



intoBarcelona.com

Website and brand identity

the client:

Barcelona is the number one destination for city breaks from the UK. *intoBarcelona* is an independent, alternative travel company aimed at individuals or small groups who want to get more out of their time in Barcelona, and discover what lies beyond the usual tourist track. *intoBarcelona* arranges accommodation in chic apartments and activities which include walking, cookery, wine, and art tours, as well as offering Spanish lessons, pampering sessions, and personal shoppers.

the project:

intoBarcelona is a start-up company, so before they could begin trading, *intoBarcelona* required a brand identity, stationery, sales presentation, and most importantly, a website that would act as a brochure for its apartments and services in Barcelona.

intoBarcelona also wanted to be able to send branded html emails, and to format information from responses received through the website so that they could be dealt with efficiently.

As events, offers, and availability are liable to change throughout the year, there was also a requirement for *intoBarcelona* to be able to update the site themselves.

the work:

Zeus came up with a brand identity that was loosely based on the colours of the Barcelona F.C. football kit. The identity was vibrant, bold, and could be carried through onto business cards, leaflets, press ads, presentations, and most importantly onto the web.

The website was designed to be simple and quick to download. The icon-based navigation system makes the site very logical and easy to use. The template was based on the brand identity and is set up in such a way that *intoBarcelona* could maintain the site themselves.



the result:

intoBarcelona.com has been picked as 'Website of the Week' in the travel section of The Times, and has been featured in The Independent, and on LBC radio. The site has also had good reviews in Spanish Magazine, Spain Magazine, Everything Spain Magazine, and Viva España Magazine.

Client numbers have beaten initial projections and the business is now planning to expand its offering after a successful first year.

client quote:

"Zeus have been a great help in all areas of marketing, and they certainly don't let a tight budget limit creativity – all their ideas are very fresh and original. They respond very quickly and have proved to be excellent project managers."

Carrie Fraix, Founder, intoBarcelona.com

other projects for intoBarcelona include:

Press ads, design, and html emails.

other zeus clients include:

AOL, BBC Worldwide, CNBC Europe, Monster, and The Wall Street Journal Europe.

about zeus:

Zeus Advertising is a creative advertising agency that specialises in 'small' projects for big clients, and 'big' projects for small clients. There are no account handlers to get in the way – at Zeus you deal directly with the creatives who come up with your ideas – which leads to fewer misunderstandings, faster turnaround, better quality work, and great value.

Zeus Advertising, 40 Mortimer Street, London W1W 7RQ
Tel: 020 7255 2582 Email: info@zeus-advertising.com Web: www.zeus-advertising.com