platform*

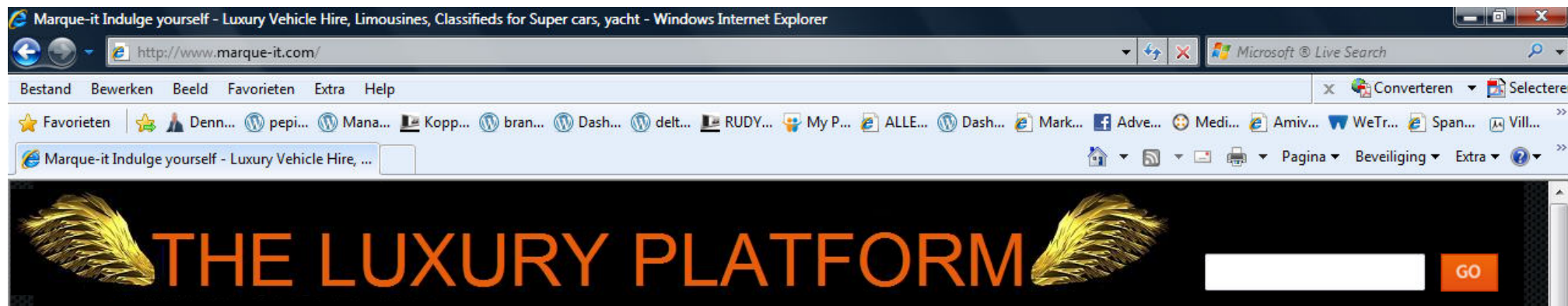
Dreumel, April, 2019



WHAT IS BRANDING?

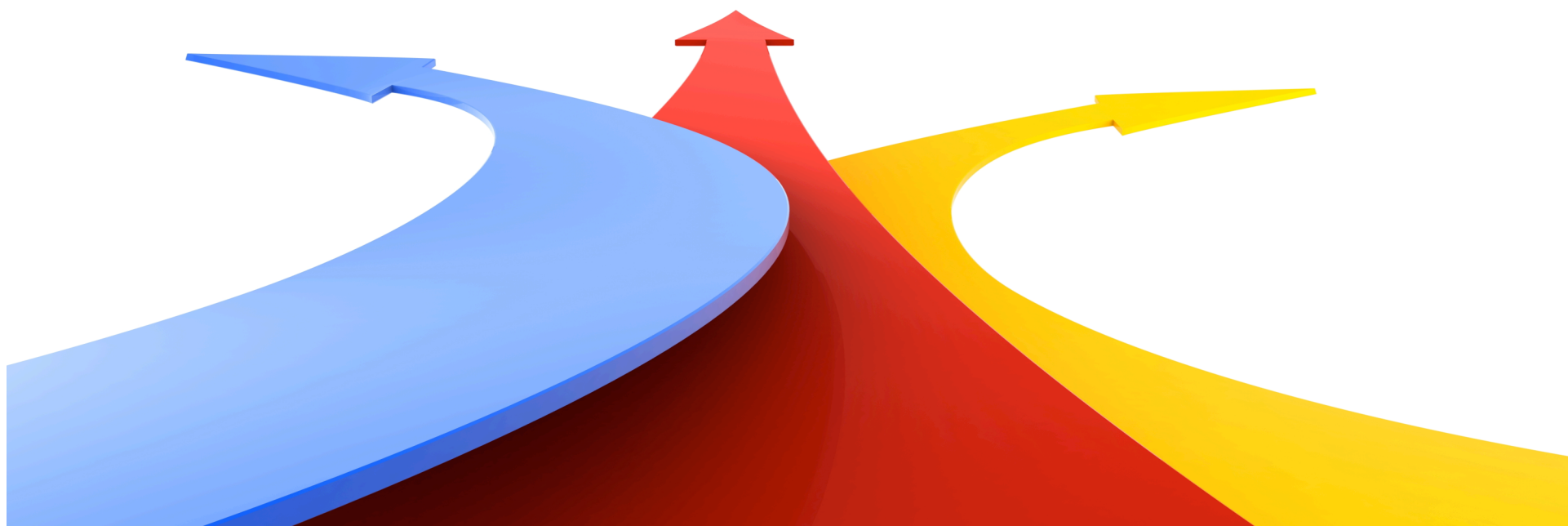
THE STRATEGY OF DEFINING, BUILDING AND MANAGING THE BRANDS' PORTFOLIO

Branding achieves its goals when Luxury Platform is able to define and maintain their distinctive and core competencies to ensure the expected experiences the customers have



LUXURY PLATFORM STRATEGY 2019

THE GOAL OF THE LUXURY PLATFORM BRANDCONCEPT STRATEGY IS TO DELIVER
THE LUXURY-PLATFORM.COM MORE PRODUCTS, PR, SALE, LEADS & PROFIT.
WITH THE LATEST CROSSMEDIA, NEWMEDIA & INTERNET TOOLS



HOW TO BRAND

H< 9' @ L I F M D @ 5 H: C F A



H< 9 '@ LI FMD@5H: CFA BRAND & MARKETING



ABOUT BRANDING !!!



WHAT

is a brand?

FIRST

A brand is not a logo.

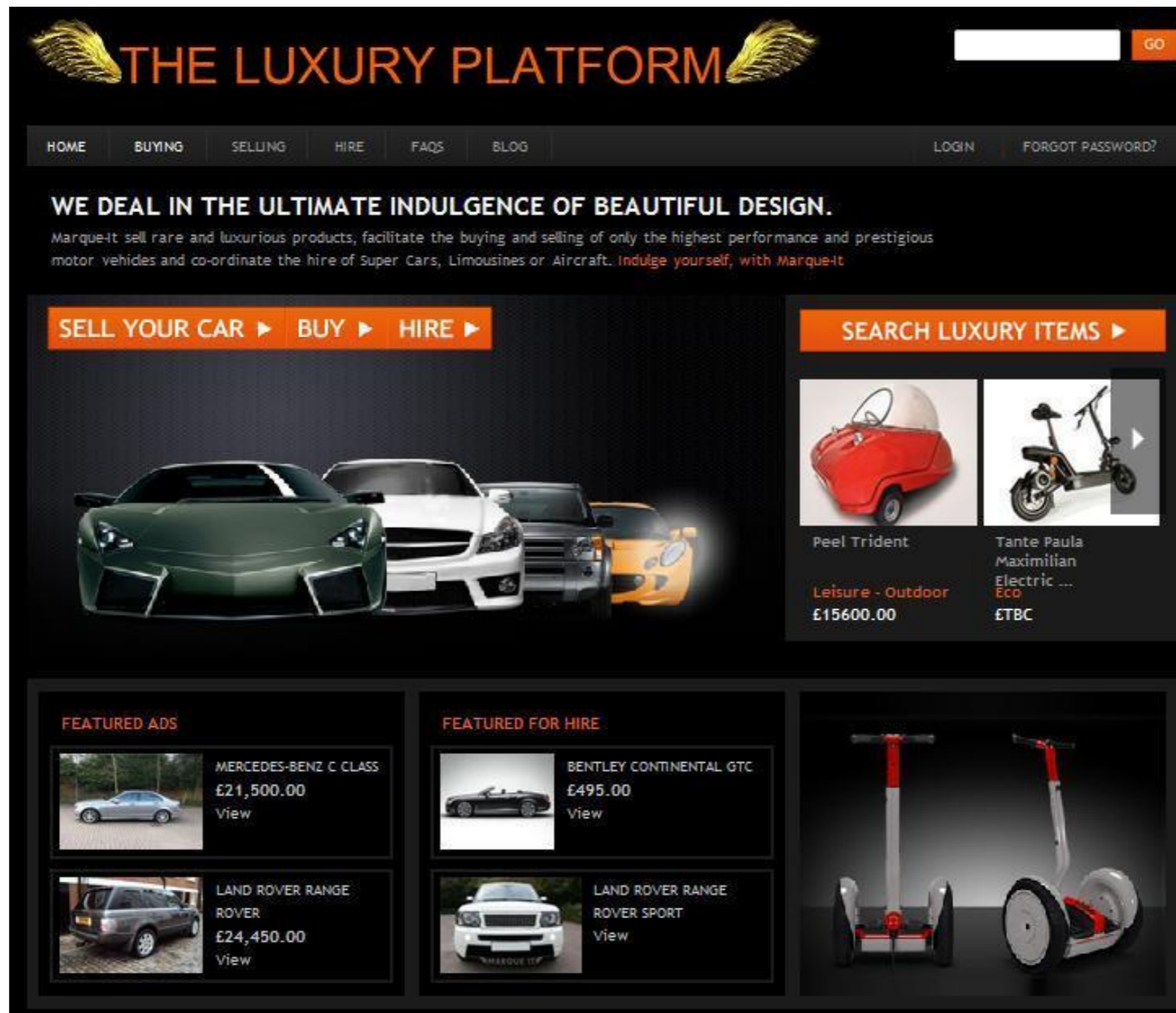


or



SECOND

A brand is not an identity.



The screenshot shows the homepage of 'THE LUXURY PLATFORM'. The header features the brand name in orange and gold, a search bar, and a 'GO' button. A navigation menu includes links for HOME, BUYING, SELLING, HIRE, FAQs, and BLOG, along with LOGIN and FORGOT PASSWORD? options. The main content area has a headline 'WE DEAL IN THE ULTIMATE INDULGENCE OF BEAUTIFUL DESIGN.' followed by a descriptive paragraph. Below this are two main sections: 'SELL YOUR CAR ► BUY ► HIRE ►' with a large image of four luxury cars, and 'SEARCH LUXURY ITEMS ►' which lists two items: a red Peel Trident for £15600.00 and a Tante Paula Maximilian Electric scooter for £TBC. The bottom section is divided into 'FEATURED ADS' and 'FEATURED FOR HIRE', each displaying two car listings with images, titles, prices, and 'View' links. A large image of a Segway is also visible on the right side of the bottom section.

THE LUXURY PLATFORM

HOME BUYING SELLING HIRE FAQs BLOG LOGIN FORGOT PASSWORD?



WE DEAL IN THE ULTIMATE INDULGENCE OF BEAUTIFUL DESIGN.

Marque-it sell rare and luxurious products, facilitate the buying and selling of only the highest performance and prestigious motor vehicles and co-ordinate the hire of Super Cars, Limousines or Aircraft. *Indulge yourself, with Marque-it*



SELL YOUR CAR ► BUY ► HIRE ►

SEARCH LUXURY ITEMS ►

FEATURED ADS


Image	Model	Price	Action
	MERCEDES-BENZ C CLASS	£21,500.00	View
	LAND ROVER RANGE ROVER	£24,450.00	View

FEATURED FOR HIRE

Image	Model	Price	Action
	BENTLEY CONTINENTAL GTC	£495.00	View
	LAND ROVER RANGE ROVER SPORT		View

Peel Trident
Leisure - Outdoor
£15600.00

Tante Paula Maximilian Electric ...
Eco
£TBC



FINALLY

A brand is not a product.

ADD  THE LUXURY PLATFORM 

Please register to sell your marque.

If you haven't registered yet you can [here](#).

▶ REGISTER FOR ACCOUNT



So **WHAT** EXACTLY
is a brand?



A BRAND IS A
CONSUMER'S EMOTIONAL CONNECTION
TO A PRODUCT,
SERVICE, OR
ORGANIZATION.

SO IT'S NOT WHAT YOU SAY IT IS.

HOME	BUYING	SELLING	HIRE	FAQS	BLOG			LOGIN	FORGOT PASSWORD?
PREOWNED CARS	NEW CARS	CLASSIC CARS	MOTORBIKES	YACHTS	LUXURY ITEMS				
GAMING - ARCADE	HOME - ENT	LEISURE - INDOOR	LEISURE - OUTDOOR	LUXURY - HOME	BLING	TECH	ECO		
Arcade Machine - White	Goldstriker Television - Rose	Kinesis - Personal Vision	Hanebrink Electric All-Terrain Vehicle	Ciclotte Exercise Bike	VIP Kicker Crystal Edition	Arteor Home System	Ecospin		
Hurricane Predator Pool Table	Goldstriker Television - Supreme	Technogym - Personal Heritage	Jetlev Flyer	Dalcans Cube	VIP Kicker Premium Edition	Spymaster Mini Digital Voice Recorder	PG Bike Dark Cruiser		
Nottage G-4 Red	View More	Trace of Time Odjet clock	Micro Luggage and Scooter	Dancans Soul of Pop	View More	Spymaster PR6000 Digital Radio Frequency Detector	PG Bike Dark Deluxe		
Nottage G-7 Transparent		View More	Peel P50	Giant Anglepoise Lamp in Grey		Spymaster Ranger 3 Waterproof 1st Generation Night Vision	PG Bike Escobar		
Nottage GC-1 Blue			Peel Trident	Giant Anglepoise Lamp in Orange		Spymaster Ranger 5 Waterproof Night Vision	PG Bike Holland Men		
Nottage GC-4 Black			Trikke Skki	View More		Spymaster Recording Pen	PG Bike Pace Deluxe		
View More			View More			View More	View More		

IT'S WHAT **THEY** SAY IT IS.



BRANDING

is YOUR way of
influencing THEIR reaction.

There are **million** Marketing PRODUCTS



Every day we are **BOMBARDED** with more
than **300,000** advertising messages.

So with thousands of brands competing for
EVERYONE'S
ATTENTION...

It's no wonder everyone can't be
the **LEADER.**



Thats why we will Build a Lighthouse Identity

around

THE LUXURY PLATFORM

PRESTIGE & SUPER CARS ►
Search our data base of high performance, prestige and classic cars to hire.

LIMO & CHAUFFEUR SERVICE ►
Search through our data base of luxury and stylish limousines to hire for all occasions.

YACHT CHARTER ►
Search through our data base of luxury Yachts for hire from Marque-it.

HELICOPTER CHARTER ►
Search through our data base for luxury helicopters to hire from Marque-it.

PRIVATE JET CHARTER ►
Search through our data base of luxury private jets and small aircraft.

COMING SOON

COMING SOON

COMING SOON

Assume Thought Leadership of Your Category.

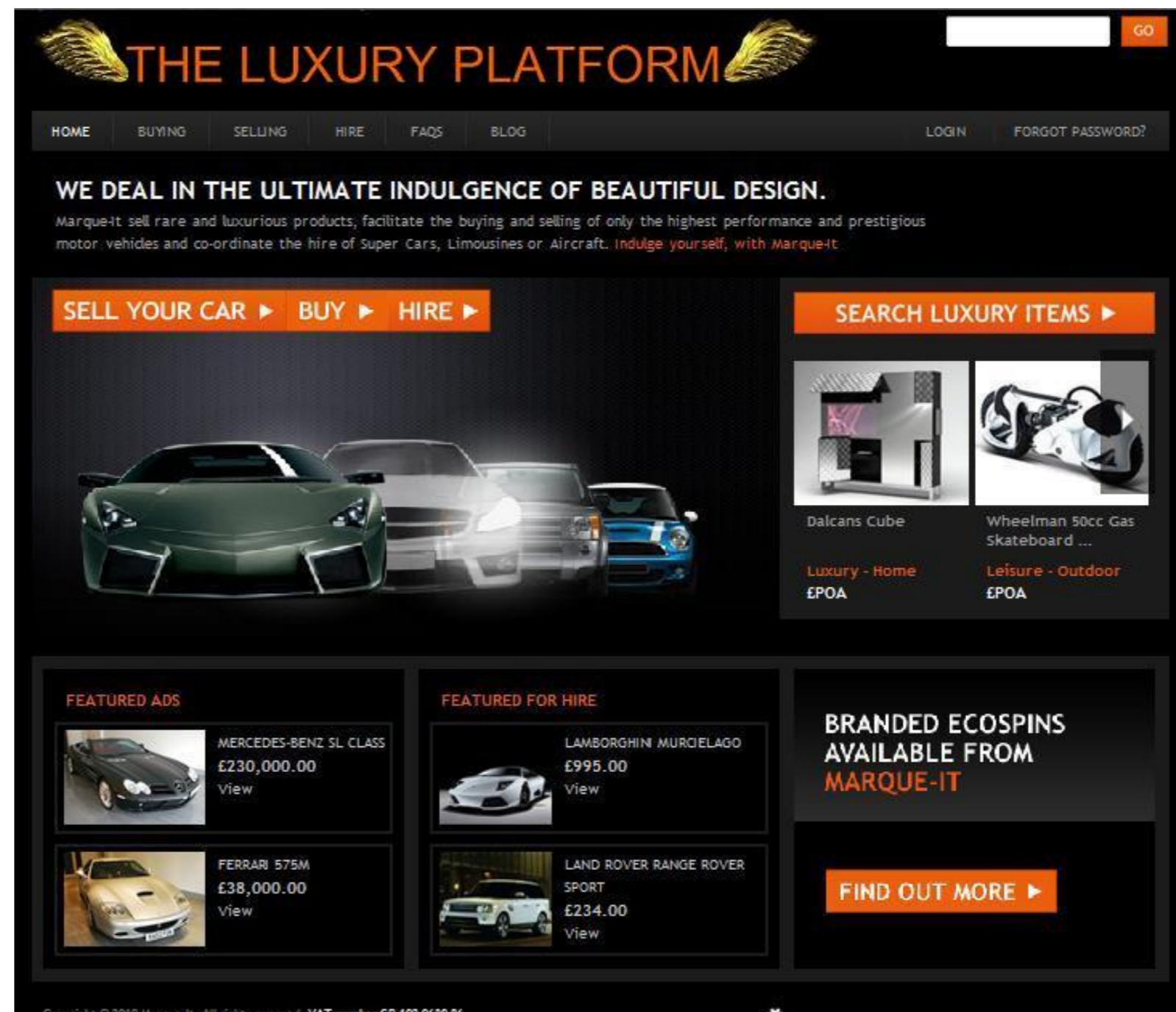


Use Branding and Marketing
as a **high-leverage** asset

Become **Idea**-Centred,
not Consumer-Centred.

Impossible Is Nothing

Many products, clients & visitors



The screenshot shows the homepage of 'THE LUXURY PLATFORM'. The header features the company logo with two feather-like icons on either side, a search bar with a 'GO' button, and a navigation menu with links: HOME, BUYING, SELLING, HIRE, FAQs, BLOG, LOGIN, and FORGOT PASSWORD?. Below the header, a main banner reads 'WE DEAL IN THE ULTIMATE INDULGENCE OF BEAUTIFUL DESIGN.' followed by a descriptive paragraph about the company's services. A central section contains three orange buttons: 'SELL YOUR CAR', 'BUY', and 'HIRE', with a large image of four luxury cars below them. To the right, a 'SEARCH LUXURY ITEMS' section displays two featured items: 'Dalcans Cube' (Luxury - Home EPOA) and 'Wheelman 50cc Gas Skateboard ...' (Leisure - Outdoor EPOA). The bottom of the page is divided into three columns. The first column, 'FEATURED ADS', lists a 'MERCEDES-BENZ SL CLASS' for £230,000.00 and a 'FERRARI 575M' for £38,000.00, each with a 'View' link. The second column, 'FEATURED FOR HIRE', lists a 'LAMBORGHINI MURCIELAGO' for £995.00 and a 'LAND ROVER RANGE ROVER SPORT' for £234.00, each with a 'View' link. The third column, 'BRANDED ECOSPINS AVAILABLE FROM MARQUE-IT', includes a 'FIND OUT MORE' button. The footer contains copyright information for 2010 and a VAT number.

THE LUXURY PLATFORM

HOME BUYING SELLING HIRE FAQs BLOG LOGIN FORGOT PASSWORD?

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SELL YOUR CAR ► BUY ► HIRE ►

SEARCH LUXURY ITEMS ►

FEATURED ADS

Image	Product Name	Price	Action
	MERCEDES-BENZ SL CLASS	£230,000.00	View
	FERRARI 575M	£38,000.00	View

FEATURED FOR HIRE

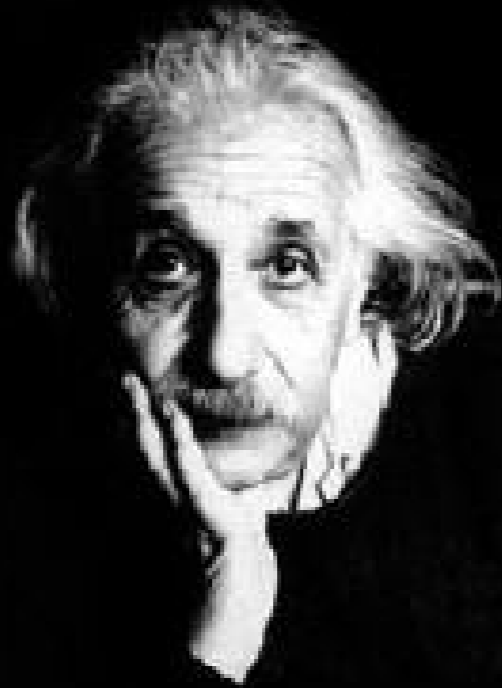
Image	Product Name	Price	Action
	LAMBORGHINI MURCIELAGO	£995.00	View
	LAND ROVER RANGE ROVER SPORT	£234.00	View

BRANDED ECOSPINS AVAILABLE FROM MARQUE-IT

FIND OUT MORE ►

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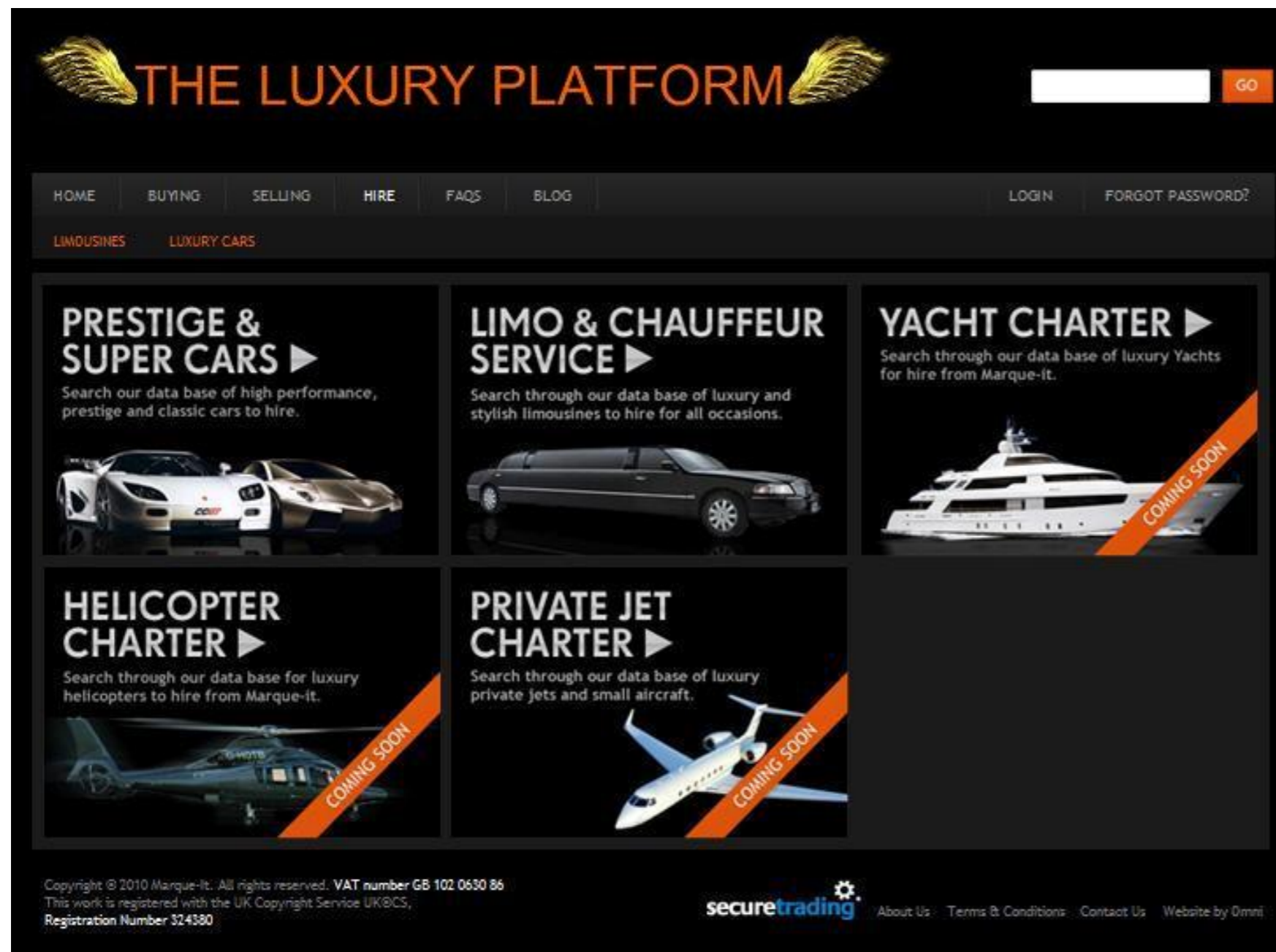
THE LUXURY PLATFORM



A New

- Brand Concept
- Marketing Tool
- Media Strategy
- Internet Platform
- Luxury platform
- Promotion Wave
- Luxury platform products
- Luxury Platforms News

Therefore, the
future
is clearly.



We design a new
Brand Concept,
a **new trend** for a **new kind**
of **customer, lead & future**

LUXURY BRAND MANTRA

Choices in life are infinite.
There's so much to do and so little time to do it.
So we focus on the good things.
Whatever excites, energizes, and inspires.

We filter out the bad, the bland and the boring
and keep only the parts that make us feel alive.
It's how we live our life.

So we create a new way of live.

TASTE LIFE

FEEL



THE LUXURY PLATFORM



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Bring to life through a **new**
through-the-line
LUXURY Brand Concept that
crosses borders
with local impact.











“Challenger as a state of mind:

becoming **Number 1**

means thinking like **Number 1**



A new brandconcept will give THE LUXURY PLATFORM
THE **FUTURE**

				
Arcade Machine - White	Arteor Home System	Ciclote Exercise Bike	Dalcans Cube	Dalcans Myster Hyde
Gaming - Arcade	Tech	Luxury - Home	Luxury - Home	Luxury - Home
£TBC	£TBC	£6960.00	£TBC	£TBC
				
Dancans Soul of Pop	Ecospin	Giant Anglepoise Lamp in Grey	Giant Anglepoise Lamp in Orange	Goldstriker Television - Rose