



BUZZ
unveiling Portugal

OUR  PORTUGAL

BEFORE

BRIEFING

Buzz is a Destination Management Company that after a decade of sustained growth felt the need to rethinking its communication plan for the next 10 years. Brandimage was asked to update it and make it coherent with the client's brand/values.

THE PROBLEM

Buzz wants to share with the world, Portugal's best kept secrets. It provides unique travel moments to its costumers, thanks to the unmatched knowledge of its employees. Travellers can experience a place like a local, changing a seemingly simple holiday into a life event. In spite of this key differentiator, Buzz was perceived too digital, without 'humanlike' elements, unable to highlight the its ability to provide authentic experiences with a human touch.



SOLUTION

Before addressing its communication plan, it was crucial to reposition Buzz's brand in order to communicate its real values: human touch, friendliness and uniqueness.

The new brand underlines the ability to bond with others but also aims to celebrate the destination, the journey and the people that make it happen.

Buzz's brand identity was craft through paper cuts, so that the brand could be seen humanized, unique and close. This allowed it to stand out and to differentiate from the competition. The illustrations underlines the emotions, the uniqueness of the experience, as well as, the beauty, the colors and the sights of Portugal, in all its splendor.

The new tagline, "Our Portugal", exudes pride and passion for the country and its singularity:





BUZZ
unveiling Portugal





OUR PORTUGAL
T +351 296 107 002
mia@portugaldmc.buzz
www.portugaldmc.buzz

BUZZ
Meetings & Incentives

Rodrigues
Business Unit Manager
T +351 913 390 283
michaela.rodrigues@bazzoresdmc.buzz

OUR PORTUGAL
T +351 930 471 723
francisco.pereira@portugaldmc.buzz

OUR PORTUGAL
T +351 289 807 350
coach@portugaldmc.buzz
www.portugaldmc.buzz

OUR PORTUGAL
T +351 291 105 021
fits@portugaldmc.buzz
www.portugaldmc.buzz

OUR PORTUGAL
T +351 933 570 013
patricia.freitas@madeira

OUR PORTUGAL
T +351 211 147 160
tugal@portugaldmc.buzz

OUR PORTUGAL
Shorex & Port Services
T +351 919 594
fernanda.fragoso@portugaldmc.buzz

OUR PORTUGAL
T +351 289 807 350
coach@portugaldmc.buzz
www.portugaldmc.buzz

OUR PORTUGAL
T +351 935 2

OUR PORTUGAL
Cristina Gouveia
Office Manager
T +351 935 2

MEETINGS & INCENTIVES

Our unique activities and
our mysterious retreats



WELCOME

BUZZ
unveiling Portugal

OUR 
PORTUGAL



BUZZ ORIGINAL TYPEFACE

In honor of Alfredo the cat,
the company's beloved mascot,
with Buzz since the beginning,
working tireless to cheer up the team

ALFREDO
TYPE FACE

BUZZ

BUZZ

BUZZ

BUZZ

BUZZ

BUZZ



OUR PORTUGAL

Our care and attention







