

Buquebus

Buquebus started its activity in 1978 connecting the shores of Uruguay and Argentina with a vessel of small dimensions. The family owned endeavor grew until becoming the world's most important fluvial transportation fleet in the word, with a capacity to ferry 12 thousand people a day crossing the "Río de la Plata". FutureBrand's task was the definition of the brand strategy, the architecture and brand definition for different business units, the brand identity creation and the training of internal audiences to guarantee brand alignment and future consistency. The industry understanding and dynamics in the last years was part of FutureBrand's key information that helped define the core brand strategic path -based on transport- as well as the tourism division, understanding the business evolution and expectations for the future in the competitive and trends context. Buquebus has launched its new brand based on its history and its future, focusing on a world class structure, the empathic service it provides to travelers and the commitment to better perform in all aspects related to the business and the client relation. In line with the brand strategy, the brand expresses visually the promoted concepts through a brand mark that revalues the importance of joining two brother countries. Buquebus has successfully introduced the new brand showing to the market its capacity to evolve and remain a leader.

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FutureBrand

