

DesignBridge



# Identity & campaign development

Amsterdam, December 13, 2016

The logo features the word "LeasePlan" in a bold, italicized, black sans-serif font. Above the letter "P" is a thick orange horizontal line that curves upwards into a semi-circle. Below the letter "e" is a thick black horizontal line that curves downwards into a semi-circle. The background is a light blue gradient with faint, stylized mountain ranges.

***LeasePlan***

## Future story

To be at the heart of this conversation we need to build on the strengths of the LeasePlan brand.

# Future story

Government / Cities  
(Owns the regulatory environment and infrastructure)

Mobility provider,  
e.g., Lyft Uber  
(owns the tech platform)

Transport providers, i.e., the OEMs  
(creates the vehicles)

**DesignBridge.**



Brand update

Creative campaign

## Future story

With an updated brand design and a new campaign for all markets.

## Future story

Grounded in solid brand behavior  
across all organizational levels to serve  
as proof of our story.



Dick  
van der Lecq



Peter  
van Leeuwen



Zayne  
Dagher



2016

# Step 1: Listen to your story

50 years experience  
Reputation & awareness

Future story







### CREATIVE BRIEF

Job: LEASEPLAN CAMPAIGN Date: 09-11-16



Challenge	Strategy	Idea	Result
BRAND AMBITION WE LOVE MOVING YOU WITH PROBLEM-SOLVING POSSIBILITIES	TARGET GROUP INTERNATIONAL SME B2C FINANCIAL SERVICES	BRAND IDEAS/PLATFORM EVERYONE can play with mobility experience	HOW WILL WE BE REMARKABLE? TOPICAL Be ON IT! Amaze with customer service
ASSIGNMENT REFRESH THE BRAND AWAKE THE USANT WITH A DIFFERENTIATING PURPOSE	INSIGHT MOBILITY CREATES POSSIBILITIES		EFFECTIVE
THE PROBLEM TO BE SOLVED COMMODITIZED MARKET LOW FREQUENCY	STRATEGY INCREASE VOLUME OF OUR PEOPLE AND PARTNERS		



# Step 2: Build on your potential

50 years experience  
Reputation & awareness

Future story

Brand movie





# Step 3: Amplify your potential

50 years experience  
Reputation & awareness

Future story



Brand movie

Brand design  
and  
Campaign

**KITCHEN REVIEW**

# UPDATE BRAND IDENTITY


In order to evolve we must take a moment to define our role and our presence in the industry.

Essentially, who we are, our values and our name remain.

But we must establish the truth and our personality in order to better tell our story as we move forward.

We discovered that LeasePlan  
is a brand with the gift to

**transform people's lives.**



Everybody has  
a 'pathfinder'  
within them.

Everybody seeks the  
freedom to just get up  
and go, head out wherever,  
whenever they want.

It's this autonomy of every  
individual that **inspires us**  
**to go further in what we do.**

**We give  
you choice,  
powering your  
momentum.**

Transforming complex  
decisions into simple  
**choices**, we are opening  
up a whole new range  
of possibilities to meet  
your needs.



A man and a woman are standing in a car dealership. The man, wearing a dark blue jacket, is holding a smartphone and looking at it. The woman, wearing a dark blue jacket and a white bag, is looking at the phone with him. They are standing next to a dark-colored car with its door open. In the background, there is a black car lift and a tiled floor.

**At LeasePlan  
we trust in our  
knowledge  
and intuition.**

Our 50 years of experience means we can be the catalyst that **transforms the impossible into the possible**, whether it's for a full fleet or just one individual.

A woman with long dark hair is shown in profile, driving a car. She is wearing a dark jacket with a colorful patterned scarf. The background is a blurred cityscape featuring the Eiffel Tower. The text is overlaid on the left side of the image.

**Momentum is  
our shared goal.**

We continue to grow and evolve our products, services and technology to **empower you to succeed in your ambitions.**

This is how we will maintain our lead in the future.

The world doesn't stand still and neither do we.

**We want to move on so you can too.**

A wide-angle, low-perspective shot of a modern bridge at night. The bridge's structure is illuminated with vibrant blue light, creating a rhythmic pattern of arches that recede into the distance. A central walkway paved with dark bricks leads the eye toward the horizon. The road surface is dark, with white lane markings and small lights along the edges. The overall atmosphere is futuristic and serene.

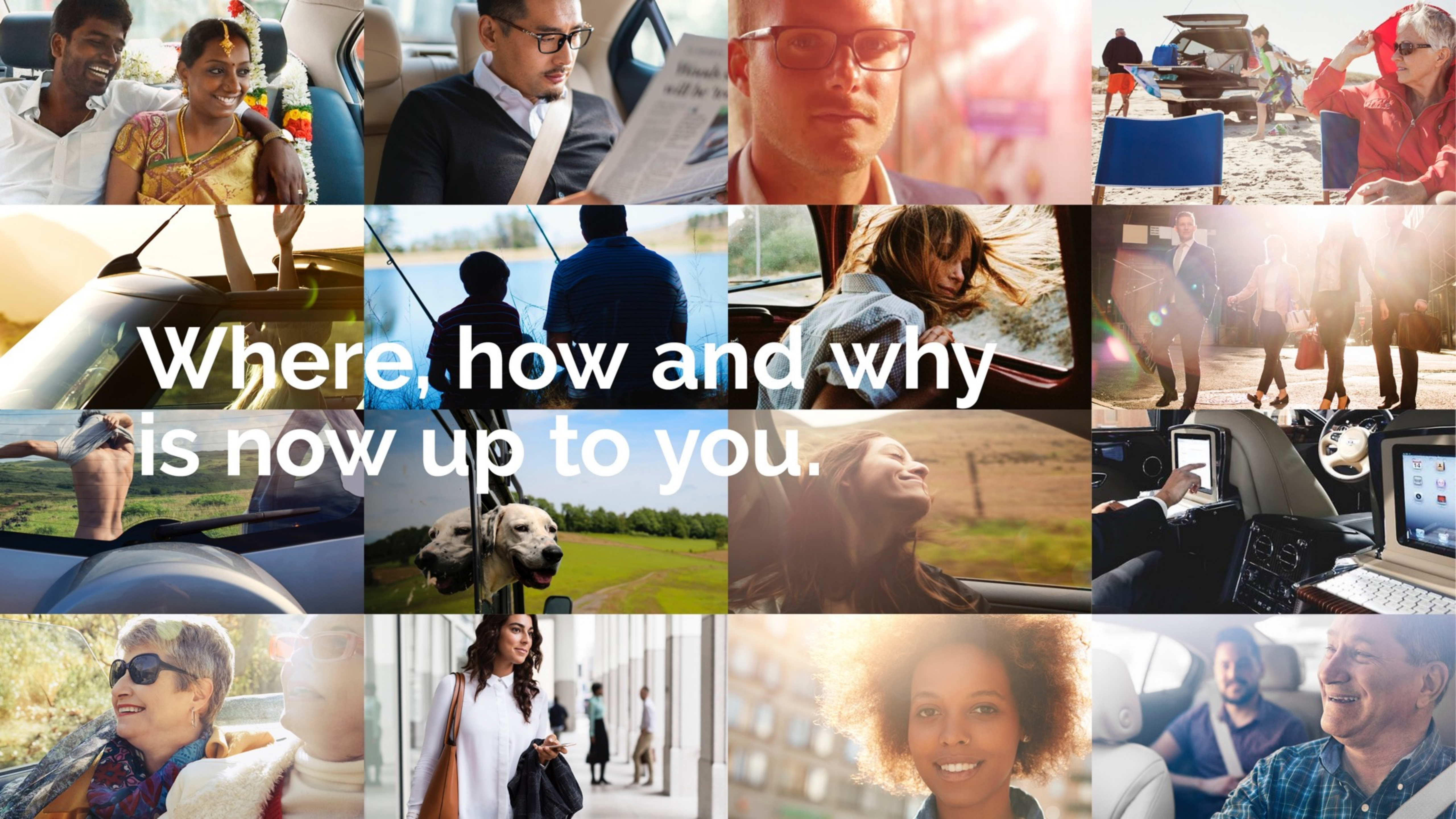
**Our transformative  
nature brings the  
freedom to move ahead.**

**We see ourselves as  
agents for change.**

Transformation happens when there  
is intervention by a brand and after  
there is illumination and betterment.

A woman with long, flowing blonde hair is seen from behind, looking out a window. Her hair is blowing in the wind, and she is wearing a red and blue plaid shirt. The background outside the window is a bright, green, out-of-focus landscape. The text "Life is about moving. Forward!" is overlaid on the image in a bold, black, sans-serif font.

**Life is about moving.  
Forward!**



Where, how and why  
is now up to you.

# **This is our role and our future in the industry.**

Our transformative nature informs how we express our brand across all that we do  
– how we look, talk and behave in the world.

Creative concept

# The freedom to just go.

LeasePlan makes the impossible, possible.

Our transformative nature enables  
your ambitions to move, to follow your drive,  
to find you space and to just... *be there.*

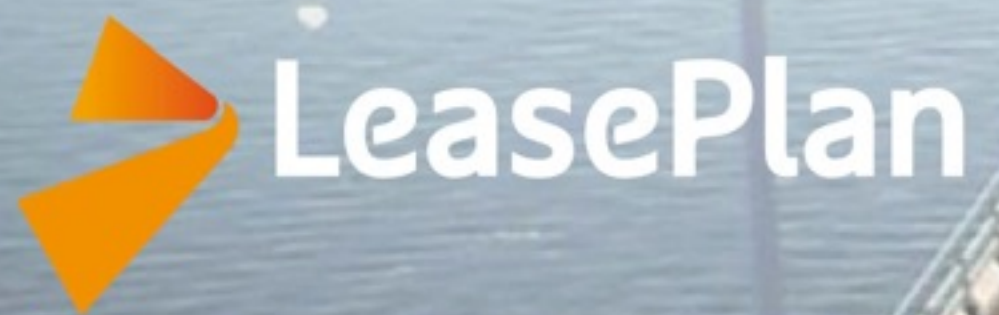


Be here.





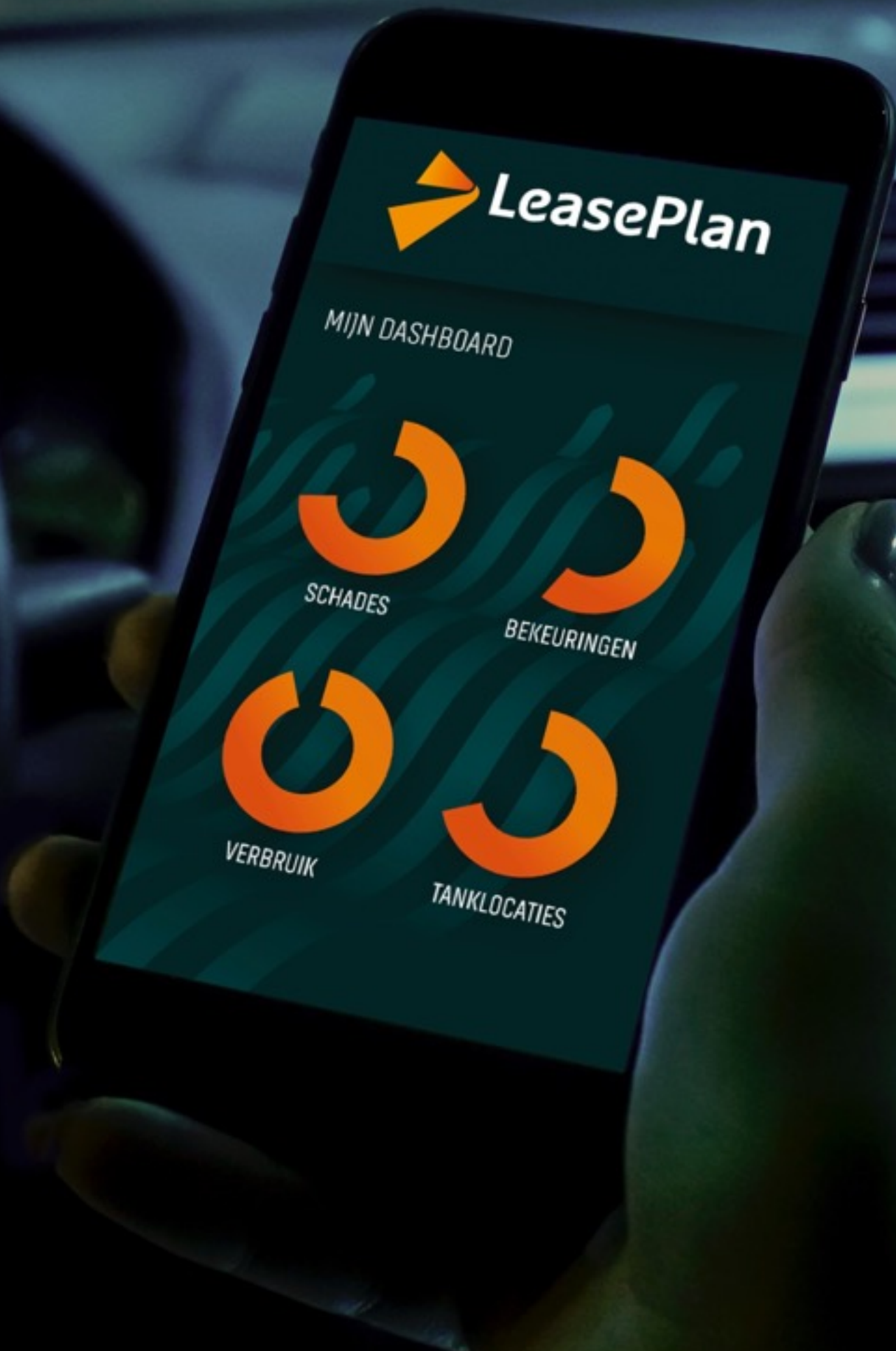
Go further.

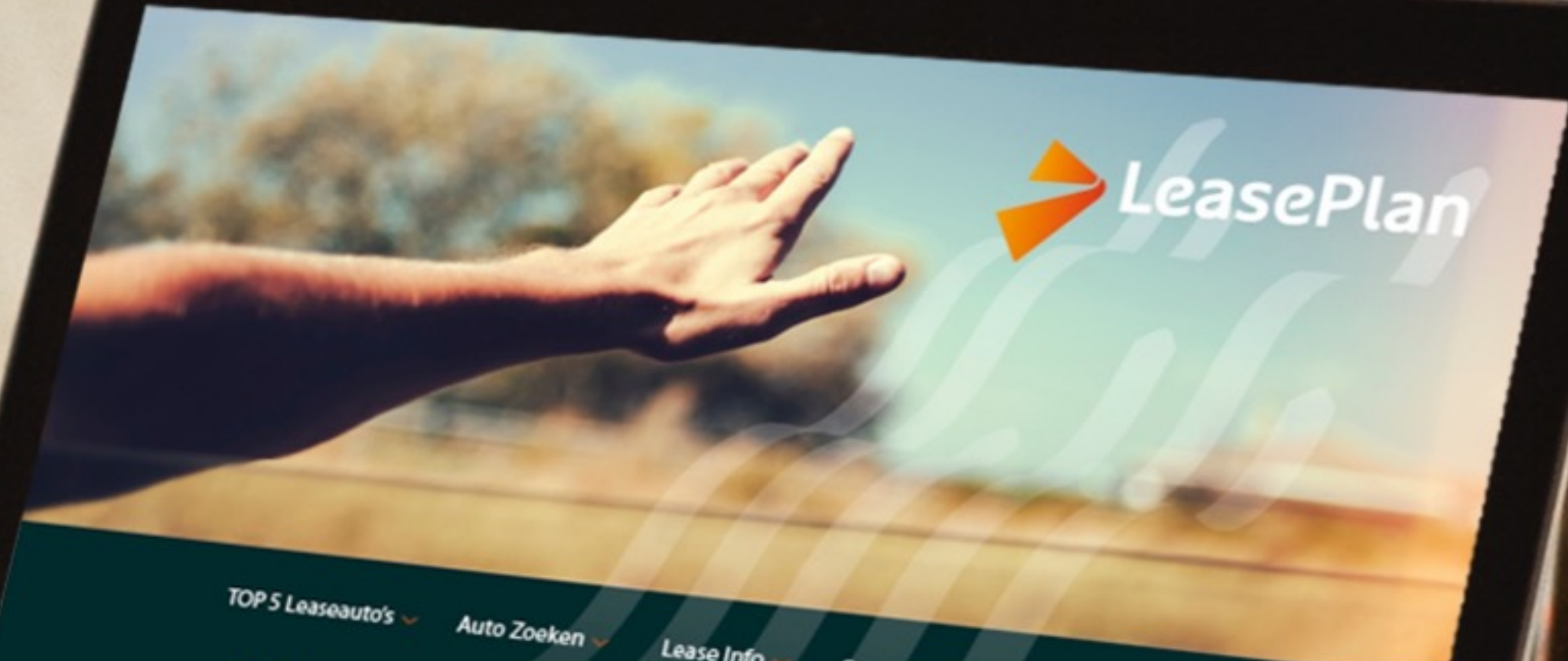


Be here.









 LeasePlan

- TOP 5 Leaseauto's
- Auto Zoeken
- Lease Info
- Over Ons
- Uw Leaseauto

## DRIVER PORTAL

Lorem Ipsum è un testo segnaposto utilizzato nel settore della tipografia e della stampa. Lorem Ipsum è considerato il testo segnaposto standard sin dal sedicesimo secolo, quando un anonimo tipografo prese una cassetta di caratteri e li assemblò per preparare al passaggio alla videoimpaginazione, pervenendoci sostanzialmente lorem.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi



LeasePlan

# UPDATE CORPORATE CAMPAIGN

# HOW BRANDS GROW

?

future

50

experience



▶▶

front wave  
new mobility

♥


autonomy

# HOW BRANDS GROW

?  
future

50  
experience


♥  
autonomy




front wave  
new mobility

# THE POWER OF ONE CAMPAIGN

CONTENT





SHOWCASE



showcases  
hijack  
events

MEDIA



rumour and exposure

# WORK IN PROGRESS CREATIVE ROUTE

Domain 2

Daily life

Insight

People no longer follow the same routine or routine around only the daily commute. Each day is a rich and versatile venture. The car they drive should be the way they live, it should feel it.



Mentality

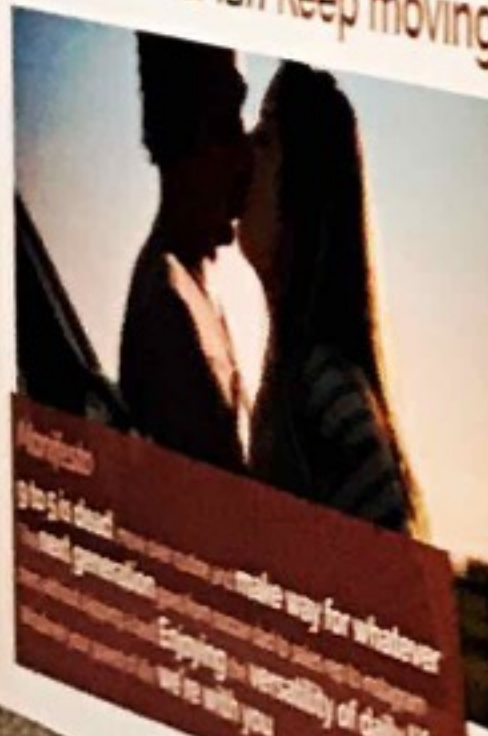
Keep moving



Promise

We move at your speed of life

LeasePlan Keep moving



Manifesto

It's time to make way for whatever the next generation will bring. Embracing the versatility of daily life. We want to be with you.

Insight

People want their own car because their freedom of movement equals their freedom in life. Having personal autonomy without the hassle of ownership.



Mentality

Go your own way



Promise

We bring you the freedom to move ahead

LeasePlan Go your own way



Manifesto

Your car gives you the freedom to be you, whoever you choose to be. We will break down the barriers of ownership so you can move freely. We want to make the impossible happen.

approach to... we use cars to move around. They want sustainability, simplicity, and full control. They want it all.



Mentality

We're the driving force



Promise

We push mobility forward

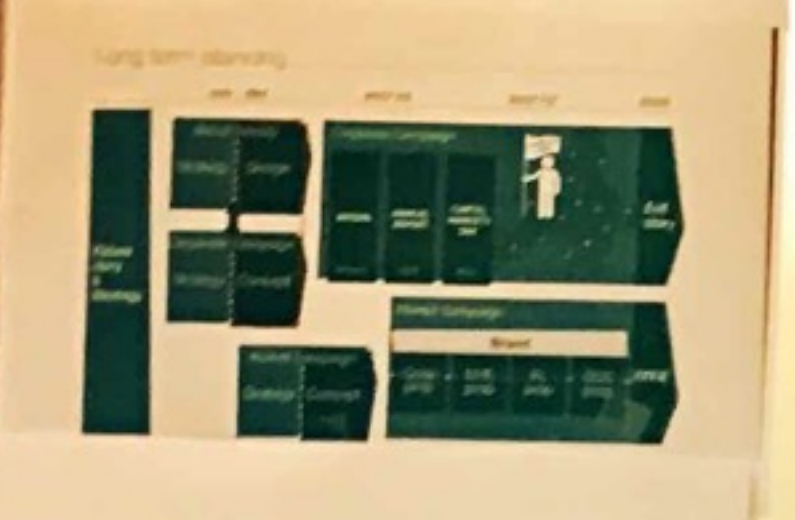
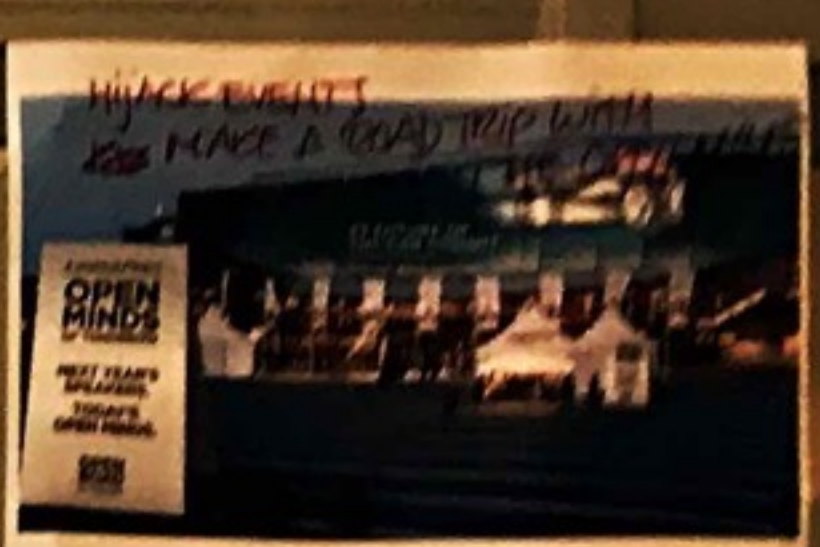


LeasePlan The driving force

Manifesto

Our world is changing. As the globe...



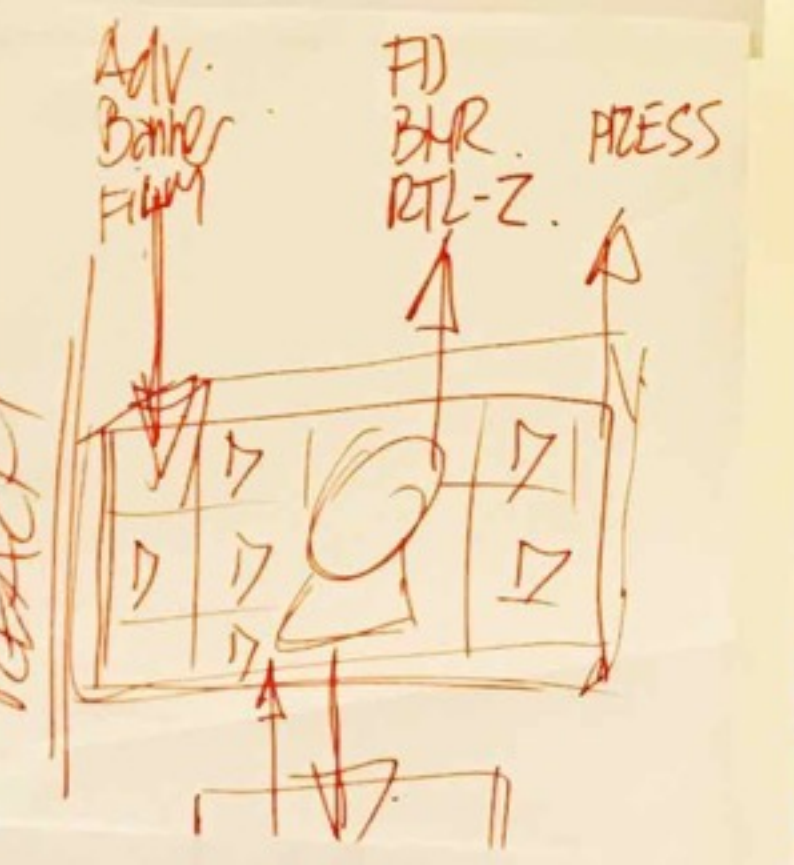


Strategic Brief (briet recap) make the LP brand future-proof for internal and external stakeholders and corporate clients by claiming a new distinctive role grounded in enabling the autonomy of the next generation by listening, collaborating, inviting and supporting there where the front wave will be

Strategic Rationale (open road) with so much we don't know, our natural role is to enable the next generation who inspires us to be the catalyst for whatever they envision future mobility will be to get them where they want to go, whichever way they want, we will join their side, on the exciting road ahead.



Brand Metrics slide with handwritten notes 'Geniale Self' and '4-5'.



Human Insight (open road) The side-by-side conversation dynamic perfectly matches the balance between our role and the next generation. The side-by-side creates equality in point of view in authority. It emphasizes collaboration and humanizes the experience.



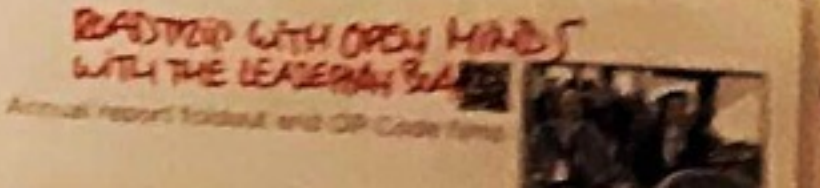
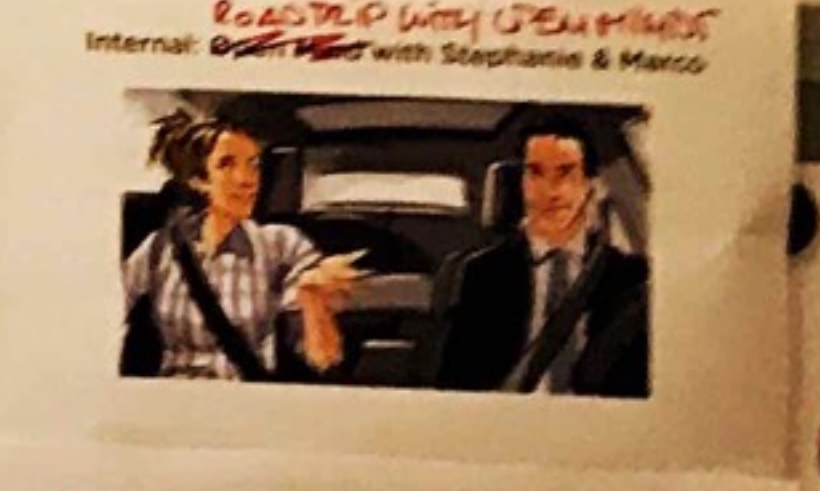
The Magic of LeasePlan slide with green background and white text.



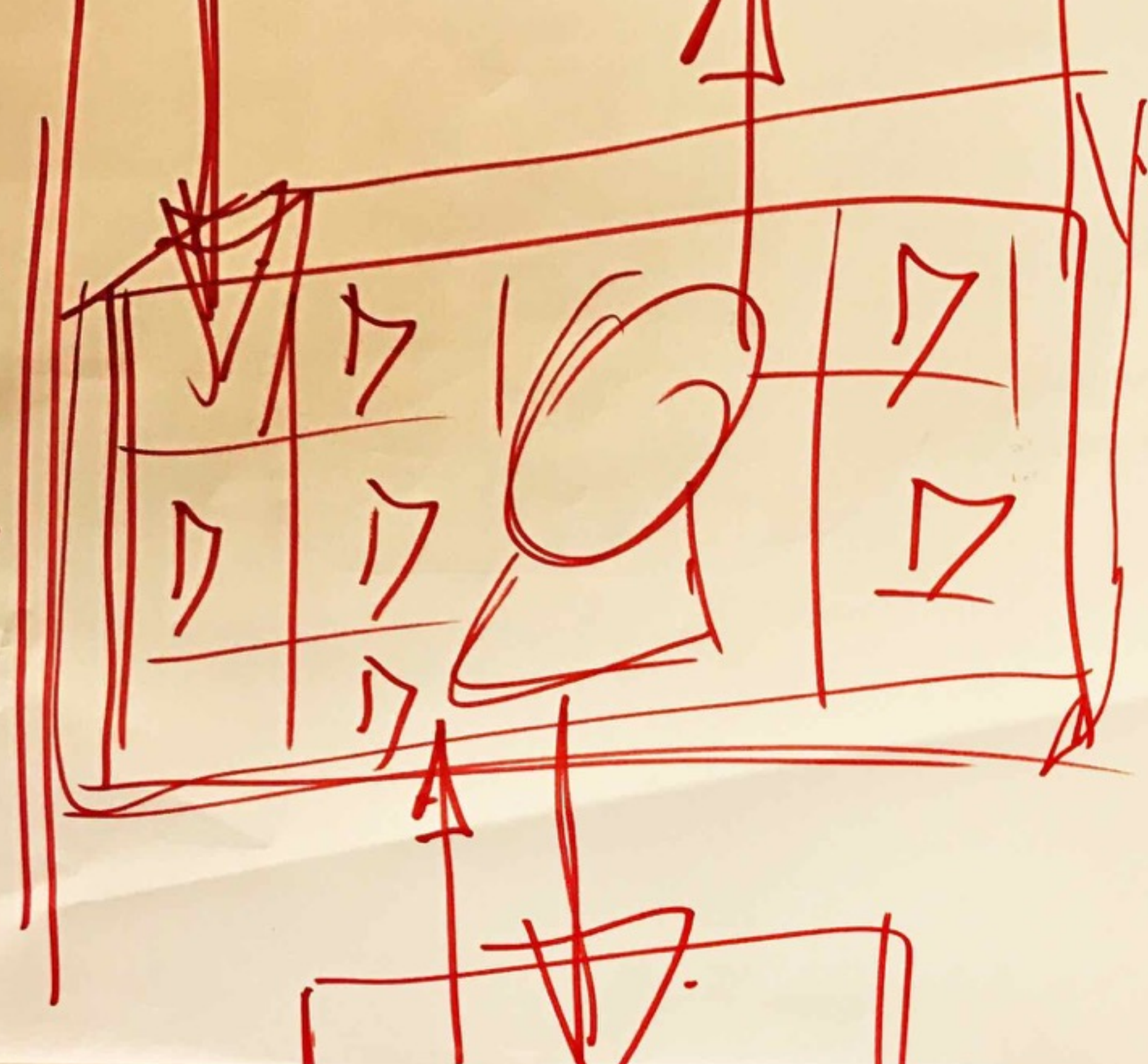
Bel me... contact list table with names and phone numbers.



BOARDROOM CREATIVITEIT slide with 'BSP Q3' and 'fijne zomer vakantie' text.



REACT



in authority.  
it emphasizes collaboration  
and harmonizes the experience.

OPEN THE MIND

and it will give our creative concept instant traction because the side-by-side is already intrinsically linked to the world of cars

quote collector

ETC THE POWER OF ONE LEASEPLAN



content carousel



What we do know



### Brand Manifesto

What we do not know

we are not fortune tellers  
we don't claim to know what the mobile future will look like  
when it will arrive or where you can get on board  
what we do know is that the world will always rely on cars  
to get people where they want to go in life  
in whatever car that might be and however they wish to get it

we are convinced that future mobility will evolve locally  
with small-scale projects that have the potential to scale globally  
with creative thinkers who envision new solutions to mobility problems  
whether they are scientists, inventors or everyday drivers who can inspire us

as a global leader, we will be on the front wave of this new mobility  
listening, enabling, sponsoring and open to collaboration



# Flexicar

# Google Partn

who are we?  
we are leaseplan  
~~partner of future mobility~~  
INSPIRED BY THE NEW GENERATION



What we will do





what we



## Brand Manifesto

we are not fortune tellers  
we don't claim to know what the mobile fut  
when it will arrive or where you can ge  
what we do know is that the world will alwa  
to get people where...





WHAT IF YOU'RE RIGHT  
HOLY

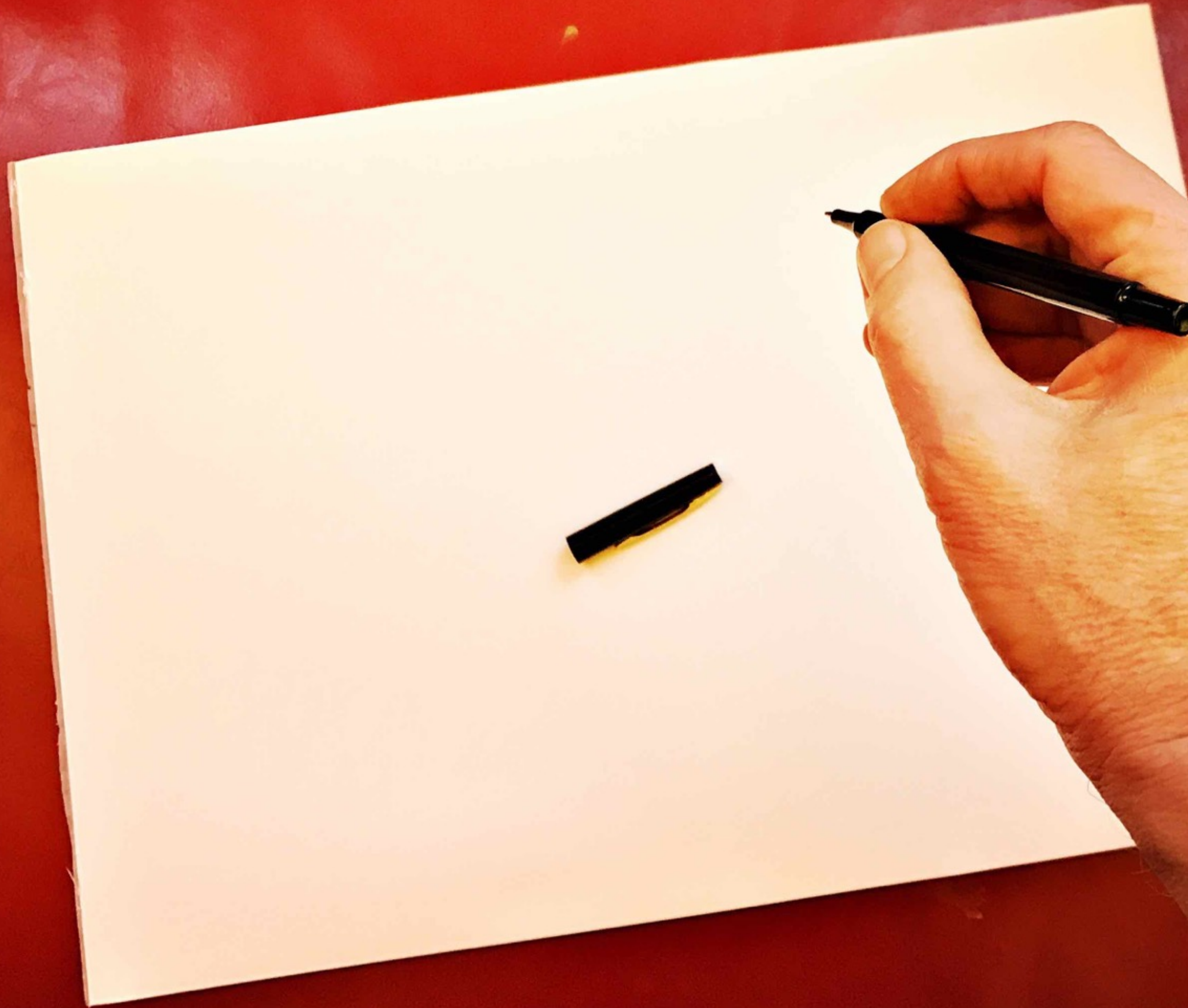
STAFFER

Holo Lens  
With HoloLens you augmented reality reality reality you  
can interact with your work and visualize complex data  
in a way that's never been possible before. It's  
the future of work. Learn more at holo.com

WE THINK YOU  
[Images of people and products]

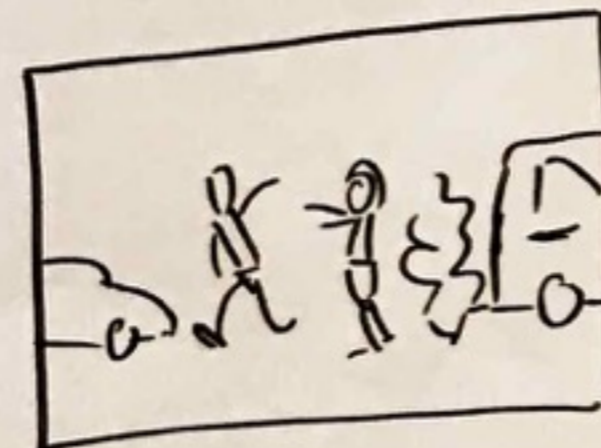
[Images of people and products]







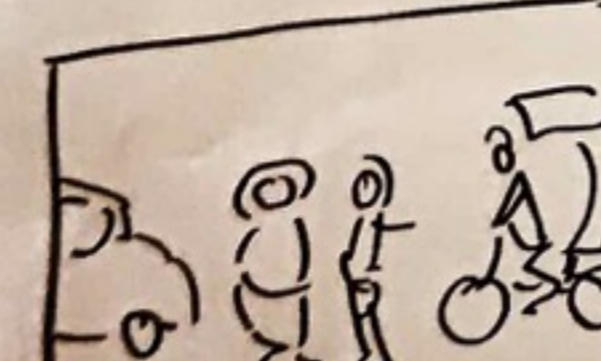
ROAD TRIPS WITH OPEN MINDS  
# MAX VERSTAPPEN



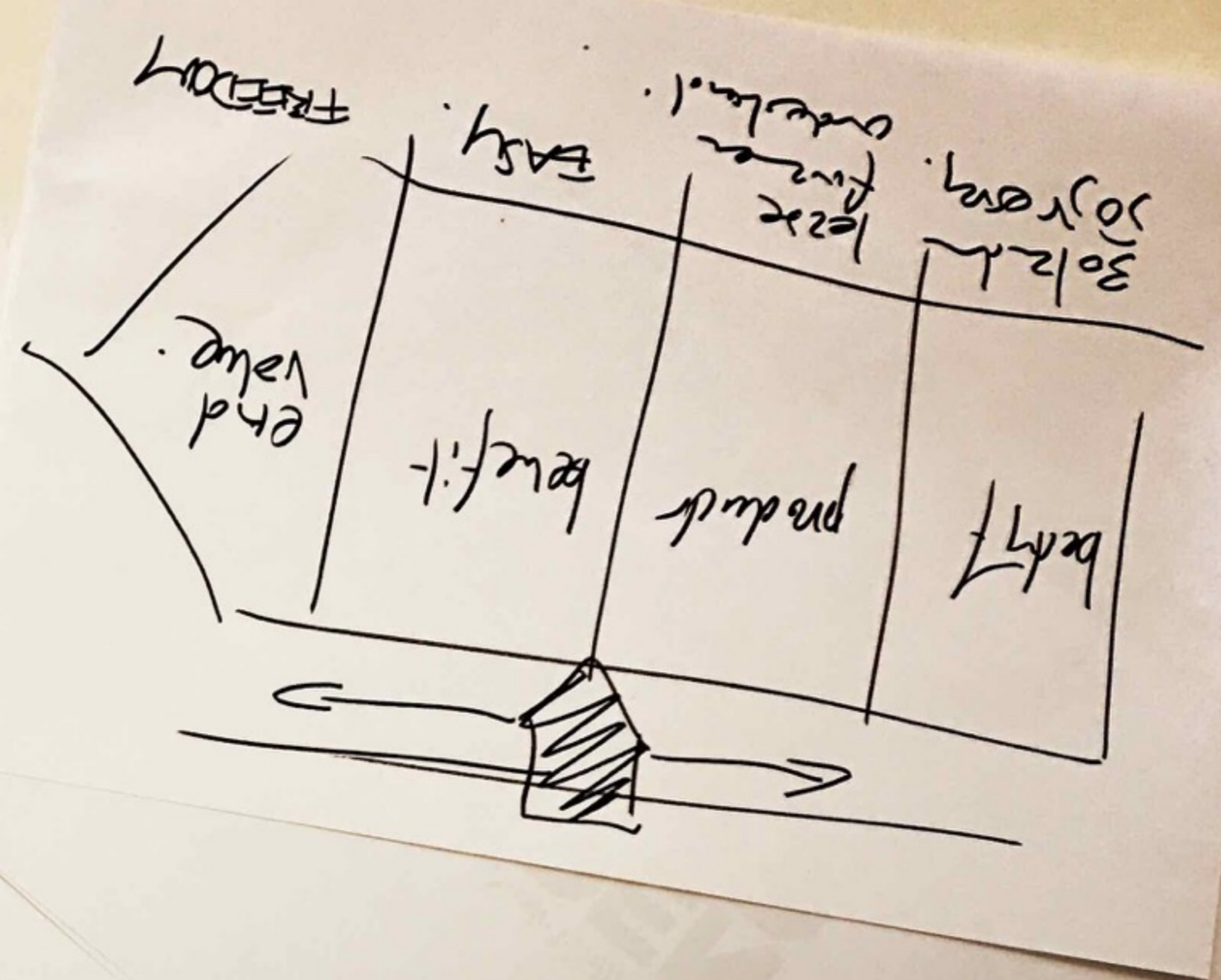
ROAD TRIPS WITH OPEN MINDS  
# ELON MUSK



ROAD TRIPS WITH OPEN MINDS  
# ALOYS WOBBER



ROAD TRIP WITH OPEN MINDS  
# VIJ SAKSHI

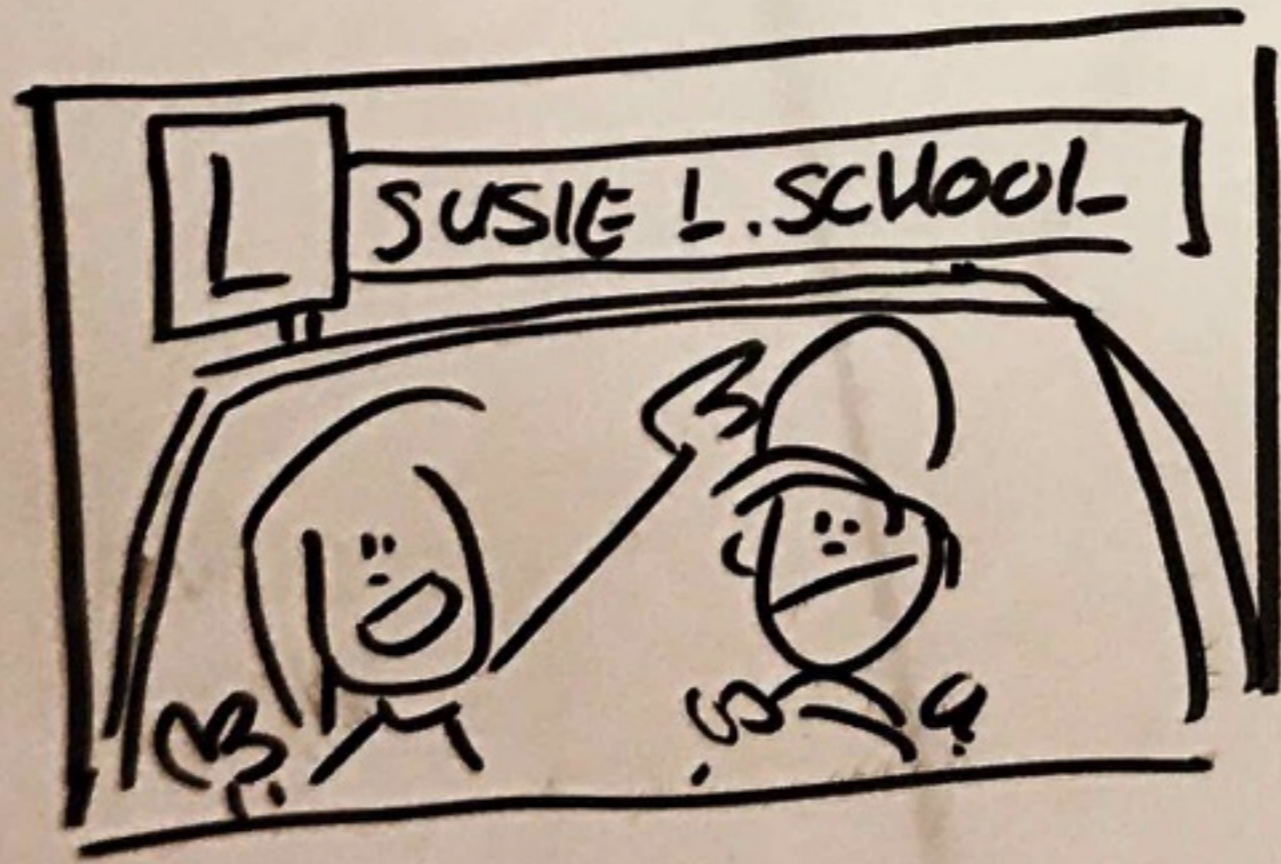


DRIVEN  
by you

MINDS OF MOBILITY



ONLY WA  
THINGS  
IN.



x

WELCOME



Entrepreneurs

- David [Name]
- [Name]
- [Name]
- [Name]
- [Name]





FOR OUR  
ALL  
IDEAS

We have a plan

CH



CONCEPTS

# Susie Wolff & New Ideas

**Max Verstappen**, F1 talent  
**Aloys Wobben**, wind energy CEO  
**Sakshi Vij**, India's self driving car queen  
**Elon Musk**, 0 emission crusader  
**Ying Diao**, printing solar cells  
**Kendra Kuhl**, carbon dioxide magician  
**Adam Bry**, drone innovator  
**Noam Bardin**, driving Waze  
**Victor van Tol**, SnappCar CEO  
**Larry Page**, backing flying cars

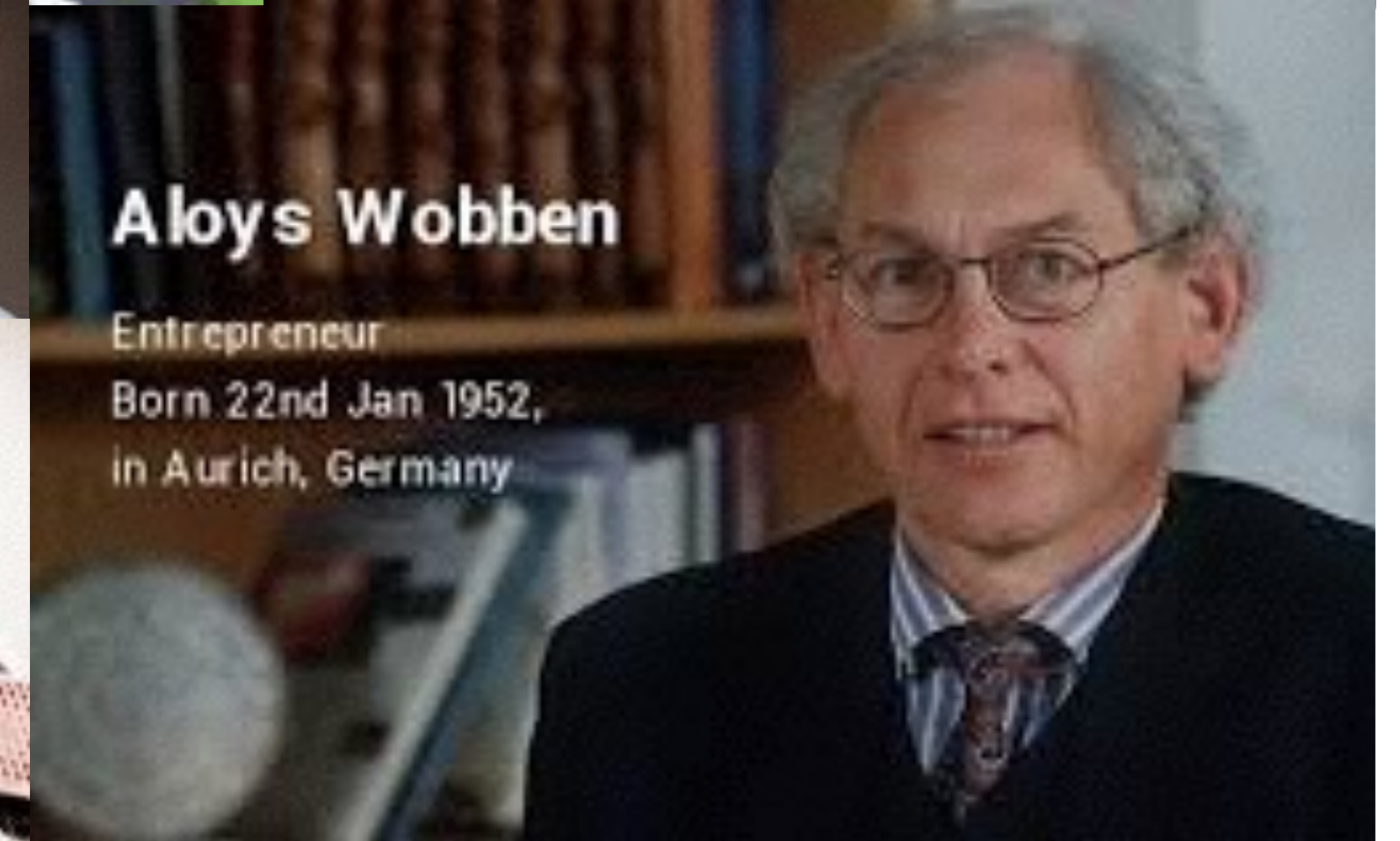
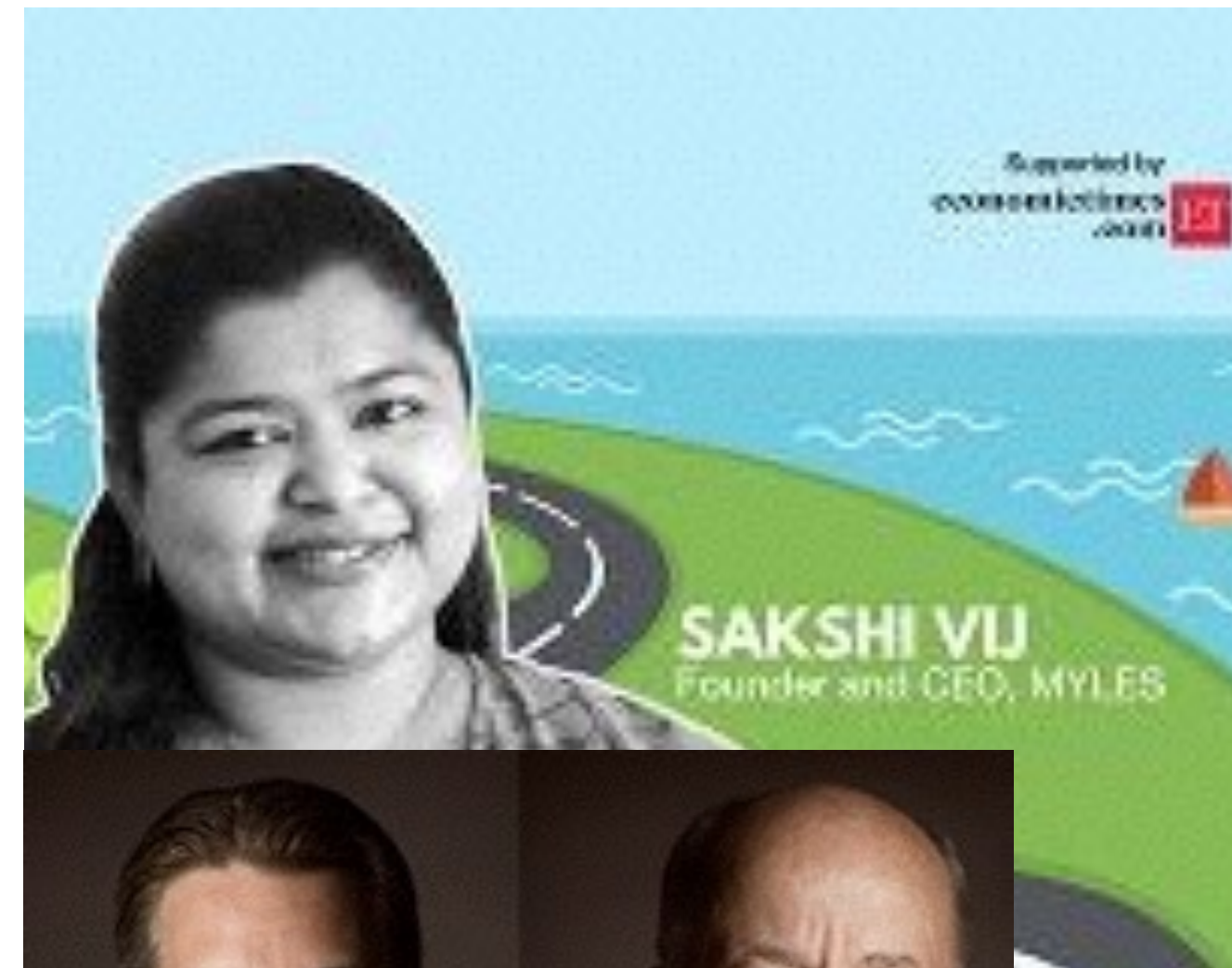
Susie Wolff's  
ROAD TRIPS  
WITH NEW  
**IDEAS**



**Susie Wolff**  
Our NEXT GENERATION  
spokesperson

FOR ALL YOUR IDEAS,  
there is a plan

**LeasePlan**



Sharing their vision on new mobility





Max Verstappen, F1 talent

**“I will be the first world champion in electric F1”**



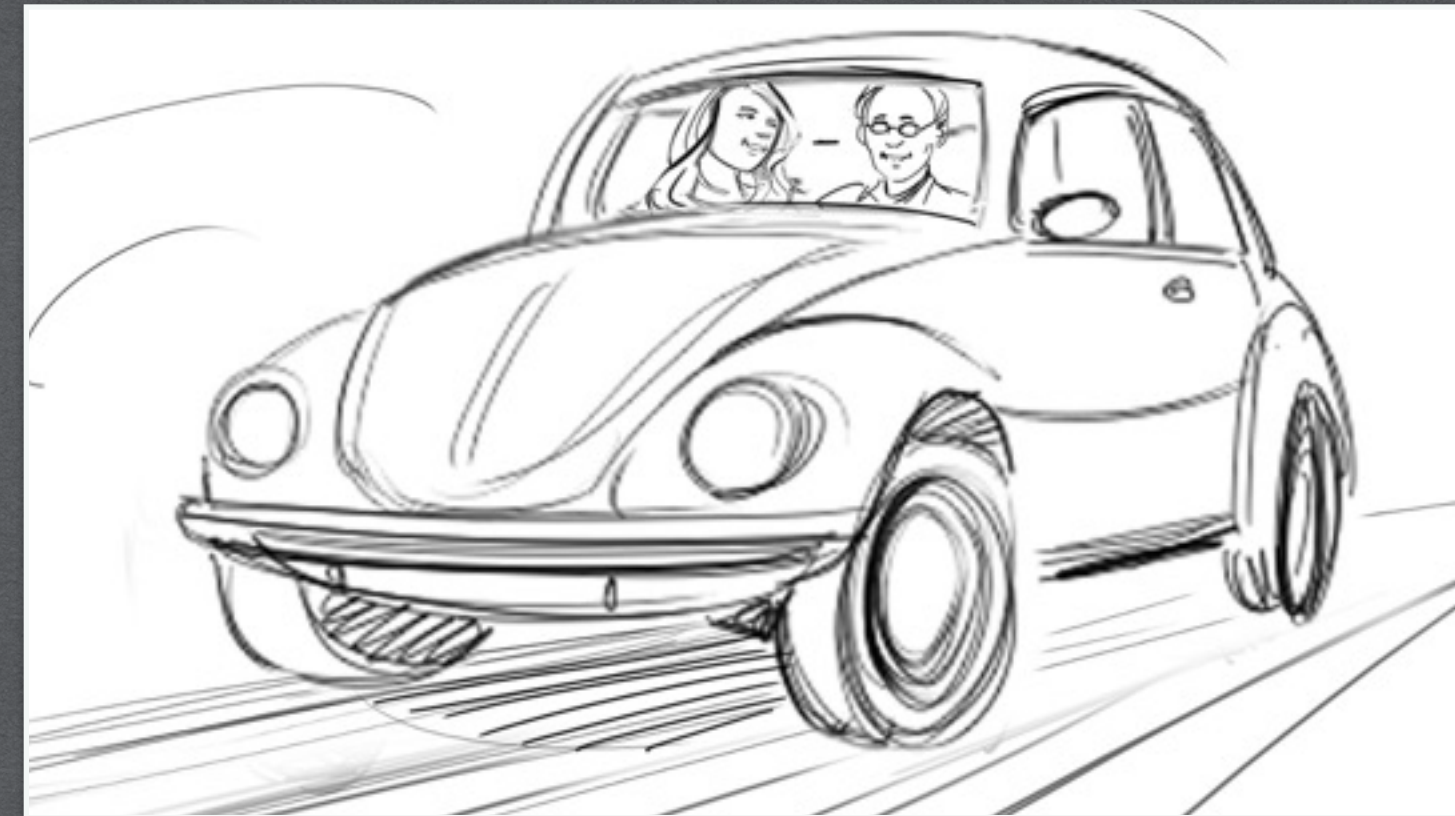
Sakshi Vij, India's self driving car queen

**“Renting a self driving car is the first step to leasing a self driving car.”**



Aloys Wobben, wind energy CEO

**“We can store wind energy in roads to charge cars.”**





FOR  
ALL MARINA CANO

IDEAS

*There is a plan*

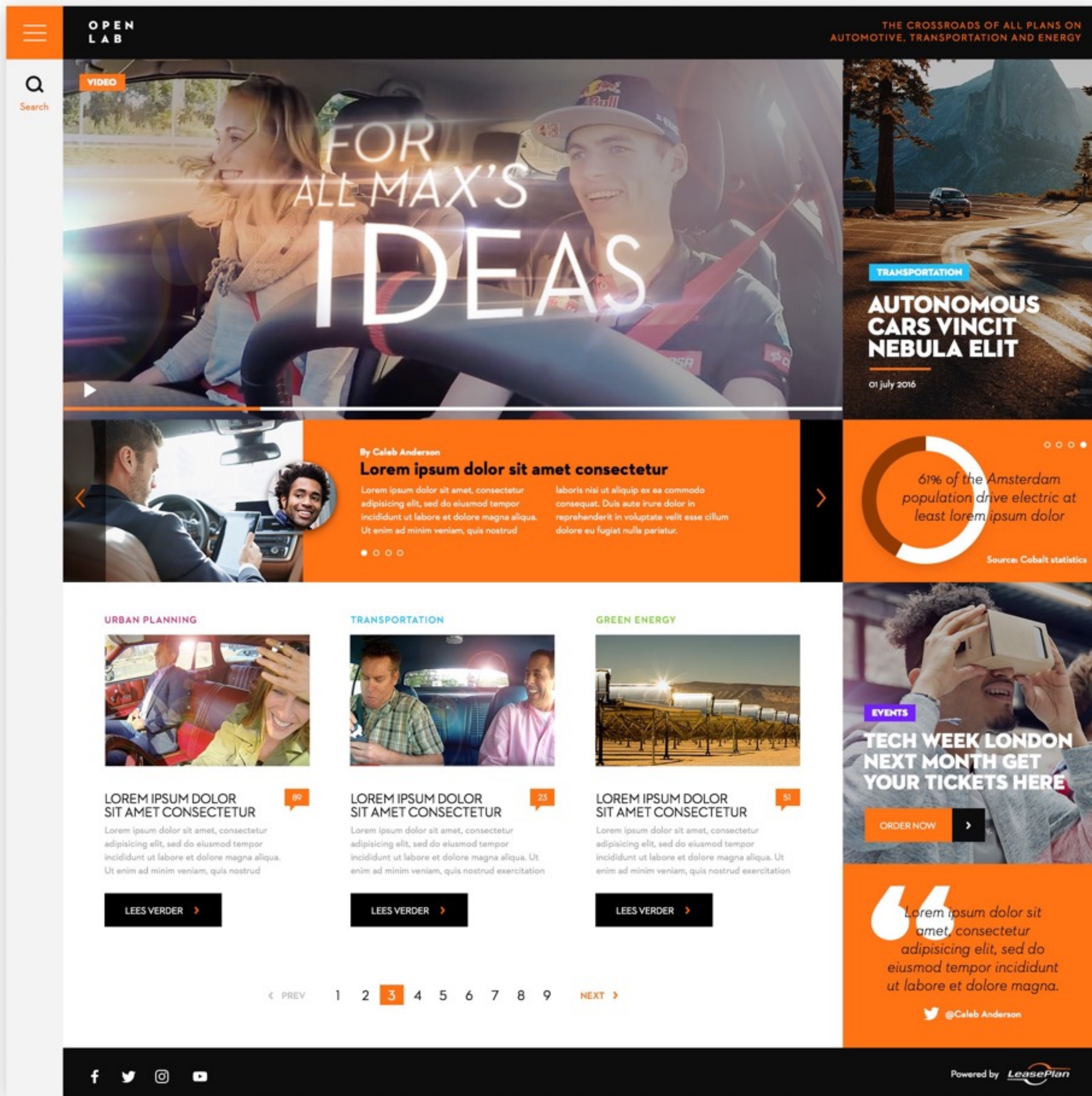


FOR  
ALL **TEX GUNNING**

# IDEAS

*There is a plan*





content carousel



FOR  
ALL YOUR  
IDEAS



FOR  
ALL YOUR  
IDEAS

*There is a plan*

**LeasePlan**



FOR  
ALL YOUR

IDEAS



FOR  
ALL YOUR  
IDEAS

*There is a plan*

**LeasePlan**

# FOR ALL YOUR IDEAS



*There is a plan*

**EASY CAR  
SWAPPING**

**LeasePlan**



FOR  
ALL YOUR  
IDEAS

*There is a plan*

**CAR ON DEMAND**

**LeasePlan**

# Hijack events: parking with an idea



# Hijacking events with #newideas



A collage of tweets related to WFES and clean energy. The tweets include:

- WFES @WFES · Oct 11: This Middle Eastern city has become a test bed for sustainable urban living [read.bi/23lrvvl](#) #WFES2017 #WFES #RenewableEnergy
- Go Green Emirates @GoGreenEmirates · Aug 23: Abu Dhabi: WFES to highlight commercial scope of clean tech [gdnonline.com/Details/108673...](#) #WFES @DXBMediaOffice #expo2020
- FDI EXPO @fdiexpo · Nov 17: Sustainable energy is crucial for long-term growth #smartcity #technology #trade #wfes
- Energytrend @energytrend\_1f · Sep 21: #WFES brings together over 600 leading technology providers to showcase products and innovations. Register [wfes.ae](#)
- WFES @WFES · Oct 9: This Norwegian power station isn't just green—it's beautiful [theguardian.com/environment/20...](#) #WFES2017 #WFES #RenewableEnergy #CleanEnergy
- WFES @WFES · Oct 8: How can emerging economies meet COP21 targets? Clean energy leaders discuss this and more at: [bit.ly/2dxd2J](#) #WFES2017 #WFES

FOR ALL YOUR IDEAS, there is a plan **LeasePlan**

Hijacking events with the new ideas of tomorrow

FT FUTURE OF  
THE CAR SUMMIT

Engines For Growth

13 May 2015 | Millbank Tower, London

*LeasePlan*

**NEW  
IDEAS  
OF TOMORROW**

**NEXT YEAR'S  
SPEAKERS.**

**TODAY'S  
NEW IDEAS.**

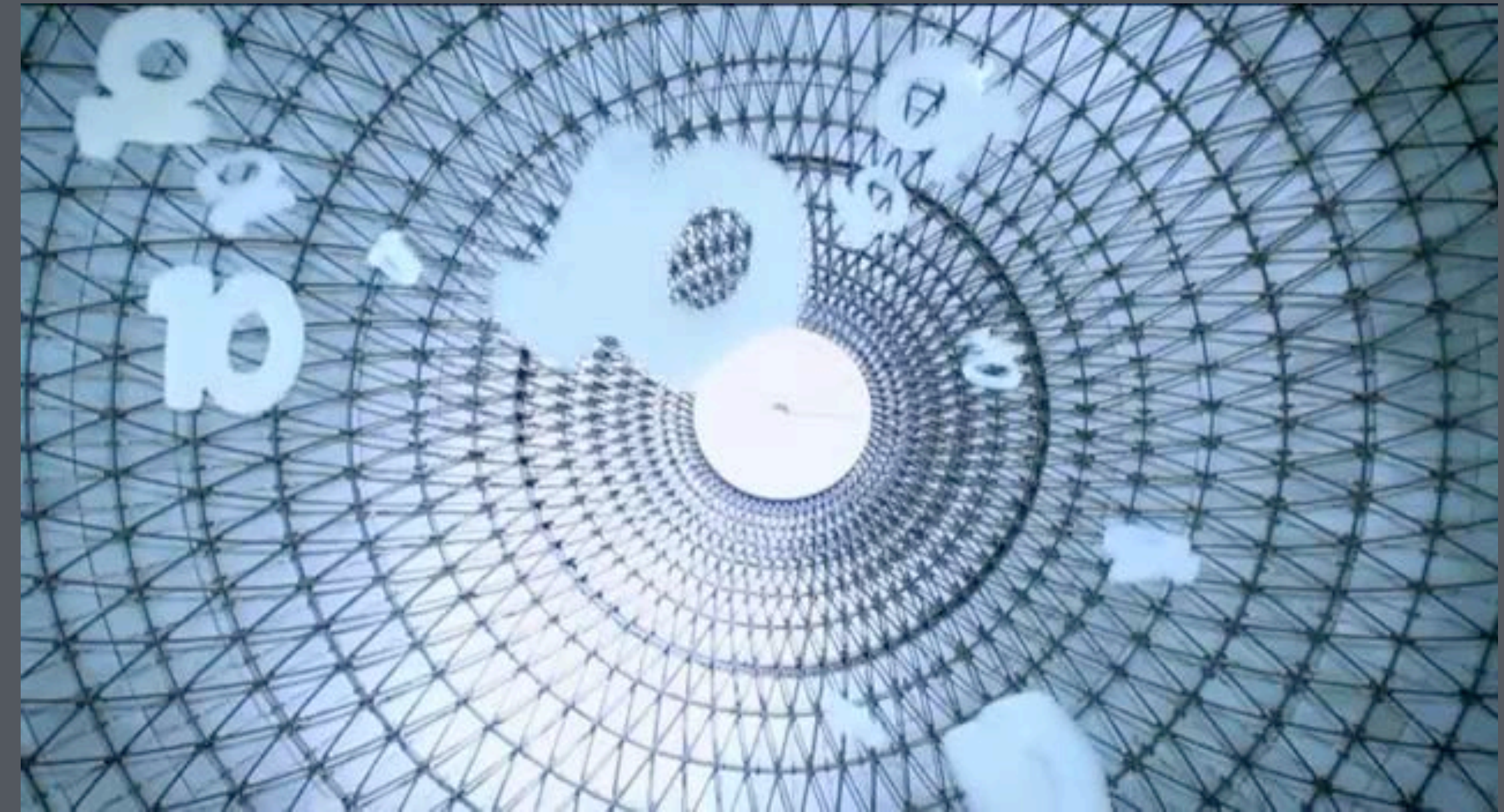
FOR  
ALL YOUR  
**IDEAS**  
*There is a plan*



*LeasePlan*

*LeasePlan*  
**NEW  
IDEAS  
OF TOMORROW**  
**NEXT YEAR'S  
SPEAKERS.  
TODAY'S  
NEW IDEAS.**

FOR  
ALL YOUR  
**IDEAS**  
*There is a plan*



ANY IDEA HOW TO GET AROUND ABU DHABI?

FOR ALL YOUR IDEAS  
There is a plan LeasePlan

C1  
VIP STANDARD

NO. 0123456789

NO. 0123456789



FOR  
ALL THEIR  
**IDEAS**

*There is a plan*

**LeasePlan**

360°



MAX VERSTAPPEN



AENDREA BOCELLI



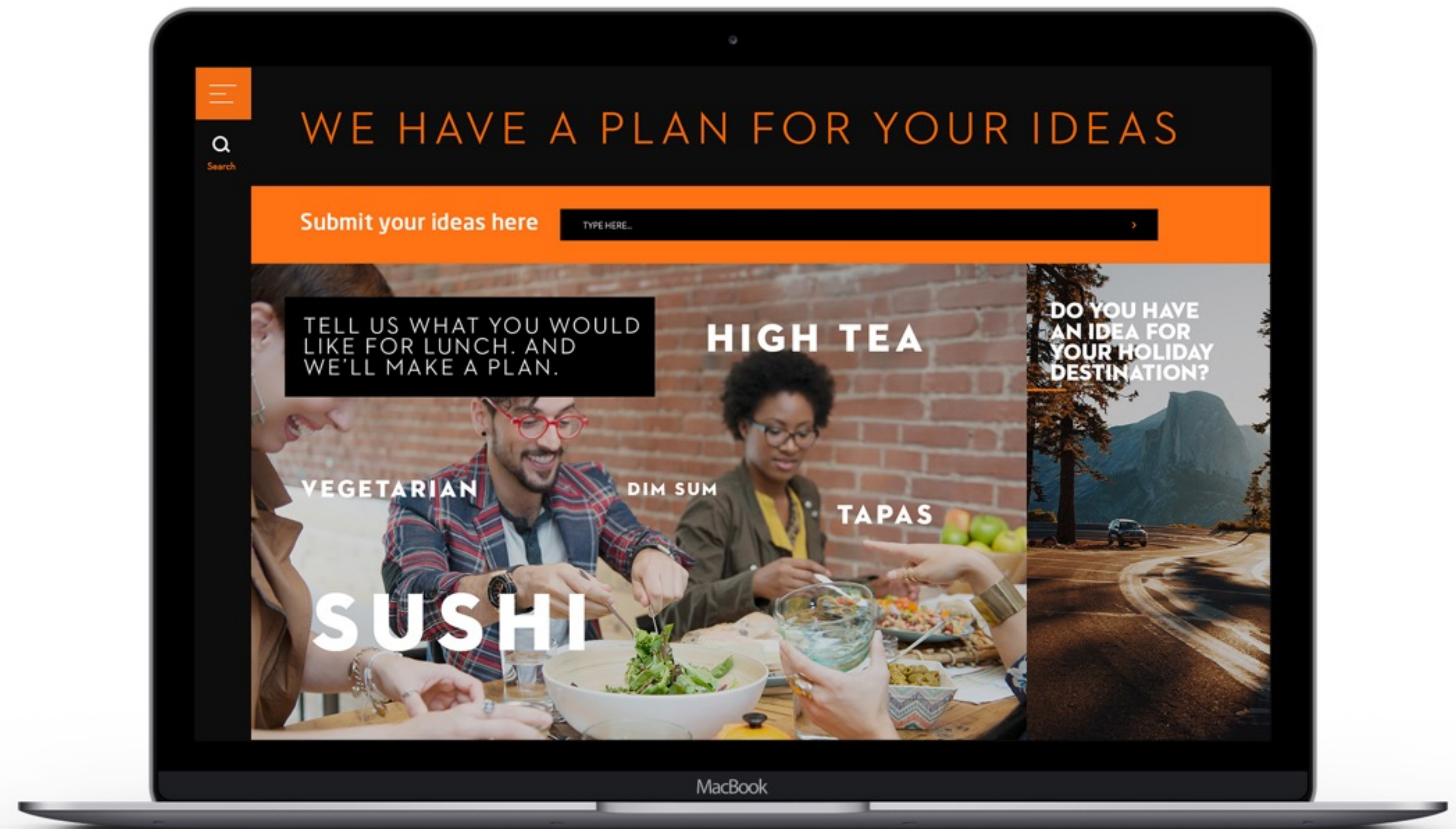
MARINA CANO



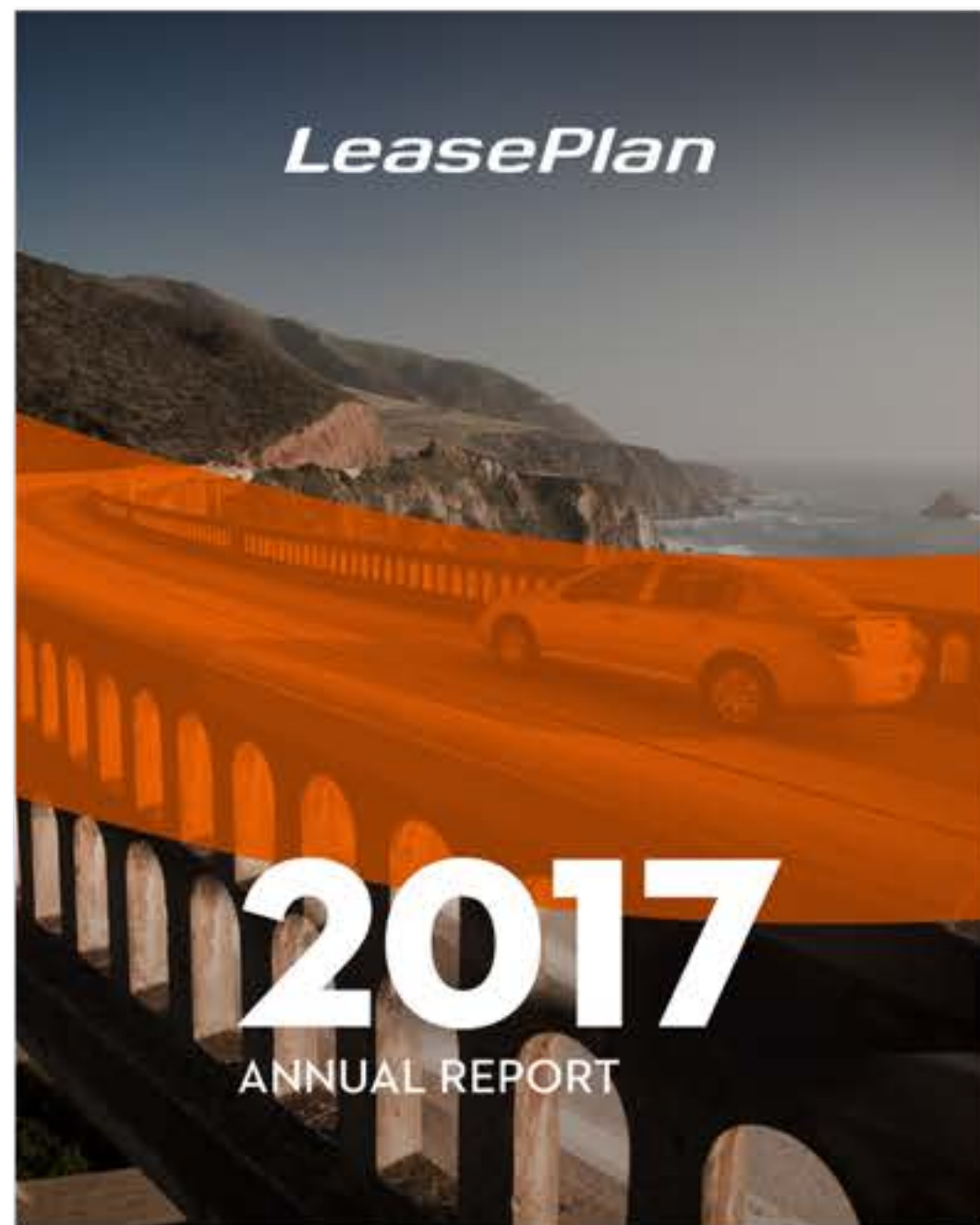
TEX GUNNING



For all the ideas from our employees



# Annual report road trip with new ideas 2017



# Annual report road trip with new ideas 2017-2018



# Annual report road trip with new ideas 2017-2019



# Annual report road trip with new ideas 2017-2020



# Annual report road trip with new ideas 2017-2020



*LeasePlan*

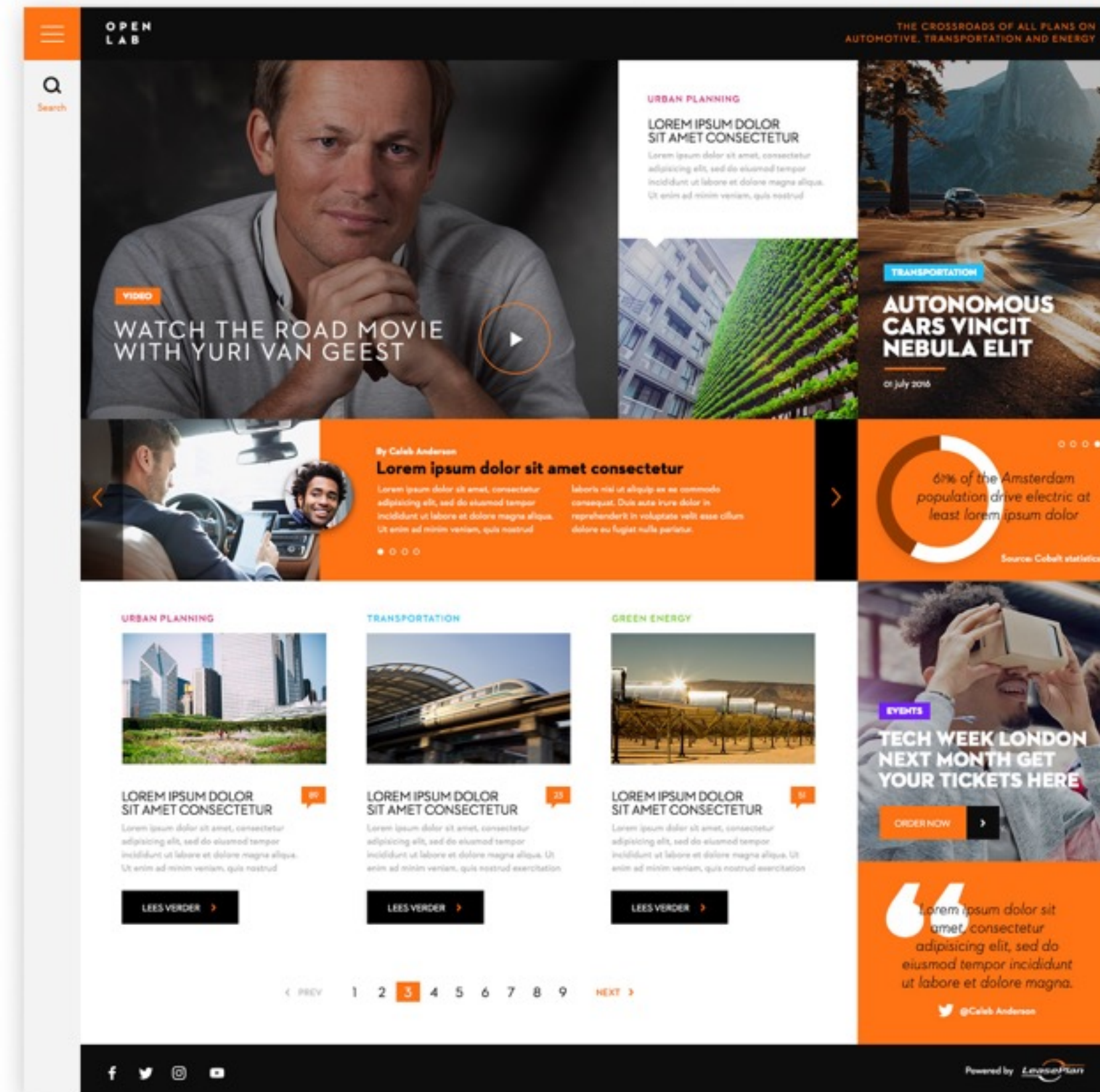
**2017**  
ANNUAL REPORT

**2018**  
*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore*

**2019**  
**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR**  
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**2020**  
*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu*

# New ideas floor for open minds



We will create a giant test lab for new ideas. Right inside our own offices on the Zuidas.

Let's turn Amsterdam into an Ideas Lab. For everything regarding automotive, transportation and energy.

Let's create an Ideas Platform for the next generation.

# What do you get from March 2017?

Brand design refresh

Central campaign

Annual report

Year calendar/events

Country toolbox and support



Thank you