

BILLABONG

— VISUAL STRATEGY GUIDE


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“It is all about keeping it simple, finding the right people, having good product, that’s critical.”

— Gordon Merchant *Founder*


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THE BEGINNINGS

HISTORY OF BILLABONG

“During the late 60’s and early 70’s, the surfing lifestyle meant getting in your kombi van packed to the rafters with surfboards, surf maps, tents and sleeping bags and heading to the coast for classic surfing safari.”

Billabong was founded on Australia’s Gold Coast in 1973 by surfer and surf-board shaper Gordon Merchant and his then partner, Rena. From humble beginnings, designing boardshorts at home, cutting them out on the kitchen table and selling them in local surf shops, the brand quickly gained traction with surfers preferring the superior functionality and Australian roots of the Billabong boardshorts.

— Billabong.com

OUR HISTORY

“The name Billabong is derived from the *Wiradjuri* word *bilabong*, which translates to ‘creek that runs only during the rainy season,’ and captures Gordon’s early days where he was found chasing the waves.”

— Billabong.com



History
Gordon Merchant was an ex-Morumba surfer who was always looking for the best surf spots and weather conditions and he had the uncanny ability to turn up at the perfect stop exactly when it was “going off” (when the wind, tide and surf combined to make the perfect waves).

Merchant started prototyping improvements to his surf gear and in 1973 The Billabong brand started. Gordon made a huge breakthrough when introducing the tucked-under edge on a surfboard design and handmade boardshorts with unique triple-stitching technique designed to withstand even the toughest elements. Gordon also developed the first leg-rope, helping many surfers not lose sight of their board once they fell (or wiped-out in surf slang).

Merchant then surrounded himself with like minded visionaries in the industry, both in Australia and abroad, and continued to improve his products.

From those humble beginnings, Billabong was born.

**BILLABONG’S
COMMUNICATION STRATEGY**

Our Billabong name is associated with the water, the ocean. We also come from humble beginnings and grew up to be one of the #1 surfing brands in Australian and international waters. We are all about encouraging individuals to discover the beauty of the coastal lifestyle of relaxed vibes and enthusiasm for outdoor sports.

What we do

We produce, market, and distribute some of the most amazing apparel, accessories, eye wear and wet suits in the boardsports sector, from snow and skate to wakeboarding. We have you covered!

Who we do it for

Our audience expands to beginners in boardsports, to professionals, and even the casual sun bather. We don't discriminate.

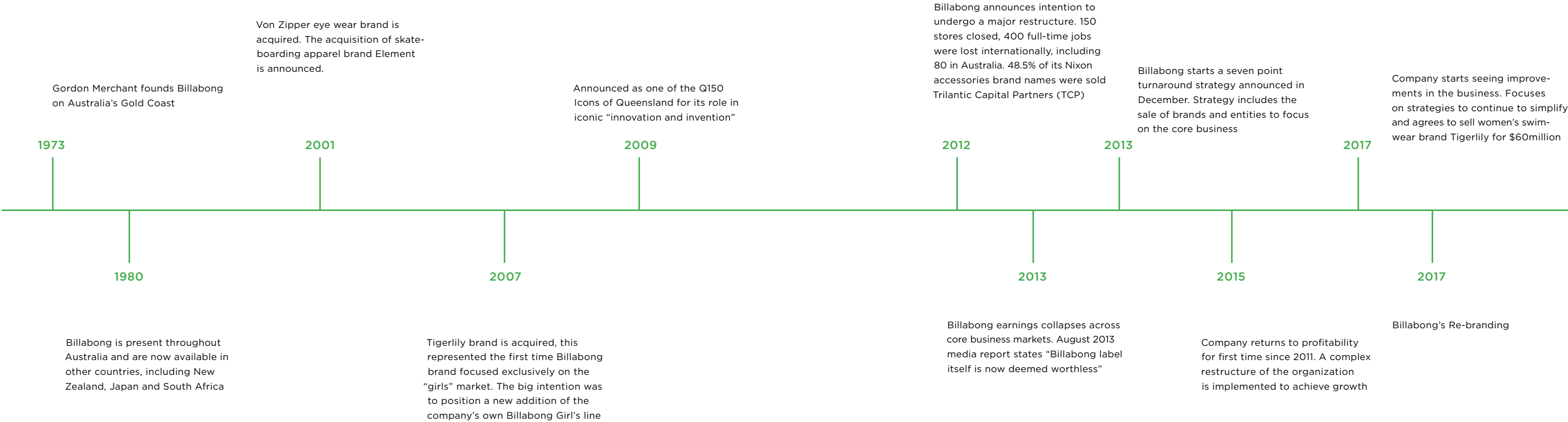
Why we do it

We want you to feel safe and have in hand all the best gear you'll need to experience the amazing world of boardsports, or just look good while being out of the house.

Our USP (Unique Selling Proposition)
To be always improving and perfecting out gear as to encourage more enthusiasm for outdoor sports.



TIMELINE





A NEW BILLABONG

NEW PATH, NEW PERSPECTIVES. HERE WE GO.

“Purchasing is an emotional experience and having a strong brand helps people feel good at an emotional level when they engage with the company.”

Billabong’s re-branding has as its objective to create a simple but holistic identity system that expands from the already known boardshort sector to a new one focused on social and personal growth.

RE-BRANDING STRATEGY

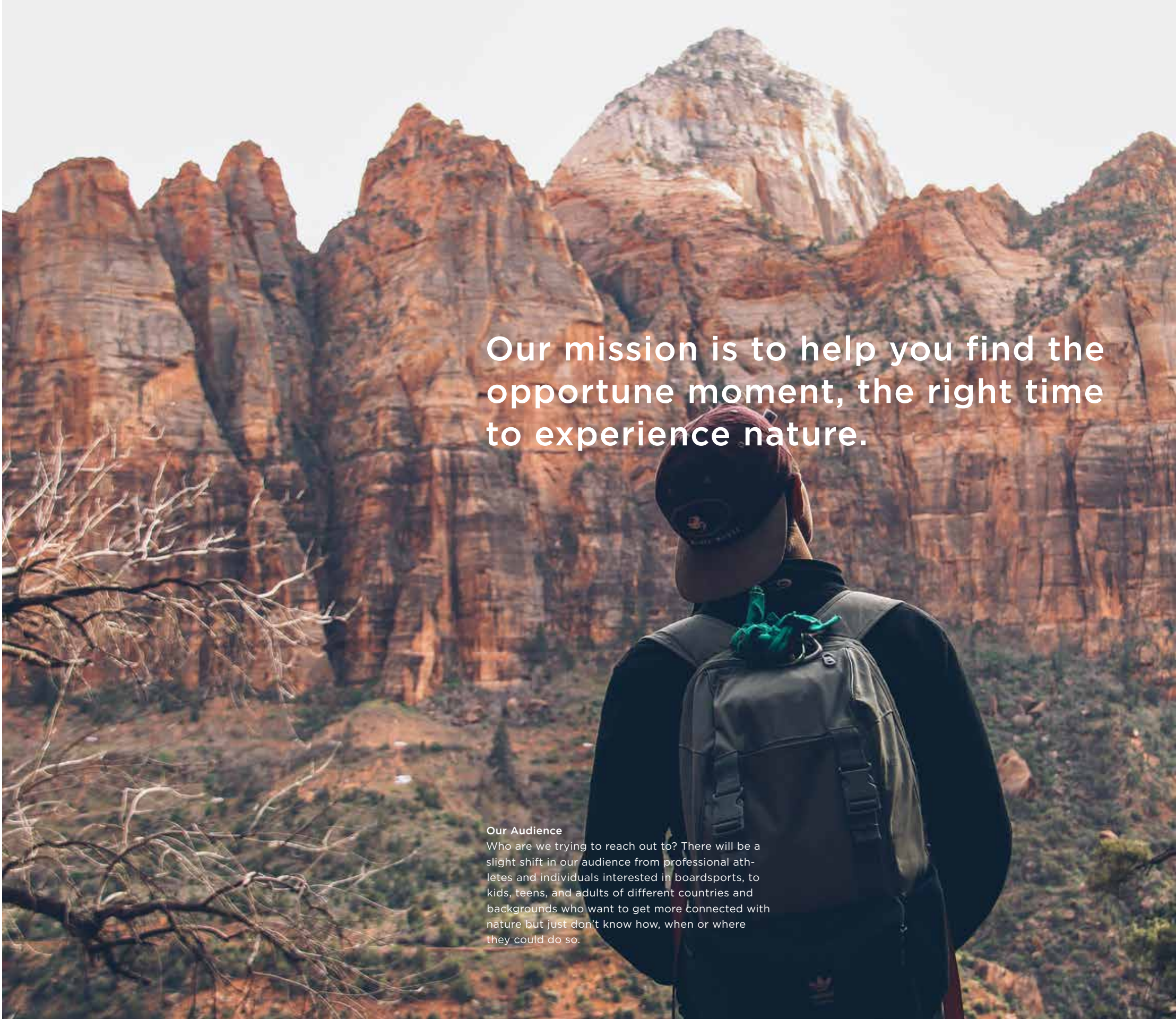
Our Soul

Yes we have a soul, but not in the Buddhist philosophy way you are familiar with. Our soul is basically a description of what we are and what we strive to become. Thanks to our new Re-branding, our soul consists of simply: being in the right place at the right time to get connected with nature.

Our mission is to help you find the opportune moment, the right time to experience nature.

Our Audience

Who are we trying to reach out to? There will be a slight shift in our audience from professional athletes and individuals interested in boardsports, to kids, teens, and adults of different countries and backgrounds who want to get more connected with nature but just don't know how, when or where they could do so.



RE-BRANDING STRATEGY



IMPROVEMENT

Billabong's new focus is all about improving people's lives through nature. To show that the connection with the natural and the wild can provide important benefits to an individual.

EXPERIENCE

Billabong aims to provide new experiences and engagement with the natural world. The brand's new approach is all about connecting humans with nature and demonstrating how an incredible experience that could be.

OUTDOORS

The third component of Billabong's new service strategy is to get people out of their house, out of their common and expected routine. Helping individuals to go outdoors and make contact with nature, despite of fear, lack of time and means, insecurity or etc, is the new challenge Billabong embraces.



OUR PEOPLE

PERSONA DEVELOPMENT

A persona is a representation of a user, based off research and incorporates the users goals, needs, and interests. The persona is the voice of the user.

This synthesis is used to create a profile of archetypal users, each profile representing a subpopulation of users. The profile is typically represented with an image, name, description, and details about specific interests and behaviors. Why is this important? Having a persona audience aids the design to achieve it's target more thoroughly.

The Wonder Seeker

Mariana Vallejo, 28
Software engineer



- 1

Rides her bicycle to work because she feels that this way she can enjoy the outdoors even if for a short period of time.
- 2

Her work hours are long and she blows off steams in many ways possible and as times as she can.
- 3

She sometimes works through holidays so she can be able to take a Sabbatical whenever she wants.
- 4

She considers herself an explorer because she likes to ventures outdoors with no set plans or time restrictions.
- 5

Believes true happiness is being out in nature because that's the place she feels most relaxed and at peace with herself.
- 6

Engaged in environmental causes & recycles her trash because she worries about the future of nature and the wildlife.
- 7

She surfs and rock climbs because she enjoys sports that require more connection to nature.

The Methodical Planner

Yasmin Ramos, 36
Analyst at a consulting firm



- 1

Takes her dogs to short trail hikes during the weekdays, because she likes the idea of being the only one on the trail.
- 2

Whenever she has any free time she likes to plan every little detail of her day so she can fully enjoy being outdoors.
- 3

Buys outdoor and sports gear because she believes that will remind her and make her want to go outside more often.
- 4

Is very fond of wrist watches and alarm clocks because she likes to be on time for every appointment.
- 5

Dreams is to take a 2 year trip to a foreign country because she wants to experience something new.
- 6

Like to organize group hikes with work colleagues, because she believes group activities outdoors are great for bonding.
- 7

Is saving money to buy a house with a backyard because recently she's not had a lot of free time to go outdoors and believes having a patch of green will aid in that.

The Committed Educator

Patricia Wang, 62
Teacher at UC Berkley



- 1

Lives close to her school campus because she likes to be always on time for her classes and accessible to her students.
- 2

When younger she used to camp during the holidays with her family, but hasn't set up a tent in years.
- 3

Knows all about the edible and medicinal plants around California because she used to teach a workshop on the topic.
- 4

Loves to travel and tell her students about the voyage because she believes she can encourage them to go more outside.
- 5

Is mad at herself because on her recent travels she didn't make time to explore the natural surroundings of her destinations.
- 6

Loves to go swimming outdoors because she believes that is the best way to exercise her body and mind.
- 7

Organizes an "outdoor class day" during spring for her graduates because she wants them to enjoy the nice weather.

The Tech Investor

Marc Dorsey, 41
CEO of a technology company



- 1

Goes fly fishing on weekends because he enjoys the outdoor solitude it provides.
- 2

Always had a thing for outdoor extreme sports but never tried it out because he feels he needs proper training.
- 3

Is always looking for new investments because he believes that the key to success has to do with preparation and timing.
- 4

Once a month camps out with his niece and nephew because he wants the kids to grow up connected to nature.
- 5

Likes to study insects because he believes the secret to understanding nature is understanding it's smallest creatures.
- 6

Is against hunting because he feels human beings need to stop interfering negatively with nature.
- 7

Proud that his tech company has the label of a "Green Company" because he all tech companies are responsible to help stop global warming.

The Naturalist Dad

Ben Harris, 32
Yoga Instructor



- 1

Doesn't want a 8-6 work hour or a desk job because he believes human beings were made to be always moving.
- 2

Wants to plan a yoga outdoor retreat for his clients because he believes that would be the ultimate health wellness program.
- 3

Wants to be a Survival Instructor, because he believes these are essential skills about the outdoors everyone should know.
- 4

Gives on-line advice on time management because he believes everyone can make time to be outdoors, they just need to plan and be organized.
- 5

Believes knowing one's physical and mental strength is extremely important when outdoors because it can save your life.
- 6

Wants to properly know how to clean and care for his hiking gear because it's they aren't cheap and he wished them to last.
- 7

Single father who tries to expose his kids to the outdoors, because he believes connection to nature will help their growth and development.

The Retired Patrons

Maggie and Tony Hamby, 77 & 79
Retired



- 1

They wish to go more outdoors because they're both finally retired and with a lot of free time on their hands.
- 2

Despite having time and no money constraints, they are afraid of venturing off by themselves because of their age.
- 3

They have both decided to start hiking because Tony's doctor told him he needed to start taking care of his health.
- 4

Maggie wishes someone could help with tips and information when they go camping because she feels lost with all the gear and equipment.
- 5

Both volunteer to clean up trash near the beach on weekends because they believe in the preservation of the wildlife.
- 6

Maggie wants to learn outdoor emergency skills because she wants to know what to do in case something happens.
- 7

Tony wants to learn how to properly set up a tent because he wants to impress his grandson when they take him outdoors.

BILLABONG IN THE PAST

Previously Billabong’s look was focused mainly on the image of the surfer and water sports athlete who enjoyed a relaxed lifestyle and fashionable gear.



BILLABONG IN THE FUTURE

Billabong’s new look is geared towards explorers and adventurers of all sorts who want to enjoy and learn from nature.





COMPETITORS

FRIENDS, ENEMIES OR FOES?

Despite its negative connotation, competition is rather an important part of a business life cycle. Competition is an effective tool for growing and improving in the following: Provides Reassurance, Reveals Each Company's Unique Selling Point, Helps Customers More Quickly Identify the Brand, Builds Loyalty, Allows for Market Research, Teaches New Skills, etc.

For Billabong's new re-branding to be as effective as possible, a study on current, adjacent and aspirational competitors was required.

CURRENT COMPETITORS

Billabong’s current competition refers to suppliers or dealers of different brands that sell the same or equivalent goods as Billabong.

While its competition might be tough with producing similar products and look and feel, Billabong stands out for being authentically Australian and from humble beginnings.



A brand that also makes and distributes boardsports oriented products. They claim to have been the first to combine surfing, skating and snowboarding under one brand. Volcom prides itself on making meaningful products that will enhance its customer’s lives.



Quiksilver also started in Australia, although currently it’s located in Huntington Beach, California. Its considered one of the world’s largest manufacturers of surf wear and boardsport related equipment.



Oakley is based in California as a subsidiary of the Italian company Luxottica, very well known for selling premium eye wear. It’s currently the best leading product design and sport performance brands in the entire world.



Vans is a well known manufacturer of skateboarding apparel owned by VF Corporation. As of 2013, the brand is also active in the boardsport industry.



Rip Curl is an Australian manufacturer and retailer of boardsport sportswear. It has become one of the largest surfing companies in Australia and it’s still owned by its founders.



Dakine is a clothing company specializing in alternative sportswear and equipment based in Hood River Oregon. It also produces gear and sponsors athletes in the boardsport sector.



RVCA brand is associated with the boardsport sector, more specifically, skate and surf. The brand sponsor’s its own team and due to its art focus, RVCA is also associated with the street graffiti subculture.



Hurley International is an American multinational corporation owned by Nike as of 2002. It is engaged in manufacturing and distribution of surf apparel and accessories.



O'Neil is originally a surf wear and surfboard brand that started in 1952 by Jack O'Neill. It's also based in California and also focuses on the boardsport sector.



...Lost Enterprises is based in San Clemente, California and an independent maker of clothing, surfboards, skateboards. Founded by two friends who wanted to surf and skate. Currently the brand is known world-wide for sponsoring athletes.

ADJACENT COMPETITORS

Adjacent competitors are those who don't necessarily sell the same product or service as Billabong, but possess the same feel and Mission.



Deus Ex Machina is an Australian brand that designs, manufactures and sells custom parts and hand-built motorcycles. It celebrates a culture of creativity and street-honest industrial art.



REEF brand of sandals created by two Argentine brothers who in 1984 moved to San Diego where they began Reef. Their product became popular amongst surfers and beach goers. Reef has grown into one of the world's leading sandal manufacturers.



Nixon an American company that produces watches, accessories and audio. Its custom-built products were introduced at retail through boardsport retailers.



An American skateboard company that manufactures skateboard decks, apparel, and footwear. Founded in 1922 it is still one of the most influential skateboard brands in the world.



The German multinational corporation designs and manufactures shoes, clothing and accessories. It's the most largest and recognized sportswear manufacturer in the world.



DC Shoes American company that specializes in footwear for action sports but also manufactures apparel and accessories.



A Travel company that operates in the major travel destination countries. Its objective is to provide coach trips for young adults that includes a mix of sightseeing, culture, socializing, and adventure.



Ray Ban is a brand of sun and eyeglasses founded in 1937 by the American company Bausch & Lomb.



Havaianas is a Brazilian brand of flip-flop sandals created by Scotsman Robert Fraser in 1962. Inspired by Japanese zōri sandals, Fraser became the first to mass-produce flip-flops out of rubber and be able to sell them at an affordable price.



A yoga-inspired athletic apparel company based in Vancouver, Canada. They make a number of different types of athletic wear, including performance shirts, shorts, and pants, as well as lifestyle apparel and yoga accessories.

ASPIRATIONAL COMPETITORS

Aspirational competitors refer to 10 companies that will be seen as future competition after a successful rebranding initiative of Billabong.

The new Billabong brand will aspire to be a strong competitor against these companies in the future.



The outdoor gear company focuses on outerwear and camping equipment. Their products are focused towards college students, climbers, mountaineers, skiers, snowboarders, hikers, and endurance athletes.



A food and drink company based in Berkley, Ca. Its founder, Gary Erickson, was a baker and former mountain guide who wished to produce a new type of energy bar.



Lonely Planet started in 1972 when Tony Wheeler and his wife Maureen struggled to find important information during a trip to Asia. Currently Lonely Planet is the largest guidebook seller in the world and one of the most recognized travel brands.



Monocle Magazine is a global affairs magazine, radio station, website, media brand and retailer founded by Tyler Brûlé, a Canadian entrepreneur, and also founder of Wallpaper* magazine.



American brand of automobiles, subsidiary of Fiat Chrysler Automobiles. The brand is linked to freedom, adventure, authenticity and passion. It also has a commitment to strength and meaningful engineering.



REI or Recreational Equipment, Inc. is a retail and outdoor recreation services corporation. It sells sporting goods, camping gear, travel equipment, clothing and offers outdoor-oriented vacations and courses.



Moleskine, an Italian manufacturer, papermaker and product designer founded in 1997. Known to produces luxury notebooks, planners, journals, sketchbooks, leather backpacks, wallets and various accessories and stationery.



Airbnb is an online hospitality service, that aids people to lease or rent short-term lodging including vacation rentals, apartment rentals, homestays, hostel beds, or hotel rooms.



The Timberland Company is a manufacturer and retailer of outdoor wear, focusing on footwear. Based in the United States, Timberland also sells apparel, such as clothes, watches, glasses, sunglasses and leather goods.



The commercial trademark of Lomographische AG. It's associated to a photographic style and analog camera movement and community facilitated by The Lomographic Society International.



DESIGNING A NEW LOOK

Billabong's new journey has just begun and we want to invite you stick around for the ride and check out Billabong's new brand revitalization, the next phase of this process. During which, we'll be exploring numerous ways in which our brand can be represented through a logo and other various forms of icons and word marks.

See you soon.

APENDIX SOURCES

- _flickr.com
- _googleimages
- _allyscooking.com
- _boosfight.co
- _afr.com
- _theculturetrip.com
- _billabongbiz.com
- _us.billabong.com
- _wordpress.com
- _huffpost.com
- _medicaldaily.com
- _airportseatingalliance.com
- _shopify.com
- _independent.co.uk
- _edibleeastend.com
- _pexels.com
- _strategynewmedia.com



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Adobe Illustrator CC
Adobe Indesign CC
Adobe Photoshop CC

Nature of Identity GR. 604
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Instructor: Hunter Wimmer

