

Mires+Ball



Vulcan

Positioning a Startup for the Road Ahead

The Challenge: Vulcan Motor Club wanted to create a brand that would appeal to the fashionable and pragmatic sensibilities of its high net worth target audience.

The Solution: Working closely with the company's founders, MiresBall positioned Vulcan Motor Club as the ultimate luxury car experience. A seductive photography style shows just enough car to engage the imagination; while a detailed narrative highlights the exhilaration of driving a high-performance car and the practical advantages of club membership—convenience, cost-savings and flexibility. Applied across flagship materials including a corporate website, product literature and introductory ad, the new brand is as substantive as it is stylish.

The Result: The Vulcan Motor Club brand is already turning heads. Club membership is on the rise, and the Club has generated significant interest from prospects and the press.

Strategy

- Ideation
- Research & Analysis
- Competitive Audits
- Positioning Briefs
- Brand Platforms

Assets/Tools

- Identities
- Names & Nomenclatures
- Messaging Platforms
- Visual & Voice Guidelines
- Proprietary Visuals

Expression

- Print Communications
- Packaging Systems
- Events & Environments
- Digital Media
- Advertising

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