



SOLACE
BOATS

THE SŌLACE EXPERIENCE

PROJECT BACKGROUND

Solace Boats is a **premium boat brand** known for performance, craftsmanship, and innovation. While Solace has strong recognition among experienced boaters, the next growth opportunity lies in connecting with a younger audience who value experiences, lifestyle, and community.

To achieve this, Solace Boats is partnering with prestigious yacht clubs around the world to introduce a new generation to the Solace lifestyle.

Through a **curated club partnership package, including boat access, rentals, food and beverage offerings, and exclusive on-water experiences**, Solace aims to become the brand a young audience associate with **modern boating culture**.

This campaign places Solace not just as a boat, but as a channel into an **elevated yet accessible boating lifestyle**.

OBJECTIVE

Position Solace as the **defining symbol of modern boating culture** while capturing a **younger audience**, specifically **buyers** in the age range of 20-40 year olds. Create a **loyal customer base** within this demographic.

Driving trial and experiential exposure from rentals and club-based packages.

TARGET AUDIENCE

- **20-40 year olds** (late Gen Z and Millennials)
- Members of yacht club
- Young professionals and entrepreneurs
- **Value access, experiences, prestige, status, and community without traditional barriers to entry**

KEY MESSAGE

Quality on the water.
Powered by SŌLACE.

TONE & VOICE

Tone: Visionary, confident, innovative, modern, elevated

Voice: tailored, high-impact language that highlights innovation as a core value proposition

This approach ensures that we are not just selling a product, but positioning Solace as a leader in the future of boating.

BRANDING LOOK & FEEL

Colors: Solace brand palette (white, jet black, grey) and yacht club neutrals (navy, white, warm wood tones)

Photography: People within the target age, on Solace boats using it for multiple different purposes and enjoying themselves

Typography: custom geometric sans-serif (matching the Solace brand fonts)

Mood: Sophisticated, sunlit, fun, social, timeless, premium

DELIVERABLES

- Short brand experience video (60–90 seconds)
- Social content for yacht clubs/Solace
- Digital assets for club websites and members
- On-site signage and hand held materials for club lounges and docks
- Partnership overview for yacht club leadership
- Page highlighting the experience package

TIMELINE & BUDGET

Activation: June 1-30

Budget: Unlimited

MANDATORIES

- Use **branding and logo of Solace**
- **Co-branding** with participating yacht clubs
- Club-mandated **legal and partnership disclaimers** with a focus on exclusivity, experience, and access
- Hashtags : **#SOLACElifestyle** etc
- **QR codes** for club partnership package