



King of the Mountains

Marmot Tours
Brand revitalisation
2016

Marmot Tours, specialist operators in road cycling holidays, needed a brand refresh to befit their high quality client service ethos and passionate dedication to their product.

Their experience has been crafted over a decade by experienced cyclists, mountain experts and outdoor enthusiasts. Behind it all is a well-oiled and scrupulously organised machine that ensures outstanding support, allowing riders to just enjoy their cycling and the scenery. The brand line ‘your ride, our passion’ emblazoned on their tour vans sums up this dedication and acts as a beacon for riders along the route.

It’s a competitive leisure category, but the brand aims to break apart from the peloton. Marmot Tours is about facilitating personal achievement and having fun; the constant sighting of Margo, their marmot mascot along the routes proves that!

- Brand positioning
- Brand line creation
- Tone of voice
- New look and feel
- Exhibition and
- Merchandise design



Results

In the year following their rebrand and launch of a new look website, Marmot Tours expanded 20%.

Their company continues to go from strength to strength with repeat customers and exceptionally high client satisfaction.

“The process of rebranding with Family & Friends allowed us to step back and properly explore, for the first time, what we were offering that was different. We knew our product, but F&F knew how to translate that and put it out there so everyone else could see it too.”
Cathy Thompson, Co Founder and Marketing Director, Marmot Tours Ltd.

