

BTICE 

BUSINESS . TRAVELLER . INDIVIDUAL . CULTURAL . EXPERIENCE .

Fashion Business & Promotion| New Concept| Sophie Snape

"WHEN IT COMES TO SOUVENIRS, NOTHING BEATS THE FOUND-ONLY-HERE,
MADE-JUST-FOR-YOU ITEM."

NICOLE BERRIE, CONDE NAST TRAVELLER.COM, 2015.

BTICE



MISSION STATEMENT

"A lifestyle brand that provides an **exclusive** and **personal** service, in order to **accommodate** International Business Travellers. **BTICE** is an online tool in the form of an app, offering **bespoke** exclusive souvenirs and experiences. The business start up will enable IBT travellers to initially access **5 global** locations, via the app. The key aim of BTICE is to **evoke** memories and for the IBT traveller as a consumer, will be able to **reflect** on their individual **cultural** experiences. This brand, defines luxury."

IBT: INTERNATIONAL BUISNESS TRAVELLER

WHY THIS CONCEPT?

DISSERTATION: CULTURAL SHIFTS IN THE UK & HOW IT
EFFECTS ITS CONSUMER...

PERSONAL COLLABORATIONS
TECHNOLOGY

INSPIRED BY: LIFESTYLE, TRENDS, TRAVEL AND
OPPORTUNITIES TO EMBRACE CULTURAL DIFFERENCE.

CONSUMER

61% IBT ARE BETWEEN 25-44

30% SPANNING UP TO 64

AIMED AT TWO TYPES OF CONSUMERS:

GENERATION X- SMARTPHONE TECHNOLOGY

GENERATION JONES- ACTIVE ONLINE
SHOPPERS



**"81% OF INTERNATIONAL BUSINESS TRAVELLERS
TRAVEL ABROAD AT LEAST ONCE A MONTH"**

LUXURYDAILY.COM



INITIAL RESEARCH

- **PMQ, HONG KONG:** Lifestyle brand, tourist attraction, non-profit making projects, meeting point for designers, platform for collaborative change.
'A stage for creative happenings'.
- **BOFFO, NEW YORK:** Non-profit arts & cultural organisation, list of collaborators, uses public and unused space, always on to the next best thing.
' Strives to make art & design a vehicle of change'.
- **BOX PARK, SHOREDITCH, LONDON:** Pop up mall made from shipping containers, holds special and frequent events, connections with local designers, independent brands and up and coming businesses.
'Quirky shopping experience'.

- WHAT THE BRAND OFFERS: **Exclusive** online platform to enable the business traveller to purchase bespoke momentums **evocative** of a specific destination.
- BTICE APP: Will enable the user to search, track and update their ongoing orders, book one to one appointments with specialists for fittings or organise where the item will be collected. **PROTECTED SIGN IN CODE FOR EXCLUSIVE CLUB MEMBERS.**
- CATEGORIES: Artwork, sculpture, textiles, jewellery, personalised gifts.....
- PERSONAL SERVICE: On arrival located in the business lounge, one to one personal shopper consultation **pods** for pre booked appointments.
- COLLECTION OPTIONS: Client **preference** and advice from specialist. (Delivered to home address post business trip, collection point at connecting or arrival destination).

APP...





POTENTIAL 5
GLOBAL LOCATIONS

BTICE 

- THAILAND
- DUBAI
- INDIA
- SINGAPORE
- HONG KONG



RESEARCH

- **R/GA:** Agency for digital age, believe technology is powerful, creates website, integrated campaigns, digital programmes. **'Technology grounds everything that we do'.**
- **HEATHROW AIRPORT:** Boutique, personal shopping, business lounge for IBT, well developed online platforms.- **Primary Research.**
- **CONDE NAST TRAVELLER:** Inspiring holiday ideas from around the world, including the best and most innovative hotels, insider guides from the world of luxury travel. Social media driven- Instagram.
- **PORSCHE:** Sells lifestyle products, all about innovation, tradition, design, functionality, social acceptance and exclusiveness, technology.

USP

- **Exclusive** brand with bespoke gifts.
- **Accessible** through app before travelling.
- One to one **personalised** service.
- Work closely with **consumer** and do it all for them.
- **Experiential** for IBT, evoking memories.



BTICE 

DUTY FREE: BUYING A GIFT, SOMETHING PERSONAL BEFORE OR AFTER FLYING TO DESTINATION. VAST RANGE OF PRODUCTS TO BROWSE BEFORE GOING THROUGH TO DEPARTURES. ACCESS FOR ALL PASSENGERS. (NOT EXCLUSIVE).



HEATHROW PERSONAL SHOPPER: AVAILABLE IN BUSINESS LOUNGE, ONE TO ONE APPOINTMENTS AND GUIDANCE. TO PICK UP ITEMS BOUGHT OFF ONLINE BOUTIQUE. (EXCLUSIVE SERVICE, LACK OF TECHNOLOGY AND SOCIAL MEDIA, PRODUCTS JUST FROM AIRPORT).



DIRECT COMPETITORS

EMIRATES- SKYWARDS

SERVICE EXCLUSIVELY FOR BUSINESS TRAVELLERS THAT ARE PART OF A SMALL-MEDIUM SIZED COMPANY.

COMPANY EARNS BUSINESS REWARDS MILES FOR EVERY USE SPENT ON EMIRATES FLIGHTS.

USE POINTS TO UPGRADE OR BUY PRODUCTS FROM GLOBAL LUXURY BRANDS THROUGH EMIRATES.



CATHAY PACIFIC- MARCO POLO CLUB

EXCLUSIVE LOYALTY PROGRAMME, THAT OFFERS MANY PRIVILEGES TO FREQUENT FLYER.

MOST POWERFUL AIRLINE LOYALTY PROGRAMME IN ASIA.

NEW AND IMPROVED LOUNGES AND SERVICES TO CREATE MEMORABLE EXPERIENCES.

POINTS BASED SYSTEM TO EARN AND REDEEM ASIA MILES.



POTENTIAL STAKEHOLDERS: PARTNERS/SPONSORS



BRAND RECAP

- Lifestyle Brand: BTICE.
- Exclusive membership service available through an App.
- Aimed at generation X and Jones, International Business Travellers.
- IBT can browse and buy bespoke gifts from destinations they are travelling to.
- One to one consultations with a personal shopper specialist located in the Business lounge prior to travel.
- Connect to recommended Events/experiences to explore when IBT have 'down time' at destination.
- Items can be delivered to IBT home address on return to the UK or alternative options including connecting flight, arrival or return destinations.
- **PERSONAL SERVICE, EXCLUSIVE PRODUCTS AND EVENTS, GLOBAL DESTINATIONS, SHARING CULTURAL EXPERIENCES, CREATING A MEMORY.**

POTENTIAL PRODUCT SCOPE.....

- **EXPAND** ONLINE PLATFORMS: SOCIAL MEDIA, FULLY DEVELOPED WEBSITE.
- **EXPLORE** MORE LOCATIONS.
- **COLLATE** AN EXTENSIVE DATABASE OF SPONSORS/COLLABORATORS.
- **INTRODUCE** A POINTS SYSTEM IN PARTNERSHIP WITH A SPONSOR OR AIRLINE.

THANK YOU FOR LISTENING-QUESTIONS?

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