

# Yellowbrand.®

CASE STUDY:

**VILMA'S PLACES:**  
OPERATORS OF  
"A BETTER WINTER LIFE"



- Concept development, naming
- Values and vision, purpose definition
- Positioning strategy
- Market messaging
- Visual brand development
- Comms planning for roll out.



*Places for the new time of your life*

**Welcome to  
my world.**

#newtimeofyourlife

Our first adventure  
in Southern Portugal...



### Why a Better Winter Life?

*The winter in Britain is miserable and never ending. The heating costs a fortune and the cold and damp just get into your bones.*

*There has to be a better way.*

**A Better Winter Life**, one of Vilma's Places, offers those who are fed up with the British winter, some beach-side living, winter-sun, a home of their own and a community to be part of.

**A Better Winter Life** is just a few hours away, and offers a longer term retreat that is surprisingly affordable.

And because people are happier people in a warm Mediterranean climate, eating fresh Mediterranean food, talking with like-minded individuals, laughing and relaxing, A Better Winter Life is quite literally, the way to a healthier, happier, more spiritually fulfilling, socially connected, emotionally rewarding, winter life.

**A Better Winter Life is the long term winter escape destination for *the new time of your life.***



*Places for the new time of your life*

## Welcome to my world.

Sharing in  
Vilma's vision...

### Vilma's Places is here because...

Our purpose is to support Vilma in the activity of sharing her vision of enjoying later life through longer term escapes.

Our mission is restoring and supporting *joie de vivre* and purpose in those who have earned the right to love life.

We want customers to make new bonds and have new adventures with the like-minded.

*We will, together, discover and explore new horizons.*

### Restoring life, Inspiring life, Discovering life

### Vilma's Places offers...

Longer term escape destinations in small communities of like minded people. Those people are:

- Grown-up grown ups, whose children have left the nest, who want to taste life to the full now that they can.
- People who are sociable and inquisitive. People who enjoy like minded company and exploring new places and things.



### When we speak

Remember:

**Vilma's Places** offers people at their 'new time of life', the 'time of their lives'.

Vilma's Places is easily described as "*Places for the new time of your life*"

And we use the motivating slogan, "**Love life!**"

Whenever possible.

### Tone of voice

When writing please remember our target audience is older and less easily manipulated. They will respond to honest, clear and calm writing.

Over zealous use of hyperbole and 'sell' will be a turn off.

### Keep calm.

Our brand stands for **the love of life**, and is about the **restoration of the spirit**.

### About Social media

Our **social strategy** is a minority interest – our very own private club or community group mindset, and not for mass marketing.

We want to talk to only the right people, not everyone.

Because of the shareable nature of media content, we think its best to tag whenever possible using the following UNIQUE hashtags:

#vilmasplaces

#newtimeofyourlife

#betterwinterlife

**BUT PLEASE DO NOT USE**

#lovelife

#portugal

#winterbreak

Or any other generic terms.



*Places for  
the new time  
of your life*



**Colours in CMYK**  
 Red 12, 100, 94, 0  
 Yellow 0, 41, 100, 0  
 Green 47, 13, 100, 0  
 Blue 100, 0, 28, 0  
 Grey 24, 40, 40, 76

**Colours in RGB**  
 Red 215, 33, 46  
 Yellow 250, 164, 26  
 Green 151, 181, 61  
 Blue 0, 171, 192  
 Grey 73, 56, 51

Our colours represent  
*joie de vivre -*  
**Love of Life.**  
 Use colour with joy!

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**Main logo. And allowable alternative uses**

Try to use the brand essence "**Love Life**" near logo

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**Main logo. And allowable alternative uses**

*Places for the new time of your life*

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**Supporting graphics**

It is permissible to use the "Power flowers" alone.  
 You must support the "Power flowers" with other connecting communications such as a web address, the essence, a hashtag, or a full logo.

#vilmasplaces  
 #newtimeofyourlife  
 #betterwinterlife

*Places for the new time of your life*

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is one of



Love  
*life!*



Visit [abetterwinterlife.com](http://abetterwinterlife.com)  
for more details

#newtimeofyourlife



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