

FREE SPIRITED, "CARPE DIEM": the right spirit of life

WHY?

A Company born in 1999 to create a common feeling of belongingness among people, looking to be different than average, be better.

Over 1000 people joined us since the beginning to be part of this way of thinking.

THE NAME.

CARPE DIEM was chosen being an old Latin term to indicate "catch the occasion" (seize the day) , as it comes, living for today, as good as it gets.

Once we chose the name to identify our group of consumers, we wanted to emphasize it with the strong signature "the right spirit of life" chosen to stress the importance that whoever is a "Carpe Diem" lives at life's best.

As a matter of fact the Logo shows the free spirit, freedom of choice, positive thinking, outgoing personality of one of the founders of the Company.

OBJECTIVE.

To "spread" the carpe diem way of thinking, making it a loud statement around the world.

STRATEGY.

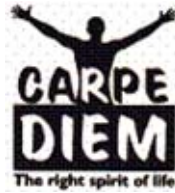
Carpe Diem thinkers must be able to recognize themselves by showing off the logo worldwide. Carpe Diem will not just be a quality casual-sporting clothing brand name, it will represent a way of life (thinking).

THE ENVIRONMENT.

The number of people in the world is growing day by day, so are wars, diseases, pollution, crimes. World economy is uncertain, so is future. Medias tend to develop among people increasing fear for the future.

Some youngsters begin to develop independent thoughts to differentiate themselves from the average daily follower of orders. The problem is they tend to show off their differences by coloring hairs, piercing bodies, tattooing, doing drugs.

By doing this they will be left out by the world. They will never be stars, they will be just "compare" (appearance).



DESCRIPTION OF CARPE DIEM BELIEVER.

He is a leader, not a follower. He has goals. He dreams great dreams and strives to make them come true. He likes challenges. He gets the best out of everyday. He wants to be different from the followers who are full of constraints. He doesn't wear a tie, he doesn't work in suit; if he has to, he has also the desire to change and fly free to open wide spaces. He loves nature and outdoor living. He is a sportman, a traveller, a dreamer. He is an healthy, outgoing man, fascinated by the beautiful nature of wilderness. He likes adventure travels but not risking his life. He enjoys too much living to waste his life.

POSSIBLE STEREOTYPES.

He could be an actor. A professional car/boat/motorcycle driver, a sport Instructor, a sailor, an entrepreneur, a student, a tourist guide, a sporting club Manager, a writer, a travel Correspondent, a professional Sportman.

SPORTS TARGET FOR ADVERTISING THEMES

All kinds of sports, but the Carpe Diem true Believer is an athlete of special sports, not mass sports. The sports he performs differentiate him from the average. He mostly won't be a soccer, football, baseball player. He could perhaps be a basketball player, but he would definitely be a windsurfer, kitesurfer, surfer, wakeboarder, waterskier, kayaker, sailor, mountainbiker, skater, rollerskater, snowboarder, freeclimber, skidiver, beachvolley player, extreme skier, mountain climber