



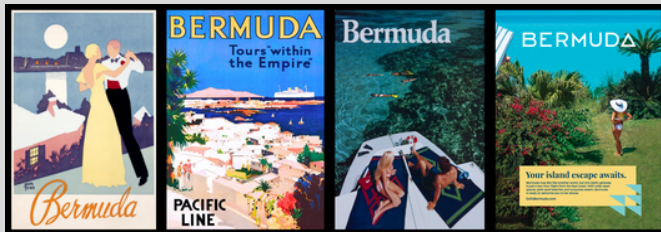
## DESTINATION CASE STUDY

# Bermuda Repositioning & Campaign

### PROJECT OVERVIEW

The Bermuda Tourism Authority (The BTA) is the official Destination Marketing Organization for the country of Bermuda. The BTA is an independent and entrepreneurial enterprise that exists to drive Bermuda's evolution as a world-class travel destination. Proverb's work with the BTA started with a research and brand positioning exercise. In our research we discovered four key driving insights:

- People don't want to be vacationers they want to be travelers — they are looking to “live like a local” not just hit all of the tourist spots
- Bermuda was not top of mind for travelers considering island vacations
- Travelers want what Bermuda has to offer but, are unaware that Bermuda has those activities and experiences
- The Bermuda brand had become unauthentic: giving off a vibe that was perfect, homogenized, and staid



Examples of Past Bermuda Advertisements

Following the research and strategy, our team began working on updating the brand. We kept the logo the same but, all the other brand elements -- messaging, icons, patterns, colors, photography style -- were updated to be more authentic, vibrant, fun-loving, and swaggy.

**WE WANT OUR VISITORS TO ENJOY THE JOY AND MAGIC THAT EVERY BERMUDIAN DOES — ALL THE THINGS THAT MAKE US THE UNIQUE, WORLD-CLASS DESTINATION THAT WE ARE.**

JAMARI DOUGLAS, VP MARKETING PR & COMMUNICATIONS, BTA



### PLACE

Bermuda

### CLIENT

Bermuda Department of Tourism

### SERVICES

- Research + Strategy
- Messaging + Brand Positioning
- Secondary Imagery Development
- Brand Guide Development
- Tagline Development
- Campaign Development

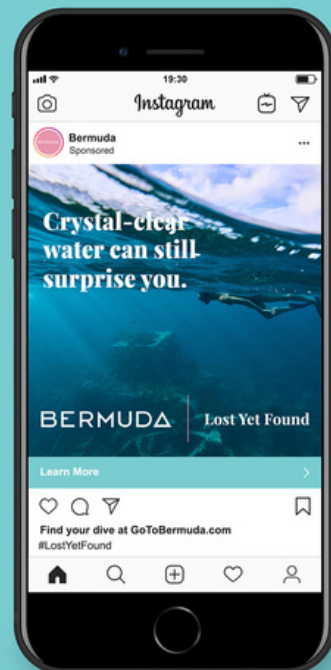
### LIVE CREATIVE LINKS

Campaign Video - [Click Here](#)



# BERMUDA

## Lost Yet Found





## LOST YET FOUND

The BTA was looking to increase the number of arrivals to the island, have a better balance of visitor volume across seasons, and appeal to a wider range of travelers. After the repositioning and brand updates were made, our team crafted a global campaign to launch Bermuda post-pandemic. The campaign idea "Lost Yet Found" is a wink to the myths surrounding Bermuda. This campaign challenges potential visitors to have a sense of discovery and self-realization. We wanted to capture Bermuda in new and unexpected ways. Our language and design was colorful and attention-grabbing. The campaign encourages vacationers to explore authentic Bermuda, not just as a tourist destination but as a country. The island is luxurious, but it's so much more than that. Beyond beaches and coastal scenery, you'll find a rich history and vibrant culture. What does it mean to get "Lost, Yet Found" in Bermuda? Come explore the island. Wander off the beaten path. Get lost in the moment. Escape the ordinary. And find yourself!

