



Rebranding a Brand Leader

A category-defining brand leader in the prestige luggage category in the U.S. with new aggressive growth business model.

Ambitious brand migration strategy to realize brand value potential:

- Product Range from luggage dominant product portfolio to full range of men's & women's business, travel and personal accessories
- Distribution channel from local luggage dealership base to free-standing TUMI stores & department store shop-in-shops
- Geographic Market from North America to multi-national presence
- Brand Architecture from one master brand to introduction of T2 sub-brand

The challenge was to deliver a new brand that would accomplish the requirements, while seamlessly fitting within and leveraging the equity of the luxury parent brand without diluting the prestige.

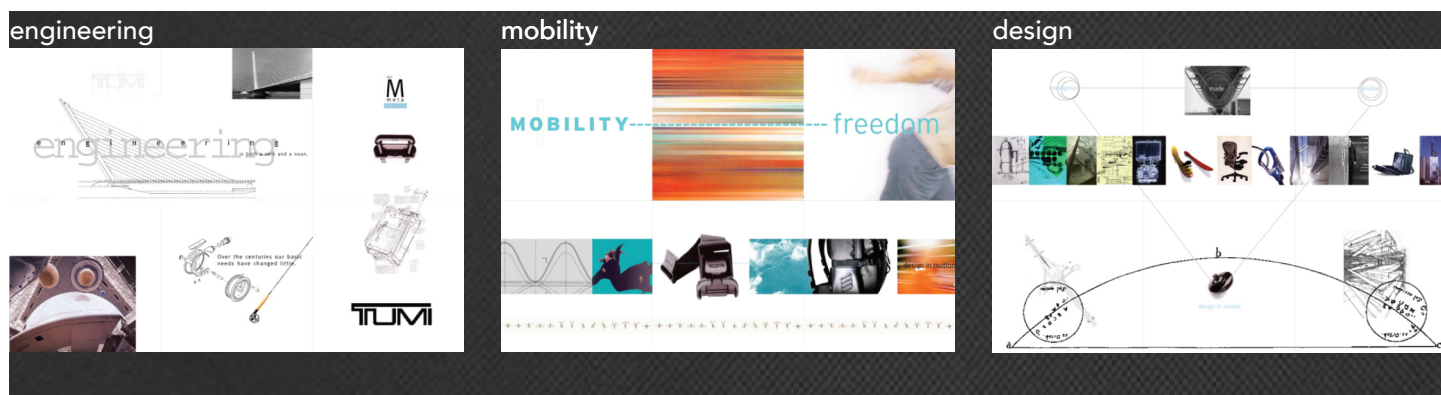
Brand Perception

The TUMI brand had carved a privileged position in the market. It lived somewhere between Samsonite and Louis Vuitton both in price point and perception. It was clearly a superior, more durable and functional than a Samsonite, but lacked a lot of the aspirational appeal of a luxury brand. The challenge was to give the brand higher credentials to expand into new product lines at higher price points.



Developing Brand Territories

We explored different brand territories to leverage, based on authentic brand credentials - i.e. true brand differentiators the product and company could stand behind with credibility.

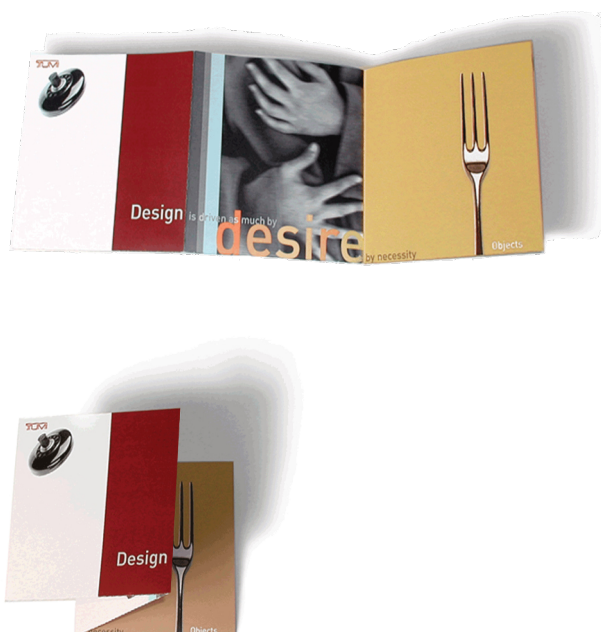


Based on the above exercise, we developed the brand narrative and tagline **"Design in Motion"** to enhance the functionality and durability of the brand with the aspirational and descriptive concepts of design and travel.

Design in Motion as most compelling and coherent expression of TUMI vision and values... past, present and future.

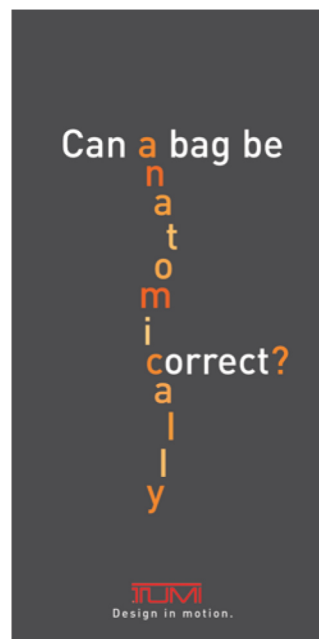
And most expansive place for TUMI to own on market map of the future.

Strong internal consensus - across disciplines and from top-down on



Expressing the Brand

The final stage was building a storyline, narrative and a graphic and verbal treatment that would be applicable to all brand elements - from ads to catalogues, to the product itself and the stand-alone TUMI stores.



Results

Product range successfully expanded from luggage-dominant product portfolio to full range of men's & women's business, travel and personal accessories.

Distribution channel from local luggage dealership base to free-standing TUMI stores and department store shop-within-shops.

Geographic Market from North America to multi-national presence.

Brand Architecture from one master brand to introduction of T2 sub-brand.

