

Attenza

Motta Internacional is the first company established in the Colon Free Zone. With 50 years of experience they distribute the world's most prestigious brands across the continent, using its own chain of duty free stores. These stores had no brand and used an undistinguished "Duty Free" sign as their identity. BrandVission was called in to create their own brand, including name, identity and graphic environment, that would represent the unique in-store experience and would establish itself as a point of reference in the Region.

BrandVission developed a brand strategy that introduced the concept of personalized service in the duty free business, supported by leading brands and quality as the brand's key attributes.

With the name Attenza and a visual identity that combined the Panamanian star and the shopping bag symbol, the brand was implemented in all their stores and in its own web site.

Year: 2007



BrandVission

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