

MALLORCA
CHAMPIONSHIPS

FINAL BRAND BOOK
MALLORCA CHAMPIONSHIPS

Branding Lab
IE University

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ABOUT US, KEY FEATURES & EXPERIENCES

OUR HISTORY



2016 – WTA Mallorca Open begins

A women's grass-court event was launched in Mallorca.
Organized to expand grass-court tennis beyond UK and Germany.
Played at Santa Ponça, set the foundation for future ATP tournament.



2020 – ATP announces Mallorca Championships

ATP and Elmotion Group announced the creation of a new ATP 250 tournament in Mallorca.
Planned to replace the WTA event and expand men's grass-court schedule.



2021 – 1st Edition of ATP Mallorca Championships

First men's edition held in June 2021.
Part of the official Wimbledon lead-up.
Daniil Medvedev won the inaugural title.
Mallorca became the only ATP grass-court event in Southern Europe.



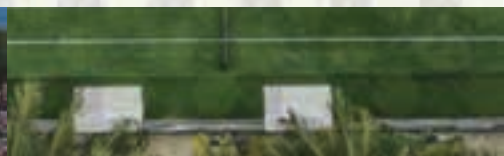
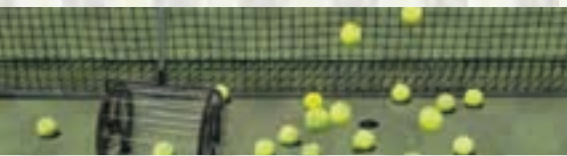
2022–2023 – Growth & Recognition

Growing attendance, international exposure.
High-level player participation (Tsitsipas, Bautista Agut, etc.)
Venue improvements and enhanced VIP experiences.
Strong media coverage (Eurosport, ATP TV).



2024–2025 – Positioning as Luxury Tennis Destination

More premium experiences offered (VIP boxes, fine dining, meet-and-greets).
Positioned as a Mediterranean tennis-lifestyle festival, not just a sports event.
High-profile 2025 participants announced (e.g., Ruud, Shelton, Monfils).



ELITE PLAYER PARTICIPATION

The 2025 lineup includes high-profile players: Casper Ruud (World No. 5)

Ben Shelton

Félix Auger-Aliassime

Nick Kyrgios

Gaël Monfils

Kei Nishikori

Pedro Martínez



VENUE & ATMOSPHERE

Set against Mallorca's scenic backdrop, the Mallorca Country Club blends luxury with intimacy, offering fans an up-close, immersive experience.

FAN ENGAGEMENT & SIDE EVENTS

The tournament fosters a family-friendly atmosphere through interactive fan zones with games, food, and merch, Kids Days with tailored activities, and the MCTeen Tournament for rising tennis talents — all designed to deepen community engagement.



HOSPITALITY & VIP EXPERIENCE

The tournament's premium hospitality packages include prime seating, gourmet dining, private lounges, and player meet-and-greets, creating a luxurious and unforgettable experience for guests.

PRICING

WEEK TICKETS

VIP

Full Price: 1,900 €

20% discount – children under 12 years: 1,520 €

20% discount – over 65 years : 1,520 €

CAT. A

Full Price: 625 €

20% discount – children under 12 years: 500 €

20% discount – over 65 years : 500 €

CAT. B

Full Price: 350 €

20% discount – children under 12 years: 280 €

20% discount – over 65 years : 280 €

CAT. C

Full Price: 230 €

20% discount – children under 12 years: 184 €

20% discount – over 65 years : 184 €

SINGLE TICKETS / DAY TICKETS

Saturday, 21 June 2025

Vip: Not available

Cat. A: 10 €

Cat. B: 10 €

Cat. C: 10 €

Monday, 23 June 2025

Vip: 320 €

Cat. A: 90 €

Cat. B: 42 €

Cat. C: 20 €

Wednesday, 25 June 2025

Vip: 320 €

Cat. A: 100 €

Cat. B: 55 €

Cat. C: 35 €

Friday, 27 June 2025

Vip: 380 €

Cat. A: 140 €

Cat. B: 62 €

Cat. C: 45 €

Sunday, 22 June 2025

Vip: 290 €

Cat. A: 90 €

Cat. B: 42€

Cat. C: 20 €

Tuesday, 24 June 2025

Vip: 320 €

Cat. A: 90 €

Cat. B: 42 €

Cat. C: 20 €

Thursday, 26 June 2025

Vip: 360 €

Cat. A: 130 €

Cat. B: 62 €

Cat. C: 40 €

Saturday, 28 June 2025

Vip: 380 €

Cat. A: 140 €

Cat. B: 62€

Cat. C: 45 €

VIP-TICKETS: access to the VIP tent, seating in the top category, catering&drinks in the VIP tent, business networking

VIP-BOXES: access to the VIP club, seating in your own suite, catering&drinks in the VIP club, invitation to the side events, business networking

**RESEARCH
COMPETITOR ANALYSIS**

LEARNING FROM THE SLAMS

By analysing Wimbledon, Roland Garros, and the Australian Open, we identified strategic gaps Mallorca can fill, offering an accessible, Mediterranean alternative with global appeal.

SLAM	BRAND IMAGE	AUDIENCE	TIMING	WHAT MALLORCA OFFERS
WIMBLEDON	Tradition, royalty, elegance	Elite, traditional fans	Early July	Sun, intimacy & Mediterranean ease → Wimbledon Warm-Up with personality
ROLAND GARROS	Grit, artistry, French flair	Stylish EU crowd	Late May – Early June	Global, open, and relaxed → A Stylish, Light Alternative
AUS OPEN	Summer vibes, innovation, youth	Gen Z, global audience	Mid–Late January	Europe’s “Summer Slam” → Tennis Meets Vacation

LEARNING FROM ATP 250-500 TOURNAMENTS

We analysed key ATP 250 and 500 grass tournaments, Queen’s Club, Halle Open, and Eastbourne International to identify where Mallorca can stand out by offering a more immersive and elevated summer tennis experience.

TOURNAMENT	BRAND IMAGE	AUDIENCE	TIMING	WHAT MALLORCA OFFERS
QUEEN’S CLUB	Prestige, tradition, British elite	Traditional fans, UK-focused	Mid-June	Premium but relaxed and accessible → Sun-drenched alternative to British formality
HALLE OPEN	Efficient, professional, top-tier	German/European fans, ATP-followers	Mid-June	Hospitality with closeness → Warmer, more personal fan-player experience
EASTBOURNE INTERNATIONAL	Casual, coastal, inclusive	Tourists, families, casual fans	Late June	Vacation-meets-tennis with style → Higher-end touch and unique activations

INDIRECT COMPETITOR - MALLORCA AS A DESTINATION

WHO SHARES OUR SUMMER STAGE

	JUNE 25 Chartering Catamarans	Premium, sun-soaked leisure on the Mediterranean coast.
	JUNE 20 Visiting Valldemossa	Heritage-rich setting that reinforces local identity and charm.
	JUNE 15-16 Wine & Opera Nights	A refined blend of gastronomy, music, and luxury experiences.
	JUNE 12-14 Mallorca Live Festival	60+ artists and global-local collaborations, driving cultural relevance.
	APRIL 26 Mallorca 312	One of Europe's top cycling events, drawing global visitors early in the season.

KEY TAKEAWAYS

- Blend tennis with Mallorca's culture, lifestyle, and leisure to create a full destination experience.
- Build authentic community connections through local identity.
- Offer warm, premium hospitality that feels exclusive yet approachable.
- Spark early anticipation with limited drops, exclusive packages, and influencer buzz.
- Always promote the full Mallorca lifestyle, not just the tournament.

**THREE PILLARS
OF OUR BRAND**

“INSIDE OUR USP KIT”

“THE ESSENTIALS THAT SET US APART”

Place To Be

World-class tennis in Mallorca’s scenic, summer destination creates a lifestyle and cultural hub.

Top & Upcoming tennis players

A stage for rising stars and champions, blending the sport’s present and future.

Wimbledon Grass

We offer Wimbledon-grade grass, which offers a rare pre-tournament experience with elite playing conditions.

Accessible Luxury

Premium experiences with personal access to players, combining exclusivity and approachability.



“CORE VALUES WE CARRY WITH US”

WHAT’S IN OUR TENNIS BAG?

Innovation

We constantly evolve with new markets, activations, and fresh fan experiences.

Heritage

We blend world-class tennis with Mallorca’s unique landscape, culture, and traditions.

Rebellion

We break tennis tradition with bold content, influencer collaborations, and a younger identity.

Community & Belonging

Locals, tourists, and tennis fans experience Mallorca together.

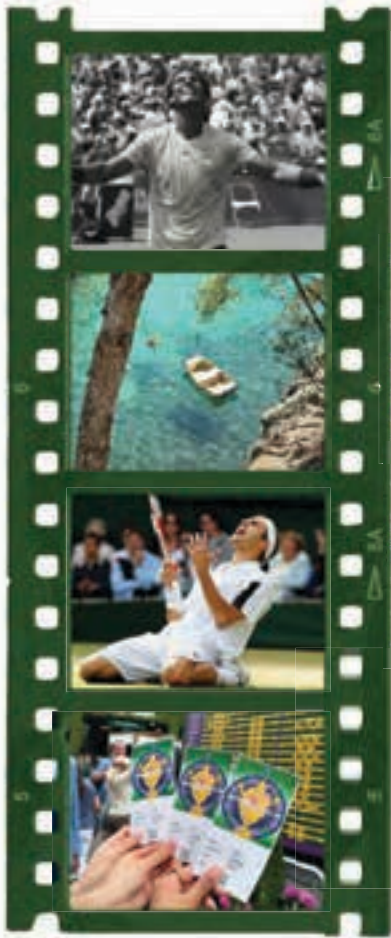
Excellence

Top players compete on Wimbledon grass with premium hospitality.



“OUR BRAND’S PERCEPTION”

SNAPSHOTS OF WHO WE ARE



Youthful & Dynamic

Fresh branding, rising stars, and new-generation fans blending sport, culture, and lifestyle.

Local Roots - Global Reach

Proudly and authentically Mallorcan but internationally recognised, the Mallorca Championships blend local heritage with international prestige, “serving” tennis the Mediterranean way.

Bold & Rebellious

It brings in innovation, new talent, and a “why not us?” spirit that feels bold, creative, and slightly rebellious.

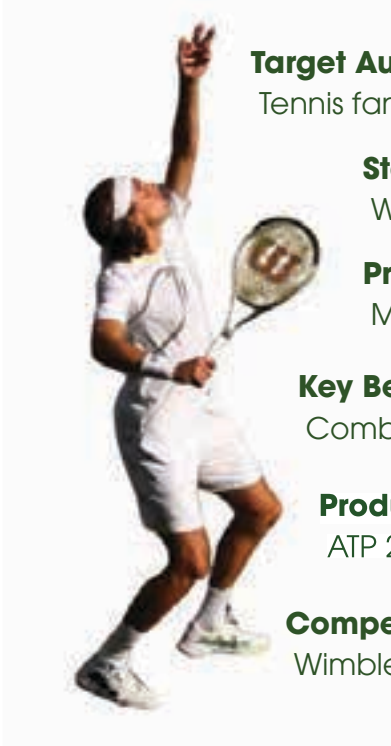
Accessible Luxury

World-class tennis with sun-soaked, welcoming luxury, effortless and memorable.

POSITION STATEMENT

A position statement is a concise declaration that outlines a how a product meets the needs of a specific target audience better than their competitors

It highlights the unique value offered and why it matters to the target audience.



Target Audience

Tennis fans, global travelers, luxury seekers, lifestyle tourists, Gen Z audiences

Statement of Needs

Who want an exclusive yet welcoming sports and lifestyle experience

Product Name

Mallorca Championships

Key Benefits

Combines world-class tennis with Mediterranean luxury and summer culture

Product Category


ATP 250 Grass Court Tournament

Competitive Advantage

Wimbledon-grass courts, rising star lineups, accessible luxury, island setting

TARGET AUDIENCE

SERVING EVERY AUDIENCE

PRIMARY TARGET AUDIENCE	<u>General vacationers</u> Already in Mallorca, easy to attract, boost vibe and visibility.	<u>Tennis driven-travelers</u> Tennis-focused, drive sales, add prestige and popularity.	SECONDARY TARGET AUDIENCE
	<u>Gen Z locals</u>  Energetic, social, future loyal fans who spread the hype. We want to seek new young talent.	<u>Other generational locals</u> Community anchors who bring credibility and consistency.	

A premium yet approachable audience blending sport, lifestyle, and culture, from global tennis fans to Mediterranean leisure seekers.

OUR PERSONAS

- **Luxury that feels inviting:** premium, warm, approachable
- **Rooted in Mallorca:** Local soul, global reach
- **Gen Z brings the energy:** Fresh, visible, connected
- **Tennis & vibe:** Matches + Mediterranean lifestyle

To craft a brand that truly connects, we've identified the key personas who shape the Mallorca Championships experience from global tennis fans to local lifestyle seekers. Each persona aligns with a core audience segment, helping us design content, activations, and partnerships that feel personal, relevant, and deeply resonant.



Laura Torres
 22 - Palma de Mallorca
 University Student
 Values Local identity
 Limited Budget
 Thinks tennis is for "old people"



Sophie Jensen
 22- Copenhagen
 Marketing Consultant
 Prefers effortless and last-minute events.
 Only knows events well advertised.



Richard Müller
 46 - Munich
 Executive
 Values exclusivity and hospitality.
 Need reasons to chose Mallorca over another.



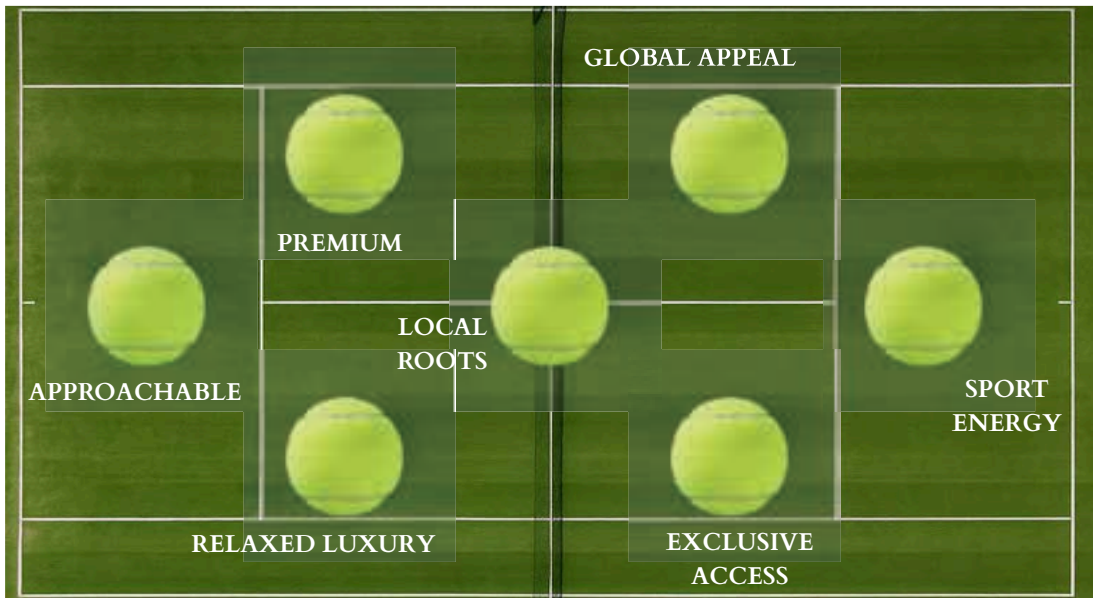
Miguel Fernandez
 36 - Mallorca
 Local Hardware store owner
 Values Mallorca and events that contribute to its roots.
 Really enjoys time with family and friends.

*deeper research can be found in Appendix 2

BRAND PERSONALITY

The set of traits that make the brand feel human—how it would act, speak, and show up.

OUR DNA: ALL IN ONE SET



Premium: Every rally starts with quality, we serve a world-class event.

Approachable: We respond to every audience, keeping it warm and inviting.

Relaxed Luxury: Confident but effortless; Mediterranean style of living.

Local Roots: A delicate touch of authentic Mallorcan culture.

Global appeal: Our bold, standout identity makes us visible worldwide.

Sport Energy: Fuelled by rising talent, vibrant matches, and the pulse of world-class tennis.

Exclusive Access: Unique experiences, premium hospitality, but still inclusive.

BOLD Breaks away from tennis tradition - unafraid to do things differently.

STYLISH Modern visuals, sleek identity, curated experiences.

WELCOMING Luxury without pretension.

DYNAMIC Energetic, evolving, connected to youth and culture.

CONFIDENT Confidently its own.

TRAIT DESCRIPTION

Premium but Approachable:

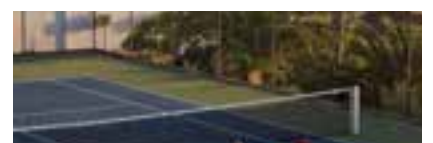
Confident, relaxed energy. Speaks like a cool, trusted friend never cold or distant

Accessible Luxury

Luxury without pretension. Invites everyone in an open, social, and warm. No “members-only” feeling

Lifestyle-Driven

Tells stories that reflect the full Mediterranean experience. All about the moments, experiences, and emotion



BRAND ARCHETYPE

A personality type that shapes how the brand behaves and connects with people.

THE EXPLORER

MINDSET

SEEK OUT NEW THINGS AND SET YOURSELF FREE.

GOAL

To live Mallorca in a different way - through a unique, stylish, and energetic sports experience.

STRATEGY

Position the tournament as more than tennis: a moment to explore local culture, meet people, and discover a new side of the island.

CHALLENGE

Escape routine summer plans and find something exciting beyond the usual beach day.

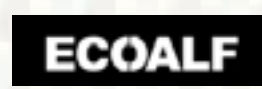
VOICE OF TONE

- Bold
- Energetic
- Aspirational
- Youthful
- Sophisticated

CUSTOMERS FEEL

Curious, free, part of something spontaneous, like they found a hidden gem while traveling.

BRANDS



APPLICATION OF ARCHETYPE - EXPLORER



WHY EXPLORER?

Blending sport & Mediterranean lifestyle

Turns the tournament into an unexpected discovery



TARGET AUDIENCE

Appeals to premium, youthful, dynamic, curious travellers

Seeking and experience



CORE VALUES

Bold, rebellious, culturally rich, innovative, and community-driven



UNIQUE POSITIONING

Accessible luxury, rising stars.

Wimbledon-quality courts with a local twist.



STRATEGIC FIT

It's not just tennis, it's discovery, belonging, and experience-led reinvention

tone of voice

The way a brand communicates. It reflects its personality in every word or message.

Guidelines

Mallorca Championships' tone of voice is bold, sophisticated, and free-spirited. It brings our mission to life through a personality that's:

ENERGETIC

We communicate with **passion, vibrancy, and momentum** - always alive with the **rhythm of summer and sport.**

REBELLIOUS

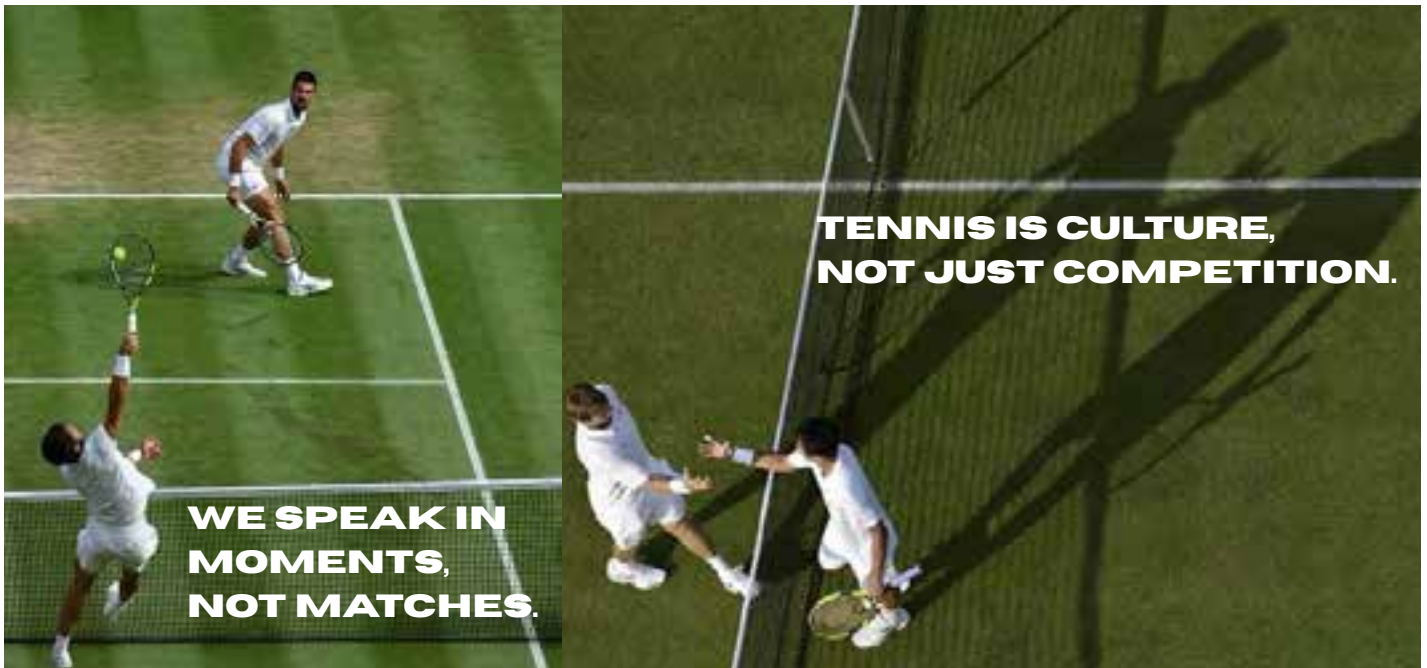
Breaks the idea that tennis is just for elites, makes it feel stylish, **spontaneous, and fun for locals** and young visitors looking for **something beyond the beach.**

ASPIRATIONAL

Celebrates Mallorca's beauty and lifestyle, the **tournament becomes a place to see and be seen,** where you're part of something stylish and elevated.

INCLUSIVE

We **welcome every kind of explorer,** from locals to global fans, and create a sense of community that's warm, open, and rooted in belonging.



BRAND STORY

The emotional reason a brand exists, its origin, purpose, and what it stands for.



WHAT SHAPES OUR STORY

To define who we are, we explored:

Our audience, their needs and frustrations, our brand values, and how we're perceived.

What truly sets us apart: a world-class tournament with relaxed luxury and local soul. We saw a gap: fans want more than just matches; they seek energy, vibe, and a sense of belonging.

→ A story built from the ground up: where Wimbledon-grade grass meets Mediterranean soul.

MORE THAN JUST A TOURNAMENT

Born from **Wimbledon roots** and raised in **Mediterranean sun**, the Mallorca Championships is more than a tournament; it's a **summer ritual**.

Here, rising stars and seasoned champions meet on world-class grass, surrounded by the **sea breeze**, **local culture**, and a **global audience** of fans.

We believe in tennis that feels like a getaway: **bold**, **beautiful**, and proudly **Mallorcan**. It's where performance meets personality, and the match continues off the court.



MALLORCA CHAMPIONSHIPS ISN'T JUST WATCHED, IT'S LIVED..

LOCATION: Mediterranean island charm

SURFACE: World-class ATP 250 grass court tournament

AUDIENCE: A global yet locally rooted celebration

PLAYERS: ATP rising stars, pre-Wimbledon warm-up in style

EXPERIENCE: Accessible luxury & premium hospitality

VISUAL IDENTITY

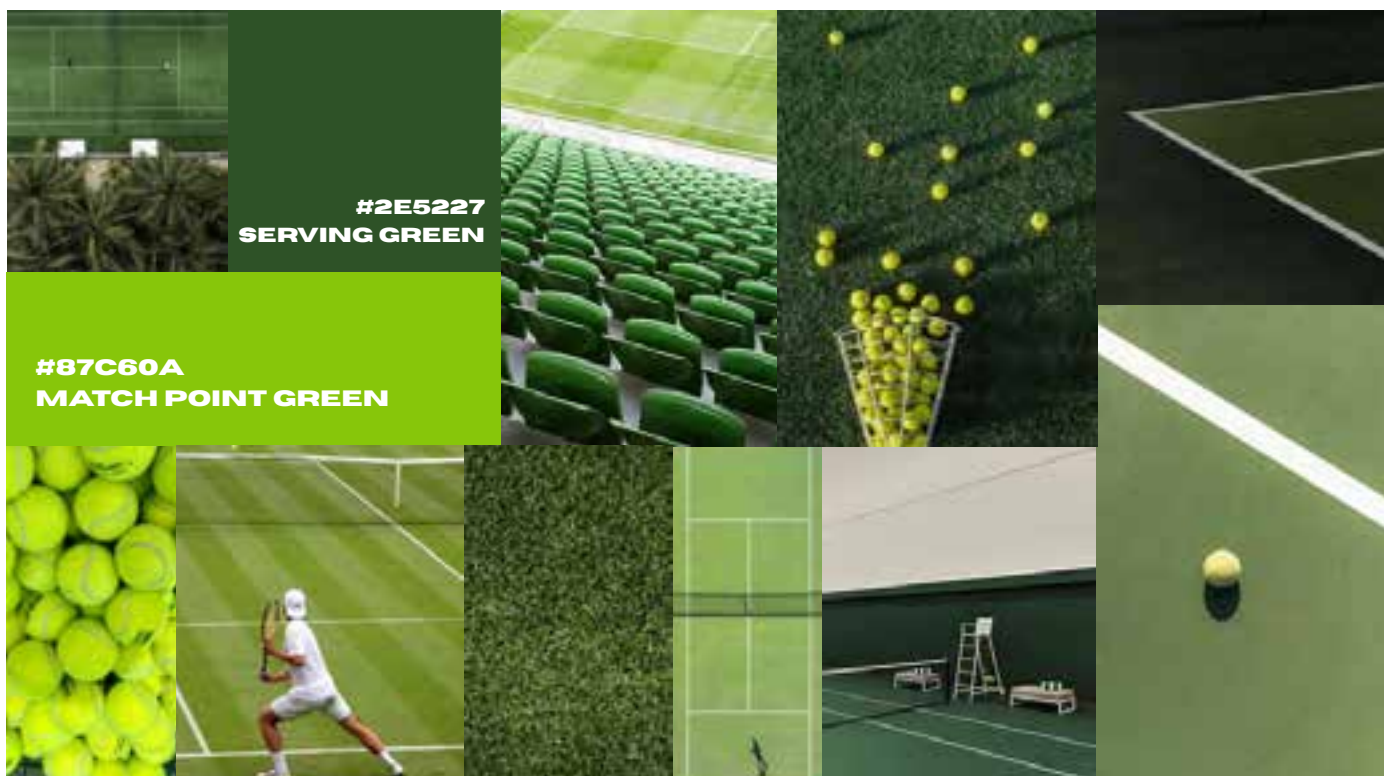
COLORS

CURRENT COLOUR SCHEME ANALYSIS



Mallorca needs a shift from 5 different colors off court and on-court to a consistent and cohesive colour palette which allows each year to add an accent color provided of the sponsor.

OFFICIAL NEW COLOR PALETTE



COLOR PALLET

"FRESH TRIMMED GRASS"



*deeper research can be found in Appendix 3

**#2E5227
SERVING GREEN**

Evokes traditional grass courts & **heritage**.
Connects to the classic **elegance** of the sport.

This colour speaks to **premium hospitality**, refined tradition, and the more elevated elements of our offering—like VIP lounges and curated player experiences.

Perfect for **luxury-seeking tourists** who expect style with substance.



This **vibrant, energetic** green is our **signature tone**—a visual pulse that embodies our youthful energy, rebellious identity, and **next-gen attitude**.

It mirrors the fresh cut of Wimbledon-grade grass, but injects it with a **Mallorcan summer twist**: sunny, sharp, alive.

Speed, vitality, and new beginnings—resonating with digital audiences, and emerging players.

**#87C60A
MATCH POINT
GREEN**

Not Just Color, **Identity in Motion**. Our palette does more than look good, it expresses who we are: **Exclusive yet approachable**

Our tones are **refined, sun-washed, and layered**—reflecting the complexity of our audience and the richness of the **Mediterranean** experience.

A simple colour palette composed of **two green tones** allows us to easily **adapt** to the yearly sponsor and use their primary colour as the accent colour

- 🌿 Youthful, yet mature
- 🌿 Playful, yet polished
- 🌿 Grounded in Mallorca, built for the world
- 🌿 This is not just color—it's identity in motion.



TYPOGRAPHY

A
HORIZON

HORIZON
(HEADINGS)

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
012345678910**

Aa
Cardo

Cardo
(Subtitles - Contrast)

Cardo
(Paragraphs)

Quisque faucibus ex sapien vitae
pellentesque sem placerat.

Lorem ipsum dolor sit amet consectetur adipiscing
elit. Quisque faucibus ex sapien vitae pellentesque
sem placerat. In id cursus mi pretium tellus duis
convallis. **Tempus leo eu aenean sed** diam urna
tempor. Pulvinar vivamus fringilla lacus nec metus
bibendum egestas. Iaculis massa nisl malesuada lacinia
integer nunc posuere. Ut hendrerit semper vel class
apert taciti sociosqu. Ad litora torquent per conubia
nostra inceptos himenaeos.

WEBSITE MOCKUP



Meet Champi - the new
furry face of the
tournament!



Tablio returns to defend
title at the Mallorca
Championships presented
by Ecotrans group.



**New stars and new
partners:** Mallorca
Championships gears up
for its fifth edition



Ben Shelton returns to
Mallorca Championships
2025



Casper Ruud confirms
participation in 2025

IN JUNE, MALLORCA IS TENNIS

The 2025 edition will be held from 21 - 28 June at the Mallorca Country Club.

MALLORCA CHAMPIONSHIPS 2025 SCHEDULE

SIDE EVENTS

The Mallorca Championships **Fan Zone** is not just a place, it's an experience. Enjoy a festive atmosphere, activities for the whole family and the opportunity to experience tennis in a unique way at this outstanding sporting event.

At **Mallorca Championships Kids Days** the little ones can join in the fun with activities specially designed for them, from tennis clinics tailored to their level to interactive play areas, creating unforgettable memories while enjoying the exciting atmosphere of the tournament.

The **MCTeen Kids Tournament** at the Mallorca Championships is the perfect platform for young tennis talents to showcase their skills and passion, providing an exciting stage where the next generation of champions begin to forge their path to success.

CALENDAR



**SAT. 21
JUNE**

Venue opening: 10 AM

Grandstand:

Match 1: 11:00 AM

followed by Match 2 & 3

Match Court 1:

Match 1: 11:00 AM

followed by Match 2 & 3

Match Court 2:

Match 1: 11:00 AM

followed by Match 2



**SUN. 22
JUNE**

Venue opening: 11 AM

Center Court:

Match 1: 1:00 PM

Match 2: not before 3:30 PM

Match 3: not before 6:00 PM

Grandstand:

Match 1: 12:00 PM

followed by Match 2

Match Court 1:

Match 1: 12:00 PM

followed by Match 2 & 3



**MON. 23
JUNE**

Venue opening: 11 AM

Center Court:

Match 1: 1:00 PM

Match 2: not before 3:30 PM

Match 3: not before 6:00 PM

Grandstand:

Match 1: 12:00 PM

followed by Match 2

Match Court 1:

Match 1: 12:00 PM

followed by Match 2

Match Court 2:

Match 1: 12:00 PM

followed by Match 2



**TUE. 24
JUNE**

Venue opening: 11 AM

Center Court:

Match 1: 1:00 PM

Match 2: not before 3:30 PM

Match 3: not before 6:00 PM

Grandstand:

Match 1: 12:00 PM

followed by Match 2 & 3

Match Court 1:

Match 1: 12:00 PM

followed by Match 2 & 3

Match Court 2:

Match 1: 12:00 PM



**WED. 25
JUNE**

Venue opening: 11 AM

Center Court:

Match 1: 1:00 PM

Match 2: not before 3:30 PM

Match 3: not before 6:00 PM

Grandstand:

Match 1: 12:00 PM

followed by Match 2 & 3

Match Court 1:

Match 1: 12:00 PM

followed by Match 2



**THUR. 26
JUNE**

Venue opening: 10:30 AM

Center Court:

Match 1: 11:30 AM

followed by Match 2

Match 3: not before 3:30 PM

Match 4: not before 6:00 PM

Grandstand:

Match 1: 11:30 AM



**FRI. 27
JUNE**

Venue opening: 12:00 PM

Center Court:

Match 1: 11:30 AM

Match 2: not before 3:30 PM

Match 3: not before 6:00 PM



**SAT. 28
JUNE**

Venue opening: 11:00 AM

Center Court:

Doubles Final: 12:00 PM

Singles Final: not before 3:00 PM



LOGO



Justification:

The logo represents the identity and spirit of the tournament, combining a modern and dynamic design with classic typography to reflect both professionalism and tradition. The use of the Horizon font for “Mallorca” conveys bold energy, while Cardo for “Championship” adds a timeless, elegant touch. The design reinforces Mallorca’s unique presence on the ATP Tour.

Usage Guidelines:

Approved Logo Versions:

- The logo may be used on its own.
- It may also be used alongside the ATP logo and the Illes Balears logo.
- Layouts must follow one of two formats:
 - Linear (horizontal, two or one line)
 - Circular, styled like a tennis ball

Typography:

- “Mallorca” must always use the Horizon font
- “Championship” must always use the Cardo font

Proportions:

- All elements, including text and partner logos, must maintain original proportions
- No stretching, shrinking, or altering of the logo layout is permitted

Color Combinations:

- Only two color options are allowed:
 - Main color: Serving Green
 - Negative version: White on a dark background
 - No other color modifications are permitted

Any use outside these guidelines is not authorized and may compromise the integrity of the brand.

*deeper research can be found in Appendix 4

LOGO COMBINATIONS

SPONSOR
ILLES BALEARS



SPONSOR
ILLES BALEARS
ATP LOGO



OPTIONAL:
ILLES BALEARS



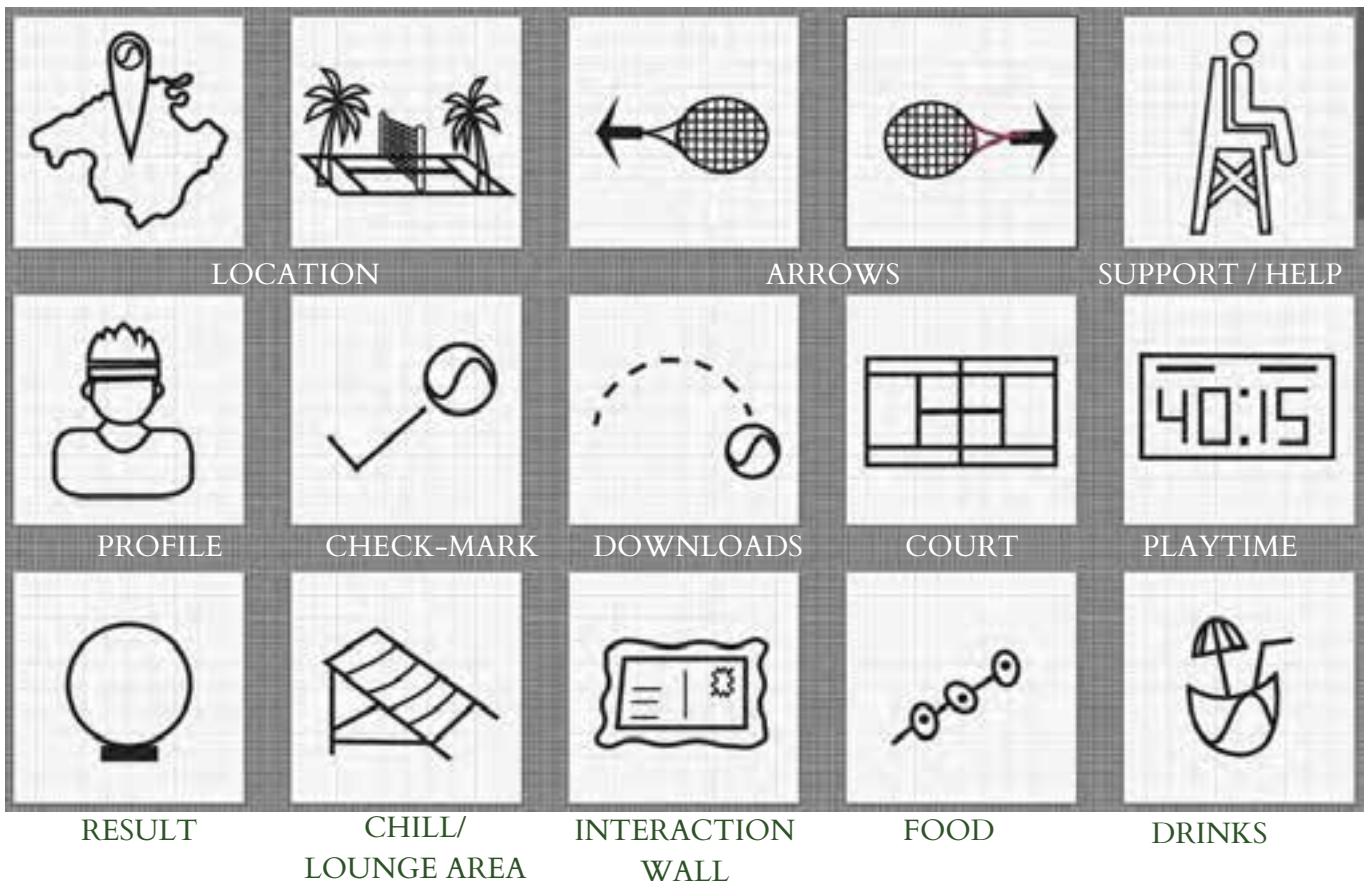
ICON SET

+ Potential for more

The illustration style is characterised by modern, minimalist and appealing drawings that include the mediterranean lifestyle and tennis atmosphere.

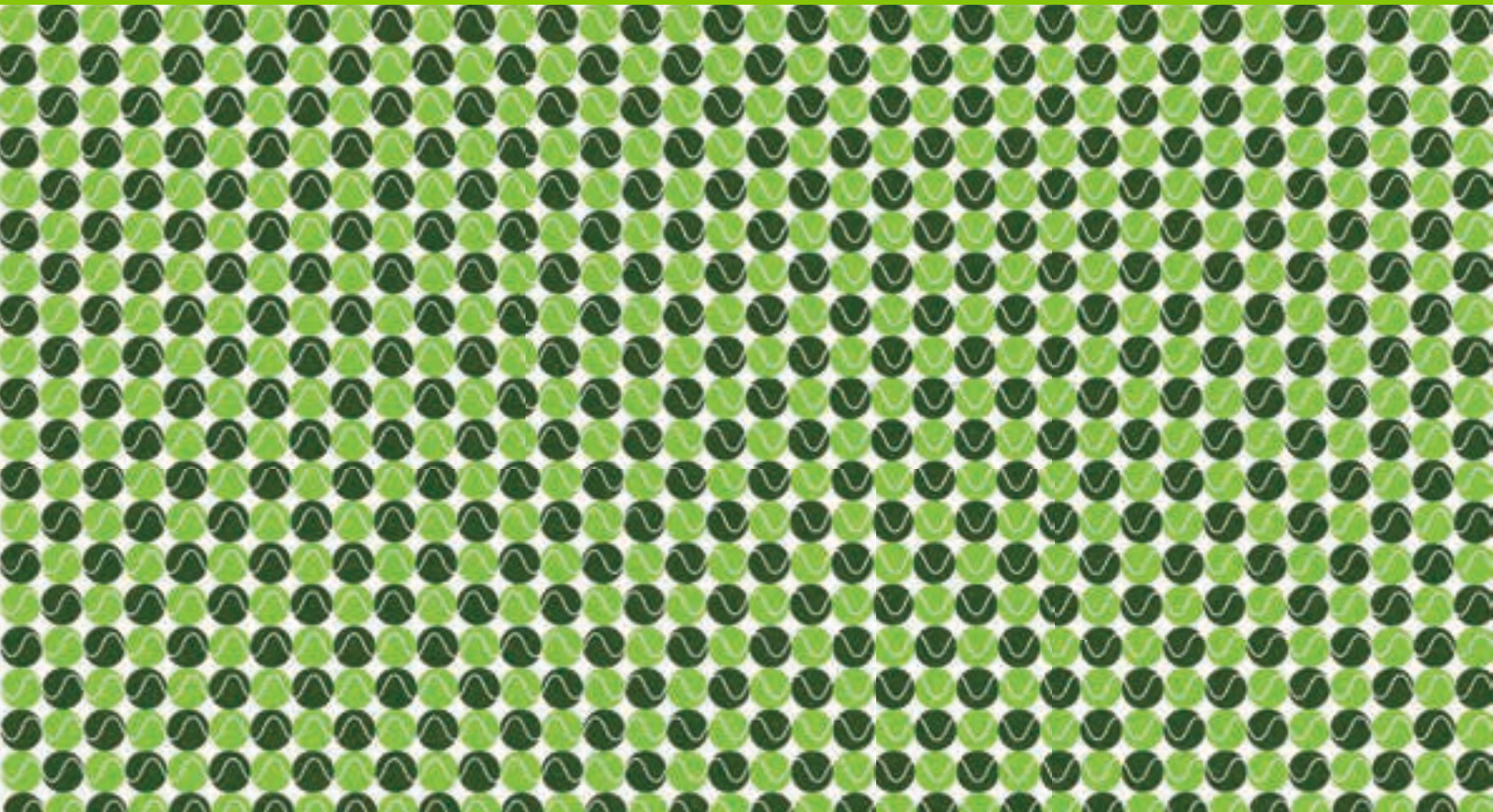
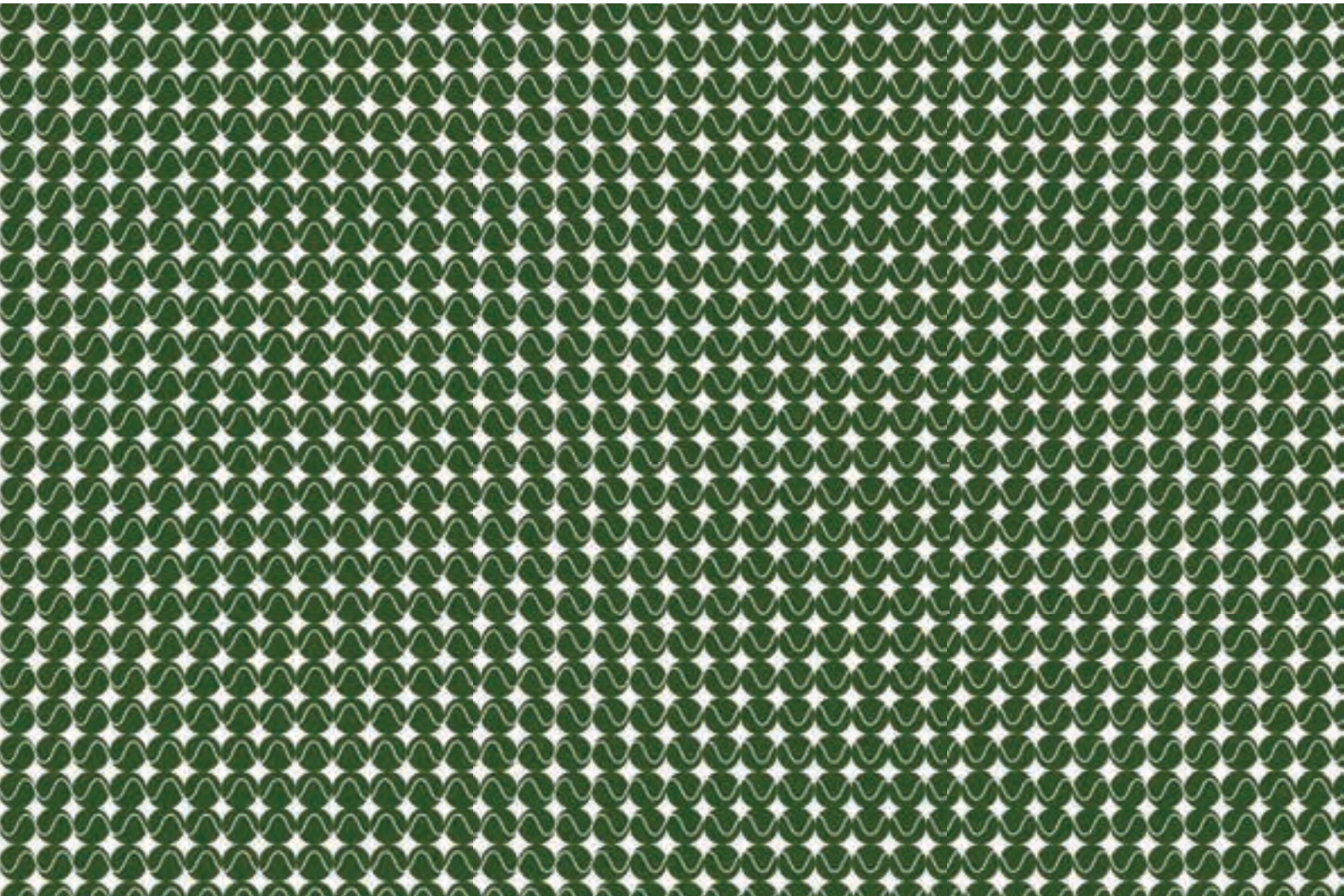
The icons are simple and clear, without unnecessary details. They are easily scalable and can be used in different sizes and media.

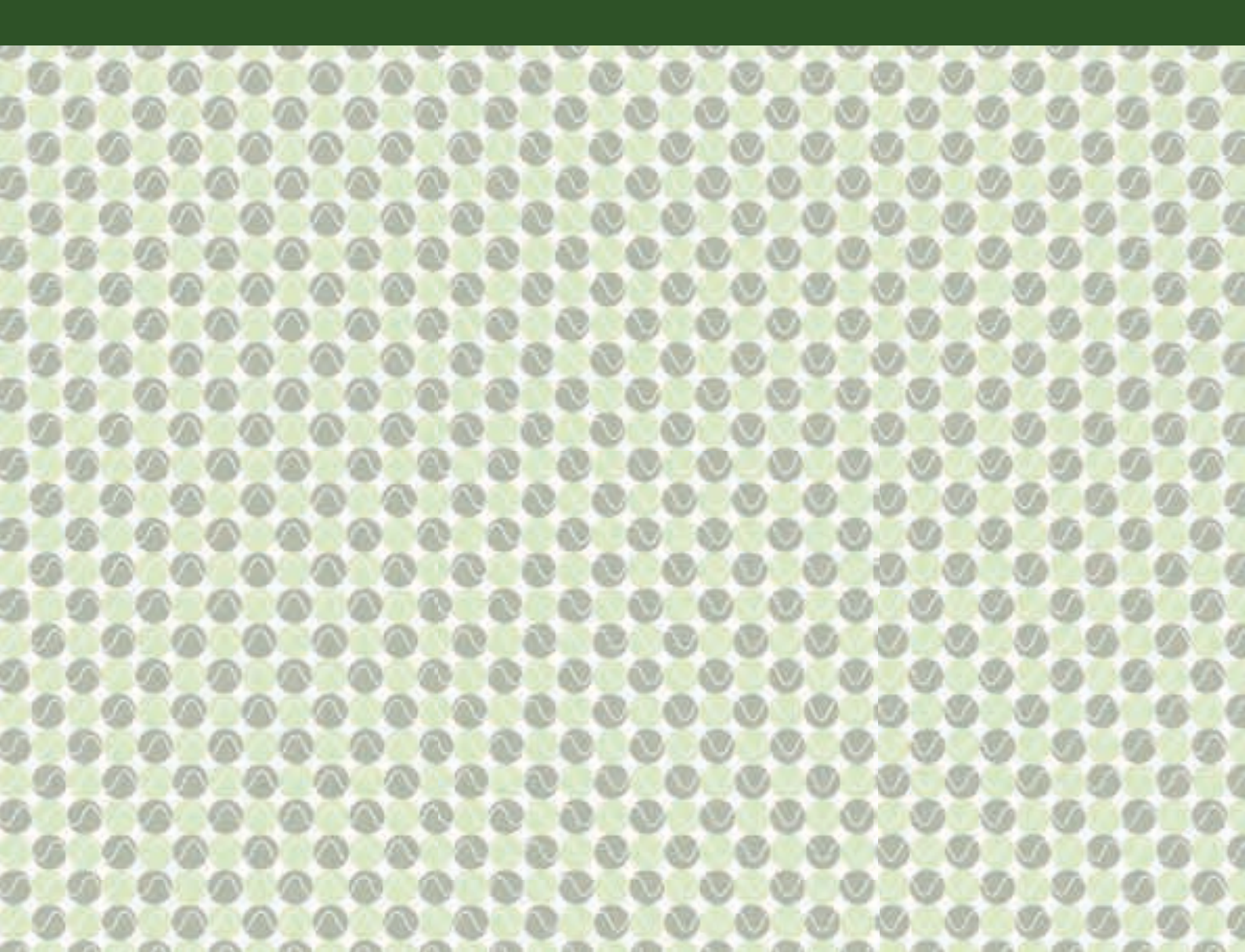
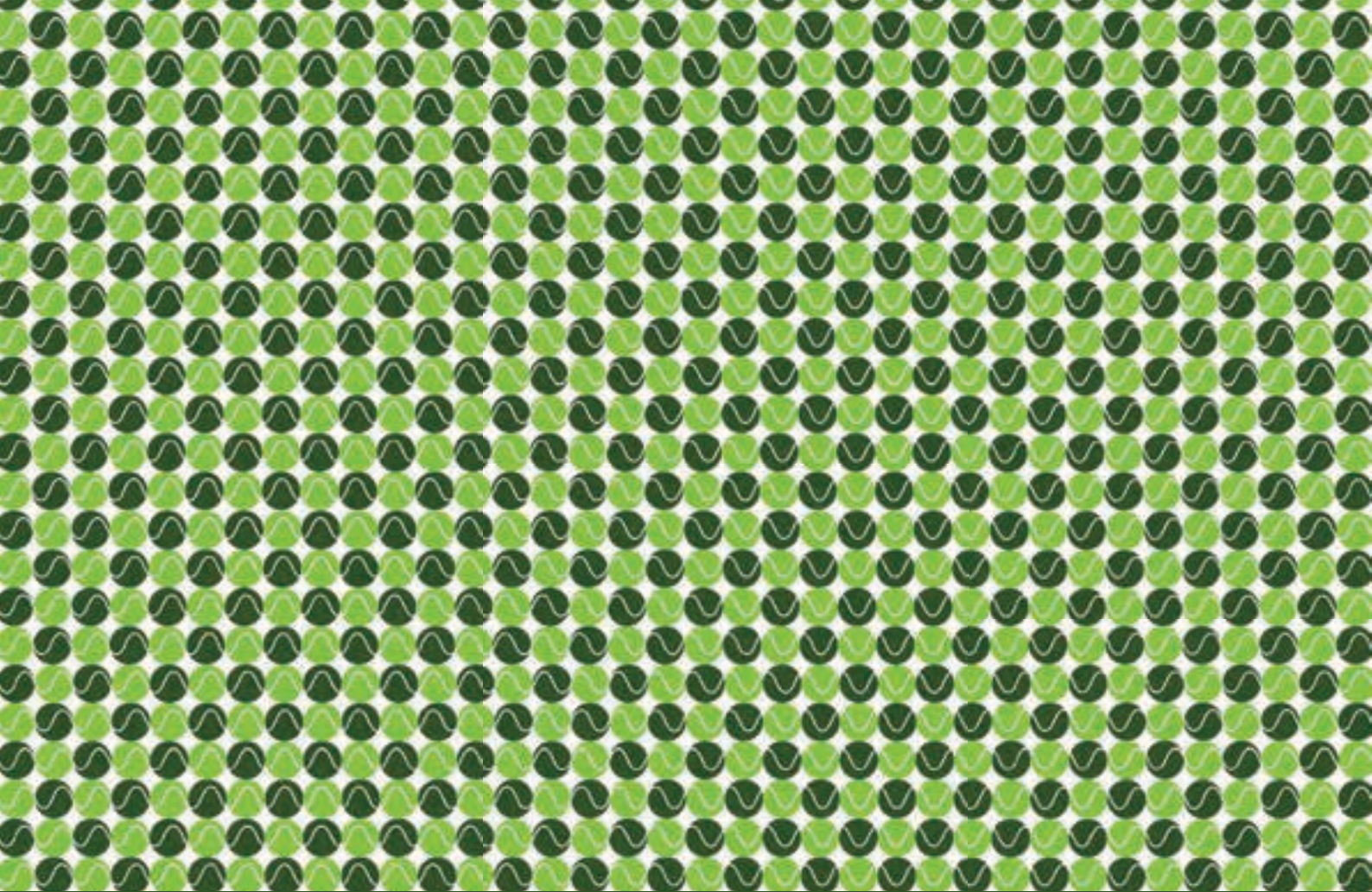
For further icon design, only the colours from our main colour palette “Fresh trimmed grass” are permitted.



PATTERN

+ to use for a consistent brand identity, should only be used in these combinations





VISUAL GUIDELINES

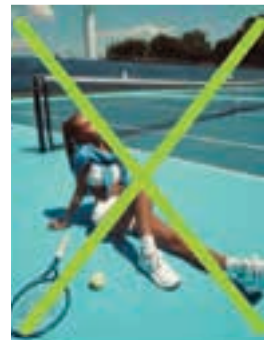
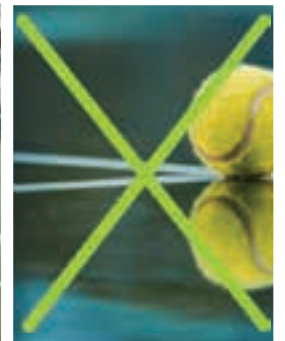
DO'S

- **Capture movement, not poses** – Show players, fans, and scenes in action. Energy matters more than perfection.
- **Use natural light & warmth** – Sun-washed tones reflect the Mediterranean setting and relaxed luxury.
- **Focus on storytelling** – Frame shots like candid moments or travel diaries, not ads.
- **Include the environment** – Blend tennis with sea, local culture, and the surrounding vibe.
- **Reflect diversity & authenticity** – Local faces, fans of all ages, global guests—all part of the experience.



DONT'S

- No overly posed or corporate-feeling imagery.
- No generic stock visuals -nothing that could be “anywhere.”
- Avoid cluttered frames or unnatural filters.
- Don't isolate tennis—this is not just a match; it's a lifestyle.
- Avoid using content that feels elitist or closed-off.



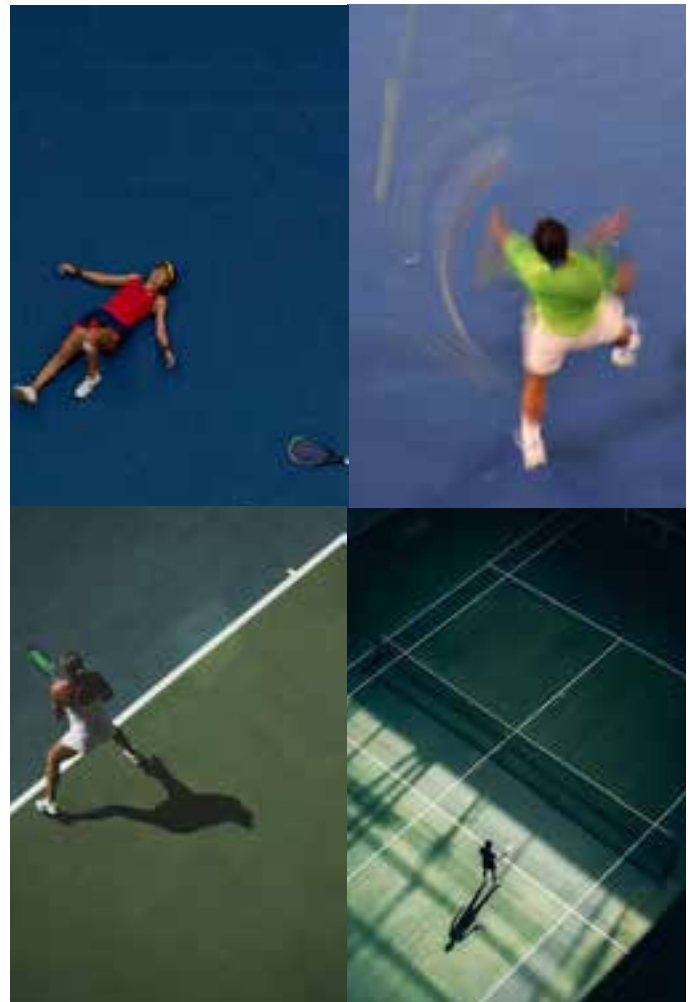


PHOTOGRAPHY USE

- **Tone**
 - Candid, Observational, Effortless
 - Think behind-the-scenes meets a travel journal. Our photography is seen, not staged.
- **Perspective**
 - From within, not above.
 - Capture scenes as if you're part of them—not looking down at them.
- **Subjects**
 - Tennis in motion
 - Fan reactions
 - Sea breeze through palm trees
 - Food, architecture, cultural cues
 - VIP zones in use (not empty setups)
- **Color**
 - Warm, natural, premium tones
 - Use Serving Green (#2E5227) and Match Point Green (#87C60A) as grounding accents
 - Avoid cold, oversaturated edits

ILLUSTRATED & GRAPHIC CONTENT

- Use illustrations sparingly and stylistically, to support information—not as main content.
- **Style:** Minimal, geometric, inspired by Mediterranean motifs (tiles, waves, nature) → try using the own **ICON-List**
- Motion graphics or illustrated moments can **highlight key moments** (match points, surprise guests), but keep it sleek.
- **Never cartoonish or juvenile** - visuals must always reflect the brand's accessible luxury.



SOCIAL MEDIA

SOCIAL MEDIA INSIGHTS

WHAT WORKS IN TENNIS

Accounts Reviewed: Wimbledon, Australian Open, Roland Garros, ATP Tour, Queen's Club, Eastbourne, Halle

Key Observations:

- Wimbledon & RG use heritage and clean visuals, high-end aesthetic, fewer words
- AO & ATP lean into Gen-Z humour, bold captions, and fast-paced content
- 250 Tournaments often lack brand tone, feeds feel generic or inconsistent
- Trend: Strongest accounts connect visually and emotionally, not just functionally

Takeaways for Mallorca:

- Build a recognisable visual world (colours, tone, fonts)
- Prioritize behind-the-scenes + personality-led content
- Use social as a lifestyle brand touchpoint, not just a tennis newsfeed
- Keep it local-global: Mallorca's energy + global tennis flair



“WEBSITE: LEARNINGS FROM THE FIELD”

Key Takeaways from Competitor Sites

- Wimbledon: Premium feel, simple layout, strong visual identity
- Roland Garros: Info-heavy but branded, focused on tradition
- ATP Tour: Dynamic, modern, content-first with player focus
- Most 250 tournaments: Functional but generic, lack identity



Recommendations for Mallorca Championships

- Create a distinct Mediterranean tone: sunny, premium, easygoing
- Shift toward visual storytelling — photos, social integrations, less text
- Make tickets and schedule ultra-visible and mobile-optimised
- Use the site to reflect your bold, lifestyle-first identity

MALLORCA

SHORT & LONG TERM OPPORTUNITIES

- Curate immersive fan zones with food, music & local culture
- Design premium yet approachable hospitality spaces
- Boost social storytelling: BTS, lifestyle, multilingual posts
- Collaborate with local influencers & rising tennis stars
- Test limited-edition brand partnerships (wineries, designers)
- Introduce subtle sponsor branding via flexible design
- Reposition Champi as a premium, elegant mascot
- Cement Mallorca as the “Summer Slam of Europe”
- Launch Cultural Court: annual art–music–tennis crossover
- Host a Tennis x Gastronomy weekend with chefs + players
- Expand digital with a docu-style content series
- Launch premium live streaming & backstage access

POTENTIAL INSTAGRAM FEED

+ including all visual guidelines

- photography use
 - subject
 - color
 - perspective
- illustrated & graphic content
 - style
 - motion

INSTAGRAM HIGHLIGHTS



FIRST ROUND 11 JUNE 2025 MALLORCA 33°C

12:00
THOMPSON
vs
MUNAR

14:00
RUUSUVUORI
vs
EUBANKS

18:00
FRITZ
vs
MUNAR

RESULTS

THOMPSON	6	6
MUNAR	6	6
RUUSUVUORI	6	6
EUBANKS	6	6
FRITZ	6	6
MUNAR	6	6



Inatagram highlights are very important for the viewers as it is less formal and a great opportunity to build a relationship with the clients

KEY TAKEAWAYS FROM OUR COMPETITORS

What We Learned from Competitor Feeds:

After analysing top tournaments, five key insights stood out:

- **Start Early:** Posting consistently 2–3 weeks out builds momentum.
- **Match Day = High Output:** 5–7 posts daily across formats keep fans tuned in.
- **Keep It Human:** Casual, behind-the-scenes content outperforms polished match recaps.
- **Look Matters:** Cohesive colors and templates boost instant brand recognition.
- **Engage Creatively:** Polls, quizzes, and fan reposts drive real interaction.



READY, SET, POST - BEHIND OUR CALENDAR

Period	Content Type	Frequency
Pre-Event	Teasers, player news, venue prep, story introductions	1–2 posts/day
During Event	Live match highlights, player interviews, fan content, venue sneak peeks	5–10 posts/day
Post-Event	Match highlights, fan reflections, key moments, wrap-up	1–3 posts/day

Formats to use:

- **Instagram Stories:** behind-the-scenes, polls, countdowns
- **Reels/TikToks:** quick match clips, fan reactions, local flavour
- **Static feed:** player announcements, daily highlights, emotional moments

EXAMPLE CONTENT CALENDER

DAY	PLATAFORM	POST TYPE	CONTENT
MONDAY	Instagram Feed	Carousel	Brand story: what makes Mallorca Championships special
TUESDAY	Instagram Reels	Video Countdown	“7 Days to Go” — court prep, sun, and setup time-lapse
WEDNESDAY	Instagram Stories	Partner Spotlight	Feature a local sponsor or product collab
THURSDAY	TikTok	Player Voiceover	Day in the life of a rising star arriving in Mallorca
FRIDAY	Instagram Feed	Carousel / Graphic	“Your Matchday Map” — entrances, food zones, and VIP info
SATURDAY	Reels / Stories	Merch Drop Teaser	Preview branded caps, towels, and giveaway mechanics
SUNDAY	Instagram Feed	Activation Teaser	Fan Rally Wall preview — invite fans to submit their messages

CAPTIONS THAT REFLECT OUR TONE OF VOICE



LIFESTYLE + LOCAL CULTURE

1. Luxury that greets you: gourmet dining, ocean breeze, and your name on the seat.
2. #VIPTheMallorcaWay



HOSPITALITY & VIP EXPERIENCE

1. Grass courts, palm trees, and DJ sets — this isn't Wimbledon, it's island tennis.
2. Don't just attend a match — arrive in Mallorca Mode. #StyledByTheSun #IslandTennis



CHAMPI POSTS / MASCOT VIBES

1. Champi's checklist: Tennis, Tapas, Tour the town



GENERAL BRAND BUILDING

1. We serve more than tennis — where serve meets style and sunsets.
2. Grass roots, Mediterranean soul.
3. #MoreThanTennis #MallorcaVibes



PLAYER ANNOUNCEMENTS / MATCH DAYS

1. [Player's name] is in. Star power, sea breeze, unreal energy.
2. From forehands to spritz — this is tennis with a twist. #SummerSlamOfEurope

*deeper research can be found in Appendix 5

POSTERS



ACTIVATION IDEAS

GEN Z: LOCALS & TOURISTS

From bringing the **energy** to embracing the **calm**, these activations **engage locals and tourists** alike, whether they're picking up a racket or soaking in the **Mallorcan vibes**.

La Sombra Lounge

→ *Shade, sound, and Mediterranean soul*

- Chill-out zone with Mallorcan-style pergolas, fan seating, and acoustic music or DJ sets.
- Natural drinks bar with iced herbal teas, orange soda, or hierbas-inspired mocktails.
- Designed for relaxed hangouts between matches — premium but approachable.



Fan Rally Wall

→ *Turn your energy into part of the match*

- An interactive wall with tennis balls where fans can write their name, message, or cheer.
- Located near the entrance, becomes a visual rally of support.
- It could be shaped like a giant court or racket with zones for each day of the tournament.



ZONA ISDIN: SUNSCREEN STATION

A beautifully designed sunscreen and water station inspired by Mediterranean fountains and the Mallorcan summer. Fans can cool off, reapply sunscreen, and share the moment, blending lifestyle, wellness, and brand storytelling.

Key Elements

- Branded fountain offering free water and ISDIN sunscreen
- Mediterranean green tile design with clean, modern aesthetic
- Natural social media moment (perfect for Reels, Stories & TikToks)
- Optional shade, fans, and QR code for giveaways or product sampling
- Strong visibility for ISDIN both on-site and online

Why it Works

- It appeals to both B2C (fans, tourists, and content creators) and B2B (sponsors, media, and hospitality guests) audiences, offering high visual and experiential value.



MASCOT STORYTELLING

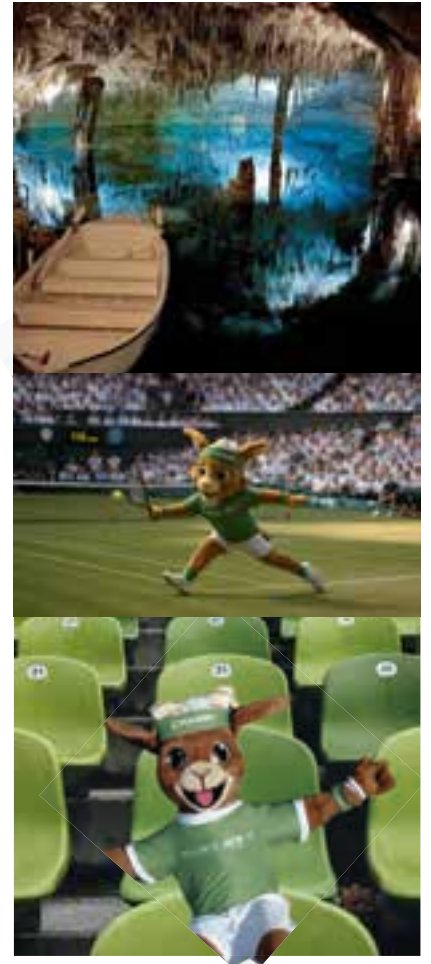
"CHAMPI, YOUR TOUR GUIDE TO MALLORCA"

Champi is a charming tourist guide, showcasing the essence of Mallorca through engaging visual content. This strategy highlights the island's beauty and the unique experiences our brand offers.

Where:

- **Champi at Iconic Locations:**
 - Exploring the calas and hidden beaches
 - Snorkelling in crystal-clear waters
 - Visiting a traditional vineyard
 - Discovering the Caves of Drach
 - Strolling through the Old Town and the Cathedral of Palma
- **Champi at the Tournament:**
 - Sharing the fan experience as a spectator, capturing the vibrant atmosphere and emotional moments of the event.

This narrative strengthens brand identity, enhances emotional connection, and promotes Mallorca as a must-visit destination.



CHAMPI VIDEO ANALYSIS



PROS

- Highlights recognizable Mallorca locations (e.g., Palma Aquarium), reinforcing local context
- Brings Champi into the real world, increasing relatability
- Supports the "Tour Guide" strategy for the mascot
- Visual tone (lighting, framing) is mostly consistent with brand aesthetic
- Promotes potential for cross-promotion with local attractions

CONS

- Music choice feels childish and misaligned with our aspirational tone
- Champi's movements and interactions feel overly cartoonish
- Missed opportunity to showcase more varied or iconic Mallorcan landmarks

FAMILIES & GENERAL VACATIONERS

Fun, shareable moments rooted in Mallorcan culture are ideal for Gen Z, tourists, and brand collaborations.

Ensaïmada & Smash

→ *A sweet spin on Wimbledon's Berries & Cream tradition*

- Fans receive a branded ensaïmada box upon entry or at select food stands.
- Limited-edition flavours: lemon zest, cream, or fig — tennis ball-shaped design optional.
- Could include a mini “Smash & Win” promo inside with surprise merch or VIP seat upgrades.



Postcard Souvenir: Love from Mallorca

→ *Match moments become memories*

- Collected after the game in the typical postcard carousel, includes iconic match moments or overall captures the island essence
- Each postcard is a unique collectable, featuring Mediterranean artwork or messages from players.



TENNIS FANATICS

Interactive spaces that elevate the game-day experience for core tennis fans and local enthusiasts.



Ace IQ: The Ultimate Tennis Trivia Rally

Fans challenge each other or a host with live tennis trivia rounds:

- ATP facts, past Mallorca winners, serve speeds, and famous comebacks
- Answer correctly, win a limited-edition pin or a stat card
- Create a mini leader board per day

Why it works: Pure tennis knowledge, but gamified, serious fans get to flex, and it sparks a connection.

Predict the Set/ Score Like a Pro

Fans guess the *exact* set scores of upcoming matches before play begins.

- Branded prediction cards or a digital screen where they input guesses
- Winners of the day get merch like caps, pins, or seat upgrades
- Include a “Fan Accuracy” leaderboard to spotlight top predictors

Why it works: Engages die-hard fans who follow rankings and player form.



FOR BRANDS, ON & OFF THE COURT

The Mallorca Championships is not just a tennis event: it's a premium platform for brands to connect with a global, lifestyle-driven audience in a relaxed yet elevated Mediterranean setting.

BRAND VISIBILITY

From courtside signage to logo placements across high-traffic digital assets, partners gain prime exposure.

Activation Link: Co-branded rally wall & digital content tie-ins during matches.

CONTENT COLLABORATION

Brands can leverage our social storytelling: sponsored behind-the-scenes reels, product placements in lifestyle content, and local collaborations with “Champi.”

Activation Link: “Champi, your Mallorca Guide” & daily content on TikTok and Instagram.

CORPORATE HOSPITALITY

Premium spaces, such as the **VIP Chill Zone** and **Post-Match Lounge** curated experiences for high-value clients.

Activation Link: Tasting menus with local cuisine, meet-and-greets with players, and networking areas.

TARGETED REACH

Through our segmented activations—from **predict-the-set challenges** for superfans to **ensaimada tastings** for local partners, we can reach exactly who they want.

Activation Link: Activations mapped to each persona (Tennis Fanatics, Locals, and Explorers).

“Each opportunity is crafted for our three core audiences: locals, travellers, and tennis fanatics, making every brand touchpoint more relevant and effective.”

ACTIVATION IDEAS SUMMARY

- **Zona ISDIN** – Sunscreen and water station to refresh fans in style.
- **Frame the Game** – Nike poster wall blending tennis, art, and brand storytelling.
- **Postcard Drop** – Branded holiday postcards placed across tourist hotspots.
- **Ensaimada & Smash** – Local pastry giveaway with surprise prizes.
- **Fan Rally Wall** – Fans leave messages and snap photos on an interactive wall.
- **La Sombra Lounge** – Shaded premium area for influencers and partners.



FRAME THE GAME: POSTER GALLERY



A creative brand collaboration celebrating iconic moments, emotions, and styles in tennis, reimagined as collectable posters.

Key Features

- Branded posters like “Wimbledon Roots, Raised in Mediterranean Sun”
- E.g. Nike logo integration
- Bold visuals celebrating tennis icons, style, and summer
- Customizable for future brand partners (rotating wall series)

Why it Works

- **B2C:** Engages fans through collectable visuals and photo moments
- **B2B:** Offers Nike premium visibility and cultural storytelling
- Positioned for both on-site interaction and social amplification

POST CARDS

Inspired by the postcard at Cannes Lions, increased exposure is seen in different places. Wimbledon was offering free postcards at the Amazon port location.

This increases visibility and is highly effective. Therefore, we suggest handing out holiday postcards in tourist locations to attract **tourists**, as well as being seen frequently by **locals** and sparking their curiosity.

- **B2C:** Captures the attention of visitors and locals
- **B2B:** Subtle but impactful brand visibility for partners



Example from the Cannes Lions Wimbledon post cards



Possible post card for Mallorca Championships

COLLABORATION POSSIBILITIES

Serve & Sip

"Serve and sip" wine tasting. Collaborating with local wineries:

Evening wine & tapas sessions at the VIP zone with Mallorcan wineries, blending tennis with lifestyle

Reasoning:

"Serve and Sip" blends tennis with lifestyle by partnering with Mallorcan wineries for evening wine & tapas in the VIP zone — offering guests a taste of local culture in an elevated, relaxed setting.



Craftsmanship

Collaborating with local craftsmanship to make souvenirs personalized for the tournament. For example this fan branded for Mallorca Championships (good for summer weather)

Reasoning:

Collaborating with local craftsmanship to create branded fans connects the tournament to Mallorca's culture and climate. It's a functional, stylish souvenir that reflects our identity — local, elegant, and summer-ready.



Olive Oil Experience

Olive oil brand, Create "stations" in the tournament where people can taste the olive oil and try and guess each type, and if they match all they receive a little gift

Reasoning:

Most of the olive trees on the island are over 500 years old, so olive oil from Mallorca is a testament to the island's rich history and its commitment to quality



PASSES + TICKET DESIGN

DESIGNING THE ENTRY EXPERIENCE

1. Purpose

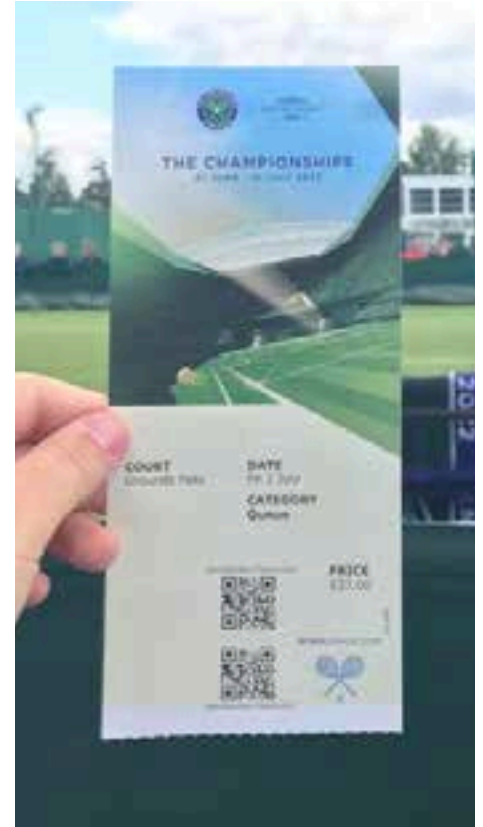
→ More than access our tickets are brand touchpoints. They welcome guests into a curated, stylish, and unforgettable event.

2. Types of Passes

- General Admission: Classic but clean. Grass-textured or map-accented design.
- VIP Pass: Luxe feel embossed foil, Mediterranean hues, maybe a fan or wave motif.
- Digital Passes: Animated ticket design for Apple Wallet / Google Wallet.

3. Design Elements

- Mallorcan Influence: Subtle tile patterns, olive tones, or sun-washed textures.
- Tone of Voice: Each ticket could include a bold line
- QR Integration: Blended in with an elegant layout, not intrusive.
- Personal Touches: Name, seat location, or zone



TICKET DESIGN



Ticket Proposal Breakdown

- Immersive Design

Brings the court to life, making the ticket part of the event experience.

- Clear and Intuitive Layout

Seat, row, gate, and date are easy to read at a glance.

- Brand-Aligned Aesthetic

Uses tournament colour palette and ATP/Mallorca branding.

- Collectible Feel

Visually appealing enough to keep or share—adds emotional value.

- Versatile Use

Works for both digital and printed formats, ideal for fan engagement or premium ticket tiers.

BEHIND OUR TICKET PROPOSAL

From Functional to Experiential:

Left: Current Ticket

- Minimal design
- Lacks emotional connection
- Harder to identify the event at a glance

Right: Proposed Ticket

- Visually engaging and brand-aligned
- Highlights key info clearly (Gate, Row, Seat, Date)
- Elevates the fan experience with a collectable feel
- We like the concept of having a vertical ticket



BEFORE



AFTER

VIP DESIGN AREA



 **VIP DESIGN AREA**

MALLORCA COUNTRY CLUB FACILITIES



FRESH summer-inspired details like citrus drinks, greenery, and open-air setups that reflect the island's energy

NATURAL materials like wood, rattan, and stone for warmth and authenticity

HERITAGE tennis elements, including vintage rackets and racquet motifs, adding tradition and storytelling

MINIMALIST aesthetic that matches the Mallorca Country Club's modern architecture, ensuring brand coherence across touchpoints

**MERCH
PROPOSAL**



T-SHIRT

"SUMMER SLAM OF EUROPE"



Audience:

The oversized, minimalist fit, ideal for young, design-aware audiences who value fashion as part of fandom. [Gen-Z] It also appeals to casual lifestyle tourists, not just hardcore fans, helping broaden the event's cultural relevance.

Visual Identity:

The back graphic anchors the tournament's identity as authentically rooted in place. The slogan "Summer Slam of Europe" positions the event as a standout on the international calendar

USP & Value Alignment:

Accessible Luxury: Clean design, quality fit, feels premium but wearable
Local Roots, Global Reach: Mallorca map on the back, Euro-wide slogan
Bold & Rebellious: Unconventional design approach (not a classic logo tee)
Innovation: Unique visual storytelling with ball-formed island

Social & Cultural Impact:

The t-shirt is Instagram-ready from beachwear to court side flex. The back design offers a strong photo opportunity, especially if sold or gifted to influencers or emerging players.

Logo Use:

The subtle logo stack is clean and credible, making it feel more like co-branded fashion than basic tournament merch.

The small tennis ball icon on the chest adds a sleek, minimalist detail that lets the shirt stand alone without shouting.



T-SHIRT

"WE DRAW OUR OWN LINES"



Audience

Youthful, creative audiences—especially Gen Z and locals who are proud to represent this creative yet strong heritage tournament.

Appeals to those who value individuality over uniformity

Core Brand Values Reflected

Local Roots – Global Reach: Visual ties to Mediterranean setting (sand), but with universal appeal

Bold & Rebellious: Breaking convention, hand-drawn lines over standard branding

Youthful & Dynamic: Creative, fashion-first aesthetic with minimalism at its core

Accessible Luxury: Artistic print on a premium oversized cut—refined but playful

Visual Strengths

The Cardo serif type used on the back pairs beautifully with the elegance and elevation of this tee, a nod to luxury and craftsmanship.

The chest tennis-ball icon keeps branding subtle on the front—adding wearability without losing identity.

The back is a scroll-stopping moment—perfect for streetwear, socials, and tournament souvenirs.

Social Media & Culture-Driven Merch

It's easy to photograph and share. Great for limited edition drops or influencer seeding, this shirt turns merch into a collectible piece.

It invites wearers to see themselves not as spectators, but as co-authors of a fresh, sunlit tennis experience—one that welcomes rule-breakers, daydreamers, and future champions alike.



T-SHIRT

"IN JUNE MALLORCA IS TENNIS"



Strategic Relevance to USP

USP: Accessible Luxury & Elevated Experience

The design blends premium sport aesthetics with a youthful cultural flair. Using a stylized action shot over crisp white fabric elevates the look, while the vibrant green type reflects the brand's bold Mediterranean tone.

"In June Mallorca is Tennis" serves as a time-anchored rallying cry turning a moment into a movement. It reinforces the event as more than a tournament

Appeals to Target Audience

Youthful, style-conscious fans & lifestyle tourists will love the oversized fit and vibrant statement design—perfect for Instagram, TikTok, and streetwear culture.

Tennis enthusiasts & casual spectators alike are drawn to the bold yet minimalist composition, visually iconic without needing insider knowledge.

Visual Identity Alignment

Color Palette: The vivid Mallorca Green paired with bold tennis imagery mirrors the tournament's fresh, sun-soaked brand aesthetic.

Typography: Bold uppercase sans-serif font aligns with the Horizon headline typeface, reinforcing the brand's modern, confident tone.

Cultural Fit + Merch Utility

This shirt transforms event merch into a lifestyle piece. Whether worn courtside, on holiday, or in urban settings.

It also embodies our brand archetype: the explorer, adventurous, and free-spirited.

STICKERS

Strategic Relevance to USP

USP: Bold Visibility & Playful Brand Loyalty

Stickers provide a fun and affordable way to extend the brand into everyday life. Whether placed on water bottles, laptops, or suitcases, they turn fans into mobile brand ambassadors, sharing the Mallorca Championships identity wherever they go.



Appeals to Target Audience

Perfect for Gen Z and Millennial fans who love collecting, customising, and showcasing their favourite events and aesthetics. The vibrant green and dynamic logo makes the stickers visually engaging even in small formats.

Visual Identity Alignment

Logo: The iconic tennis ball grid design remains central.

Color Palette: Stickers reinforce our hero green in a bold, compact format—amplifying brand recall across casual, non-sporting moments.

Cultural Fit + Merch Utility

Low-cost, high-impact: stickers are versatile touchpoints that travel with the fan. They bridge the gap between event merchandise and lifestyle expression—easy to distribute, collect, and integrate into daily routines. A perfect example of “accessible luxury” made tangible.

SOCKS



Strategic Relevance to USP

These socks transform a basic essential into a brand signature, balancing everyday practicality with elevated details. The embroidered logo patch offers a quiet luxury touch that subtly extends the Mallorca Championships identity into daily wear.

Appeal to Target Audience

Designed for style-aware fans and casual spectators, the socks suit sneakers, slides, or loungewear. Ideal for Gen Z and Millennials who value comfort, quality, and thoughtful design.

Visual Identity Alignment

Featuring the bold Mallorca green and a textured embroidered logo patch, the socks reinforce brand consistency and premium, approachable aesthetics.

Cultural Fit & Utility

More than merch, they're a lifestyle accessory—wearable proof of connection to a tennis-forward, culturally rich event. The premium patch makes them collectible, reflecting our “More Than Tennis” ethos and brand archetypes: the Explorer and the Connector.

BUSINESS CARDS



This Mallorca Championships business card concept is a masterclass in tactile branding, turning a traditional object into a miniature experience that mirrors the tournament's playful luxury, creativity, and design-forward identity

Why It Works for the Brand

1. Brand as Experience, Not Just Information

Rather than passively handing out a card, this design invites the recipient to interact, unfolding a mini grass court complete with a net. It's not a business card, it's a conversation piece, echoing the tournament's approach: we don't just offer tennis, we create a moment.

2. Alignment with Brand Pillars

Bold & Rebellious: Challenges the formality of corporate networking with something surprising and clever.

Youthful & Dynamic: The kinetic design feels energetic and fun—just like our tone of voice and audience.

Accessible Luxury: While unexpected, the design is sleek, tactile, and premium in finish—bringing the “elevated but shareable” spirit to life.

Local Roots – Global Reach: The court design and net speak to tradition (Wimbledon heritage), while the innovation is uniquely Mediterranean in flair.

3. Perfect for Our Audience

Appeals to Gen Z, Locals as well as tourists who value thoughtful, aesthetic-led branding.

Equally suited for partners, sponsors, and VIPs, reinforcing Mallorca's position as a forward-thinking, high-design tournament.

Design Details that Deliver

Mallorca Green color references our primary palette.

The net pop-up adds a premium layer of physical interaction rarely found in sports marketing collateral.

This card doesn't just share your name. It says: This is a championship unlike any other.





CLASSIC BALL CAP

This Mallorca Championships cap design is a perfect extension of the brand's aesthetic and attitude—clean, confident, and contemporary. With its minimalist arc logo layout and premium stitching, it strikes the balance between timeless sportswear and youthful, fashion-forward merch.

Why It Works

Brand Expression in 3D Form

The circular arc of "MALLORCA CHAMPIONSHIPS" wraps with subtle movement, echoing the curve of a tennis ball in motion and the Mediterranean sun. It reflects both precision and fluidity, just like our on-court experience.

This isn't just a cap.

It's wearable proof that Mallorca Championships doesn't follow trends—it sets them.



CLOTHING PIN

This Mallorca Championships pin design is subtle, sophisticated brand expression, fusing iconic tennis symbolism with sleek fashion sensibility.

Why It Works

Minimalist Symbolism, Maximum Meaning

The pin, shaped like a tennis racket and marked with the brand's wave-like tennis ball icon, cleverly combines sport and setting

The racket = tennis

The pin shape = location marker (Mallorca as destination)

The ball detail = the unique identity of the Championships & hint to our logo

It quietly says: "This is where tennis meets travel, style, and story."

Luxury in Subtlety

Placed on the collar of a crisp white shirt, it mirrors the tone of "accessible luxury", clean, refined, and unmistakably curated.

Perfect for VIP guests, corporate hospitality, or staff uniforms

Can easily translate into a collectible item or fan status symbol

At the Mallorca Championships, even the smallest detail serves purpose and style.



SLAM CAN

This custom Mallorca Championships tennis ball canister is a standout piece of event merchandise, embodying function to embody the full spirit of our brand.

The evokes the lush prestige of traditional grass courts—our nod to Wimbledon roots.

The crisp, white Mallorca Championships logo contrasts cleanly, reinforcing our premium identity.

Appeals to tennis purists and next-gen fans: it's performance-ready, but doubles as a shelf-worthy design object.

Great for young players, lifestyle tourists, or collectors who want something distinctive and locally rooted.

Appeals to those drawn to accessible luxury, something classic but with a contemporary, fashion-forward twist.

Strategic Brand Alignment

Local Roots – Global Reach: Modern design, but with heritage cues (color, form)

Accessible Luxury: Elevated everyday item—functional, but exclusive

Youthful & Dynamic: Sleek, Instagrammable

Why It Works

Elevates a standard product into a piece of storytelling: this isn't just merch, it's identity in motion.

Ties into the event experience: whether given as a VIP gift, sold on-site, or seeded through influencers, it reinforces what makes the Mallorca Championships unlike any other stop on the tour.

Tennis, Refined

This canister delivers on every level: high-performance play meets elevated branding, for a product that's just as at home on the court as it is on a minimalist shelf.

It's not just a can of balls. It's a homage to the Mallorca Championships lifestyle.



APPENDIX 1
COMPETITOR RESEARCH



INTERNATIONAL MARKET LEADERS

Tournament	Wimbledon	Roland Garros	Australian Open
Price note: varies on day, stage, players	Ground passes: 20-30 No.1 Court Tickets: 65-233 Centre Court Tickets: 105-315 Debenture Tickets: 3 870-17 990	Varies depending on Match stages (Qualifiers...Finals) Starting range: 12-25 VIP packages: 5 000-20 000+	Ground passes: 29-59 Margaret Court / John Cain Arena: 69-149 Rod Laver Arena: 75-155 (day), 90-185 (night) Hospitality packages: 500-2 500+
Surface	Grass	Clay	Hard Court
Date/Time	Early July	Late May - Early June	Mid - Late January
Prestige	Oldest and most prestigious	Iconic for clay mastery	"Happy Slam" Energetic and inclusive
Brand Image	Tradition, royalty, elegance	Grit, artistry, european flare	Summer vibes, innovation and young energy
Audience	Upper class, traditional fans and global elite	French/European fans, stylish crowd	Global, casual and gen-z friendly

COMPETITORS ATP 250-500 (GRASS COURTS)

Tournament	Queen's Club Championships	Halle Open	Eastbourne International
Price note: varies on day, stage, players	Ground \$15+ ; Hospitality: \$275+	Ground \$20+; Hospitality: \$250/450+	Ground: 20+ ; Hospitality: 185+
Surface	Grass	Grass	Grass
Date/Time	Mid-June	Mid-June	Late June
Prestige	ATP 500, High-perstige	ATP 500, Top Wimbledon warm up	ATP 500, Regional warm up
Brand Image	Traditional, British heritage, exclusive	German, efficient, top players	Relaxed, coastal vibe, accessible, inclusive
Audience	British tennis fans, international elite	German, European tennis fans	British, casual tennis fans, families, tourists

APPENDIX 2

PERSONAS DEVELOPEMENT

Age: 22
Location: Palma de Mallorca, Spain
Occupation: University Student
Income (€/y): ●●○○○

Laura is a 22-year-old university student living in Palma de Mallorca. She's outgoing and always on the move. She's active on social media and loves events that offer excitement, style, and social buzz.

PERSONA "The Experience Chaser"

Gen Z Local

LAURA TORRES

NEEDS & MOTIVATIONS

- Wants to feel part of something energetic, fresh, and culturally relevant
- Looks for events where she can socialize and have fun
- Values local identity and proud to be part of something that uplifts Mallorca

CHALLENGES

- Limited student budget – may hesitate to spend on premium tickets
- Needs convincing that tennis can be fun and not just for older generations
- Easily distracted by other competing summer activities and festivals

STRATEGIES & SOLUTIONS

- Offer student and group discounts to make tickets more accessible
- Promote the event as a vibrant summer hangout, not just a tennis match
- Highlight local pride: "Join the global event putting Mallorca on the map"

DEVICE



SOCIAL MEDIA



TRUST / RESEARCH



Age: 29
Location: Copenhagen, Denmark
Occupation: Marketing Consultant
Income (€/y): ●●●○○

Sophie is a culturally curious traveler enjoying a stylish summer getaway with her partner. She loves experiences that blend leisure with sophistication (sunny terraces, local markets, boutique hotels). While she's not a hardcore sports fan, she's always on the lookout for special events that make her vacation feel more unique. She values spontaneity, aesthetics, and easy access.

PERSONA "The Aesthetic Explorer"

General Vacationer

SOPHIE JENSEN

NEEDS & MOTIVATIONS

- Fun and memorable activities to add to her vacation story
- Events that are effortless to attend, ideally nearby or promoted in her hotel
- Stylish settings, beautiful environments, and photogenic moments

CHALLENGES

- May not know the event is happening unless it's well-advertised
- Might avoid anything that seems complicated or overly sports-focused
- Prefers buying tickets last-minute or on mobile, not weeks in advance

STRATEGIES & SOLUTIONS

- Promote through hotels, airport posters, travel influencers, and local tourism apps
- Offer walk-in or same-day ticketing via mobile QR codes
- Position the event as a complete summer experience: tennis, food, sun, music

DEVICE



SOCIAL MEDIA



TRUST / RESEARCH



Age: 46
Location: Munich, Germany
Occupation: Executive
Income (€/y): ●●●●○

Richard is a 46-year-old executive from Munich. He's a loyal ATP fan who travels frequently for high-end sporting experiences. He seeks exclusivity, comfort, and premium service - but also appreciates when events are laid-back and not overcrowded.



PERSONA "The global Spectator"

Tennis-driven traveler

RICHARD MÜLLER

NEEDS & MOTIVATIONS

- Desires a luxury tennis experience that's intimate and relaxing
- Seeks convenience: easy booking, quality hospitality, smooth logistics
- Wants VIP access, gourmet food, and proximity to top players

CHALLENGES

- Overwhelmed by the number of summer tournaments, needs a reason to choose Mallorca
- High expectations for hospitality
- Might see ATP 250 events as "lower-tier" compared to 500/Grand Slams

STRATEGIES & SOLUTIONS

- Emphasize the premium offerings: gourmet dining, private lounges, meet-and-greets
- Use imagery and messaging that evokes accessible luxury and relaxation
- Highlight intimacy and exclusivity vs. crowded tournaments

DEVICE



SOCIAL MEDIA



TRUST / RESEARCH



Age: 38
Location: Inca, Mallorca
Occupation: Local Hardware Store Owner
Income (€/y): ●●●○●

Miguel is a 38-year-old Mallorcan and local small business owner. He grew up with tennis and enjoys events that bring the community together. He values tradition, consistency, and proudly supports initiatives that elevate Mallorca's image.



PERSONA "The Community Pillar"

Other Generational Local

MIGUEL FERNANDEZ

NEEDS & MOTIVATIONS

- Wants events that offer cultural value and strengthen local pride
- Seeks entertainment he can enjoy with family or friends
- Looks for affordable, well-organized events that respect his time

CHALLENGES

- May feel overlooked if the event seems too international or youth-focused
- Not likely to follow social media promotions, needs more traditional outreach
- Might prioritize family time or work over an unfamiliar event

STRATEGIES & SOLUTIONS

- Emphasize the event's local roots and contribution to Mallorca
- Offer family packages and community appreciation days
- Use radio, flyers, and local press to reach this audience

DEVICE



SOCIAL MEDIA



TRUST / RESEARCH



APPENDIX 3
COLOR ANALYSIS

CURRENT COLOUR SCHEME ANALYSIS

Fragmented Brand Identity

Using three different schemes across promotional, on-court, and off-court spaces dilutes brand recognition

Your “primary” brand colour should appear consistently in all contexts.

Creates a split identity between digital/brand materials and the live experience.

Lack of Emotional or Cultural Anchoring

Each colour evokes different emotions:

Teal = trust, calm, modern

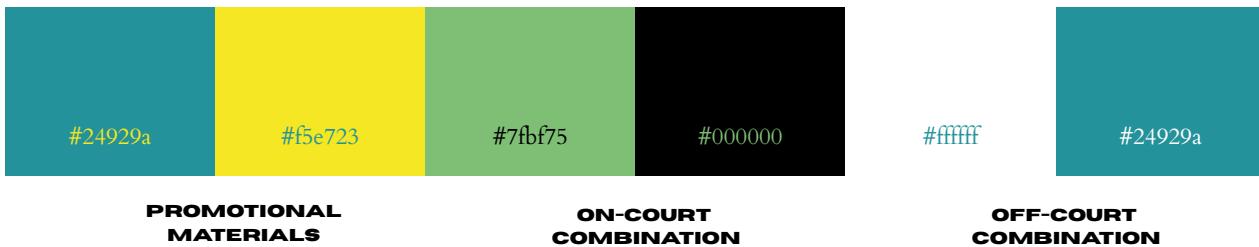
Yellow = energy, optimism

Green = balance, health

Black = strength, edge

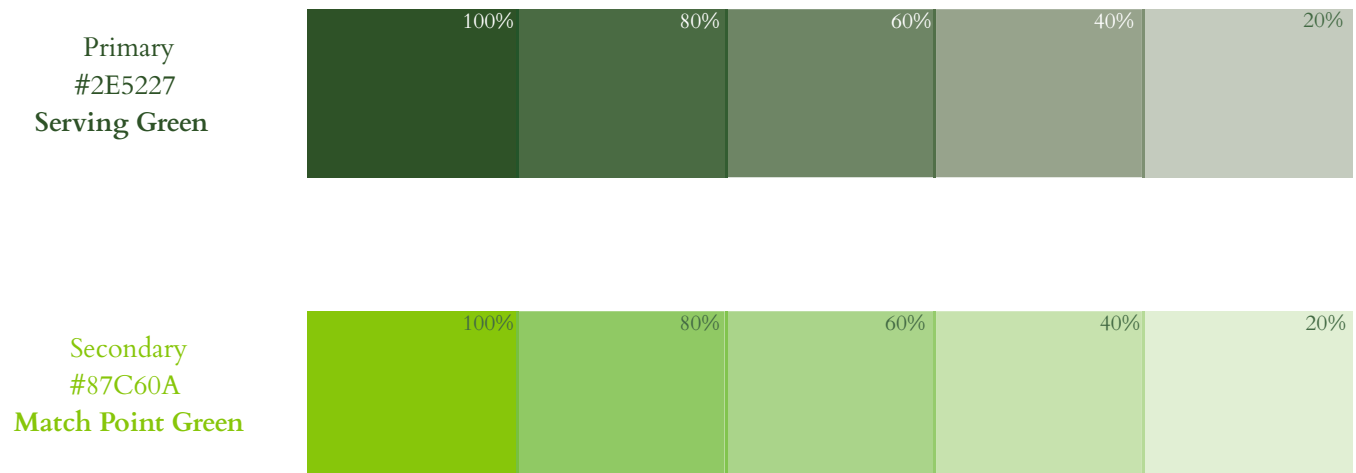
White = clarity, simplicity

But these feelings aren’t working in unison. Instead, they create confusion about the brand’s tone



That’s why we introduced our two-color palette—to allow flexibility for adding one additional accent color each year, depending on the annual sponsor:

COLOR PALLET: “FRESH TRIMMED GRASS”

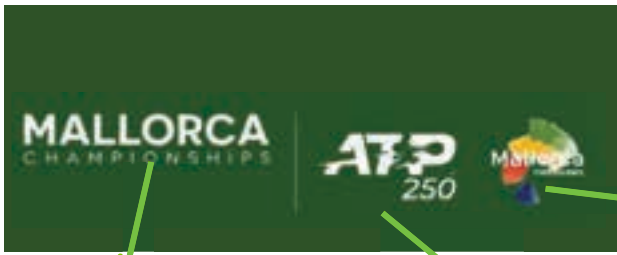


APPENDIX 4

LOGO ANALYSIS

LOGO ANALYSIS

- it's really long → inconvenient in some formats
- its three logos beside each other there is no clear connection there



- Design: Colorful abstract shape of the Balearic Islands.
- Text: "Mallorca Illes Balears" in black, using a clean sans-serif.
- Purpose: This is a regional tourism branding element — integrating this signals support and connection to the local government and tourism board.
- Color Contrast: The vibrant palette (orange, green, yellow, purple) contrasts intentionally with the otherwise minimal look — drawing attention to the destination appeal.

- Typography: Bold sans-serif for "MALLORCA" and a lighter, spaced-out font for "CHAMPIONSHIPS."
- Color: A consistent teal blue-green across all versions, evoking freshness, water, and calm — in tune with the Mediterranean feel. or in some designs white
- Impact: Clear, professional, minimalistic. A modern sports branding approach that's legible and globally appealing but blunt and not outstanding and recognizable

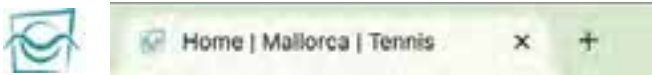
- Placement: On the right side, creating balance.
- Function: Adds legitimacy by associating the tournament with the ATP Tour. The "250" indicates its category on the ATP ranking scale.
- Design Match: Uses a similar teal hue or white, harmonizing it with the main logo design and avoiding visual dissonance but separates each design

- Design: Abstract representation of a seagull over curved waves or sunrays, enclosed in a minimal square frame
- Symbolism: Strongly ties to Mallorca's coastal identity — sea, freedom, airiness, and natural beauty. A seagull also suggests lightness and movement, qualities linked to tennis.
- Style: Modern, clean lines, slightly dynamic angle gives it energy without clutter., seems a bit blunt



but isn't consistent used and not integrated in the whole logo which makes it seperated, also after explanation it makes sense but maybe a bit too abstract for what we are going for

CURRENT LOGO & ICON



NEW LOGO & ICON



APPENDIX 5
SOCIAL MEDIA ANALYSIS

KEY TAKE AWAYS FROM SOCIAL MEDIA COMPARISON

MALLORCA CHAMPIONSHIPS	HALLE OPEN	QUEEN'S CLUB	EASTBOURNE INTERNATIONAL	BOSS OPEN
<ul style="list-style-type: none"> • Strong follower base: 24.4K with regular posting. • Highlights need better structure (currently unclear). 	<ul style="list-style-type: none"> • Leader with 36.5K followers. • Highlights structured by tournament day. • Uses colour-coded visual identity effectively. 	<ul style="list-style-type: none"> • Smaller audience: 6.6K followers. • Highlights are well-organised (e.g., Rackets, QCF). • Strong, consistent visual branding. 	<ul style="list-style-type: none"> • Inactive with only 1.2K followers. • No highlights, outdated content. • Appears unofficial/unreliable. 	<ul style="list-style-type: none"> • Strong audience: 31.2K • Only recent date Highlights (Current year) • Clear and consistent colour-coded branding

Recommendations for Improvement

- Organize highlights by category or match day. Keep it current and updated.
- Include bilingual captions or translations.
- Create a more consistent brand identity using colors/icons.
- Maintain regular and engaging content to stay competitive.

CURRENT SOCIAL MEDIA ANALYSIS

1393 posts
24,4K followers
Ticket purchase link in bio

post variety:
reels, images & information

Certain posts in Spanish (hidden translation)

improvements to be made regarding
highlights



COMPETITORS SOCIAL MEDIA ANALYSIS

QUEEN'S CLUB CHAMPIONSHIPS

241 posts
6595 followers
Link in bio

post variety:
reels, images & information

Colours



Highlights: structured in categories
ex:Rackets,QCF



HALLE OPEN

1849 posts
36,5K followers
Link in bio

post variety:
reels, images & information

Colours



Highlights: structured by tournament day



EASTBOURNE INTERNATIONAL

17- posts
1.212k- followers
Ticket purchase [link in bio](#)

Post variety:
Images, information, timetables, highlights

Colours



Improvements to be made:
No highlights, no daily posts since 2023



BOSS OPEN

1252- posts

31,2K- followers

Ticket purchase [link in bio](#)

Post variety:

Images, Reels, Informative

Colours



Great highlight organization to take inspiration from.

Consistent and strong branding

OUR “BIG BROTHER” IN TERMS OF SOCIAL MEDIA!



FACEBOOK ANALYSIS



Presence on Facebook with over 11K followers - We identify growth potential as this platform has a potentially high reach on certain demographics that align with one of our target audiences

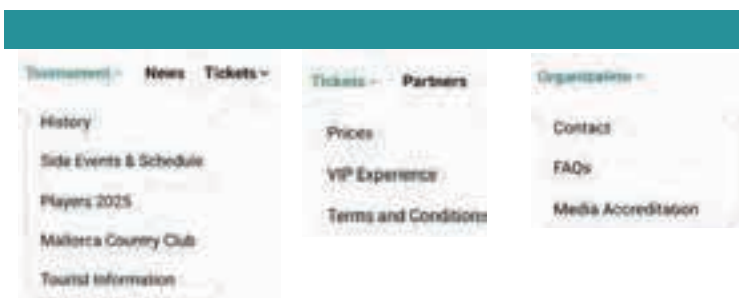
WEBSITE ANALYSIS



Alignment is crucial as it directs the users lecture and understanding

Easy access to language change, crucial to meet needs of international customers

Video on home page: interactive, attractive



Well organized and clear categories facilitate the users search for information



Call to Action Bold, highlighted and contrast is crucial



Time stamp and players information



Newsletter consolidates the community aspect! communication with customers is essential



Get on the ticket lists, seats or watchlist goes and join us for exciting matches at the Mallorca Championships

Section about each ticket that you can buy



Take your tournament experience to the next level with our premium hospitality options and enjoy your time with great tennis and complete service all day long

Section about the VIP experience

contrast isn't only colours but also size, we would suggest a larger call to action, button



recognizable names such as app store increase feeling of reliability and stability of a brand

Tournament is supported by



Sponsors



Reaches a big audience since you can translate to other languages

different sections, which will have a shortcut for the viewers

Section for their social media

ROLAND GARROS



Pros

- Stunning visuals
- Rich content
- Multilingual
- Immersive tools
- Cultural branding

Cons

- Overloaded homepage
- Tricky navigation
- Weak logistics info
- Slower load time

HALLE OPEN



Pros

- Clear info
- Player focus
- Fast loading
- Local identity

Cons

- Basic design
- Low storytelling
- Few videos

WIMBLEDON



Pros

- Elegant design
- Easy navigation
- Deep archives
- Strong branding
- Fast site

Cons

- Less engaging
- Few interactives
- Seasonal updates
- Dated style

ART BIENNIAL MALLORCA



Pros

- Minimalist design
- Easy layout
- Artist focus
- Artistic tone
- Clear niche

Cons

- Static content
- No translation
- Low engagement
- Lacks personality

KEY TAKEAWAYS WEBSITE COMPARISON

Website	Design & UX	Content Strategy	Brand Positioning
Roland Garros	Immersive & dynamic	Story-driven, multimedia-rich	Elite tennis meets Parisian culture
Wimbledon	Minimalist & elegant	Tradition-focused, archival	Prestige and British heritage
Halle Open	Functional & clear	Informational, tournament-centric	Key Wimbledon warm-up event
University Art Biennial Mallorca	Artistic & minimalist	Educational, artist-focused	Platform for emerging artists

RECOMMENDATIONS FOR MALLORCA CHAMPIONSHIPS WEBSITE



- **Design & UX:** Adopt a clean, modern aesthetic that reflects the Mediterranean ambiance. Incorporate intuitive navigation with interactive elements showcasing the venue and surroundings.
- **Content Strategy:** Blend tournament information with lifestyle content, such as local culture, cuisine, and leisure activities, to promote the event as a holistic experience.
- **Brand Positioning:** Market the championships as not just a tennis event but a luxury destination experience, emphasizing relaxation, exclusivity, and cultural immersion.
- **Interactive Features:** Include virtual tours, player interviews, and behind-the-scenes content to engage visitors and provide a sense of presence.
- **Multilingual Support:** Offer content in multiple languages to cater to an international audience.

APPENDIX 6
POSTER JUSTIFICATION



THE SUMMER SLAM OF EUROPE

MALLORCA
CHAMPIONSHIPS

ATP
250





1. Concept: A Visual Metaphor for Setting + Identity

The poster uses a minimal yet powerful visual—tennis balls forming the shape of Mallorca—to instantly ground the tournament in its unique location. This links directly to "Place to be". Rather than relying on cliché palm trees or coastline shots, the design shows confidence by letting sport define geography. The tennis balls create a clever, a brand own-able visual identity that sets the tone: this is not just another ATP 250—it's Mallorca's tournament.

2. Tone of Voice: Bold, Confident, Premium

The caption "THE SUMMER SLAM OF EUROPE" is punchy, ambitious, and culturally subversive. It positions Mallorca Championships as a season-defining event

- A youthful, meme-ready hook (TikTok, IG)
- Language that's confident but casual, speaking to Gen Z and high-energy audiences without being try-hard

3. Visual Style: Elevated Simplicity

- The minimalist composition makes the message feel premium, while the clever execution ensures it doesn't feel generic.
- White modern typography on the grass adds contrast and reads cleanly. It matches your brand fonts reinforcing consistency.

4. Audience Connection

This poster speaks directly to:

- Gen Z + Millennial fans who crave events with identity, location, and lifestyle context
- Tourists and internationals looking to align sport with travel
- Tennis purists who instantly recognize the ATP 250 reference but appreciate the twist

5. USP Alignment

- Grass / Wimbledon-grade courts - implied through pristine grass court background
- Mallorca setting - visualized via shape
- Accessible luxury - clean, editorial design with a relaxed tone
- Bold & rebellious - turning the Grand Slam model on its head
- Youthful & dynamic - punchy language and smart simplicity
- Local roots, global reach - the visual is rooted in Mallorca, but the message is European-wide

WE OFFER A SETTING



NOT JUST A SEAT...



1. Concept: Emotional over Functional

The green stadium seat, marked with logos and seat number, placed directly on the sand with waves rolling in, transforms an ordinary ticket promise into something aspirational.

“We offer a setting—not just a seat.”

This line speaks volumes. It's not about buying access—it's about entering a world, reinforcing the brand's role as a destination event rather than just a sporting match.

2. Tone of Voice: Confident, Elevated, Warm

The wording is: Short, Clever, Calmly confident

It reads like a line from a luxury travel ad, not a ticketing campaign—and that's exactly the point. It mirrors the tone of accessible luxury: exclusive enough to feel special, but still inviting.

3. Visual Style: Minimal, Clean, Meaningful

- The stadium seat: instantly references tennis/sport—but its isolation makes it feel symbolic, not literal.
- The beach setting: reminds the viewer that this tournament isn't urban, gritty, or enclosed—it's open, airy, Mediterranean.
- The color palette: deep green seat, golden sand, and seafoam—aligned with your brand's primary tones

4. Audience Resonance

This poster connects deeply with:

- Tourists / experience seekers: people don't just want tickets—they want memories
- Gen Z & Millennial lifestyle fans: who value aesthetics, escapism, and storytelling

5. USP Alignment

- Location (Mallorca) – visualized through beach and sea
- Accessible luxury – a regular seat elevated to aspirational
- Lifestyle over match – emphasizes vibe, not stats
- Bold & rebellious – challenges typical tennis marketing tropes
- Local roots, global appeal – the seat may be local, but the story is international



WIMBLEDON
ROOTS
RAISED IN
MEDITERRANEAN
SUN

MALLORCA
CHAMPIONSHIPS

ATP
250





1. Concept: A Shadow of Legacy

The player's airborne shadow stretching across the court is more than just a silhouette—it carries history. By embedding the phrase “WIMBLEDON ROOTS, RAISED IN MEDITERRANEAN SUN” directly into the shadow, the poster becomes a metaphor for how Mallorca Championships was born from tradition but made its own identity. It says: We respect where tennis comes from, but this is where it thrives differently.

2. Tone of Voice: Confident, Cultured, Story-Driven

The wording is succinct but layered:

- “Wimbledon roots” gives weight and credibility
- “Raised in Mediterranean sun” introduces the Mallorcan twist—emotion, warmth, vibrancy
- The language avoids buzzwords or hype; instead, it leans into quiet confidence and poetic simplicity

This tone fits squarely into your “accessible luxury” and “rebellious with heritage” personality.

3. Visual Style: Dynamic Minimalism

- Crisp action capture: the floating leg and blurred racquet imply elite-level movement.
- The shadow is the storytelling device—rooted, dramatic, emotionally rich.
- Green grass reinforces the Wimbledon-grade surface USP, but the sun-washed color tone signals Mallorca, not London.

4. Audience Connection

This poster works for:

- Tennis purists who value surface quality, player tradition, and evolution
- Lifestyle fans drawn to a “cool brand with a point of view”
- Tourists and culture-seekers who want sport + sunshine, not formality

5. USP Alignment

- Wimbledon-quality grass courts – mentioned directly and visually referenced
- Location (Mediterranean / Mallorca) – brought in poetically
- Innovation / Youthful tone – through athletic action and modern layout
- Bold & Rebellious – subverts traditional tennis branding (no player face, no logo blast)
- Global x local – communicated in eight words and one frame

WE DRAW OUR OWN LINES



MALLORCA
CHAMPIONSHIPS

ATP
250





1. Concept: Rewriting the Rules

The tennis court scratched into the sand delivers a bold metaphor: this tournament doesn't follow the template—it redraws it. Whether it's tradition, format, tone, or experience, Mallorca isn't trying to fit in—it's setting its own lines.

2. Tone of Voice: Bold, Creative, Free-Spirited

- Confident: no apology, no over-explaining
- Visual: you can see the metaphor in your mind
- Stylish & subversive: it quietly disrupts without shouting

It taps perfectly into the “Bold & Rebellious” brand pillar while staying elevated—no sarcasm, no gimmick, just effortless cool.

3. Visual Style: Natural, Minimal, On-Brand

- The sand background places the viewer in Mallorca instantly—no need for labels.
- The rough, imperfect court lines feel honest, hand-drawn, and childlike in a way that evokes both freedom and originality and family orientation
- The white typography is clean, modern, and placed with graphic precision—balancing the roughness of the drawing with editorial design polish.

4. Audience Resonance

- Next-gen audiences who value personality and disruption over tradition
- Tourists and travelers who dream of spontaneity, creativity, and a life outside the box
- Players and fans who love tennis but crave something more soulful, intimate, or unfiltered

5. USP Alignment

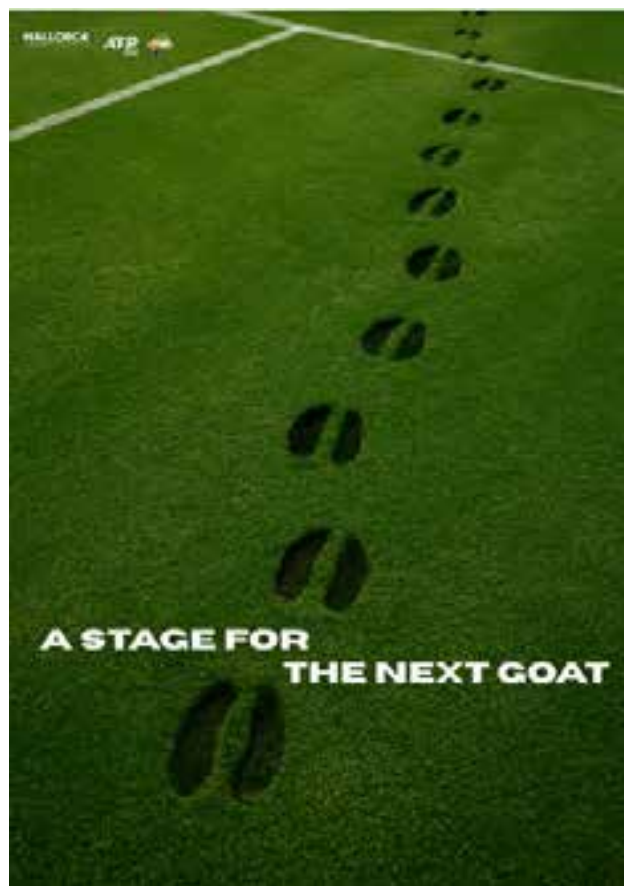
- Unique Location (Mallorca beach energy) – shown through sand, not stated
- Innovation – breaking away from rigid lines, formats, and expectations
- Bold & Rebellious – metaphorically and literally redefining boundaries
- Accessible Luxury – relaxed and real, not exclusive or uptight
- Cultural Identity – handmade, local

MALLORCA
CHAMPIONSHIPS

ATP
250



**A STAGE FOR
THE NEXT GOAT**



1. Concept: From Goat Tracks to Greatness

At first glance: a lush, Wimbledon-quality grass court. But look closer: hoofprints, stretching toward the baseline. Then it clicks—this isn't about livestock. It's about legacy. "A stage for the next GOAT." A visual pun. A bold prophecy. And a claim that this tournament is where greatness starts—not just where it's seen.

- GOAT = Greatest of All Time
- Goat = Mallorca's local animal (regional authenticity)
- Footprints = journey, legacy, next-gen

2. Tone of Voice: Witty, Future-Focused, Culturally Fluent

The copy hits three sweet spots:

- Playful enough for Gen Z (meme culture, double meaning)
- Rooted in place and symbolism (goat as local icon)

The tone is not arrogant, but quietly daring—the next big name could come from here. It reflects your "Bold & Rebellious" archetype while still feeling thoughtful and strategic.

3. Visual Style: Striking Simplicity

- Hyper-realistic grass: clean lines, Wimbledon surface—establishes surface quality.
- Hoof prints: unexpected detail that immediately draws intrigue.
- Diagonal composition: creates motion, progress, storytelling.
- Lime green type: ties into brand palette, pops with energy and youth.

4. Audience Resonance

- Next-gen tennis fans will love the cultural reference + attitude.
- Players will read this as aspirational and validating—Mallorca as a stepping stone to greatness.
- Lifestyle media and brand partners will see the creative potential and confidence of a tournament rewriting tennis tone.
- Locals get a wink: the goat is theirs, too.

5. USP Alignment

- Rising talent focus – positioning as a launchpad event
- Wimbledon-quality grass – showcased visually
- Mediterranean identity – the goat = local, natural, playful
- Innovative, youthful voice yet bold & rebellious – making wordplay emotional, not gimmicky



A TWIST ON TENNIS

SERVED BY

MALLORCA
CHAMPIONSHIPS

ATP
250





1. Concept: Serve, But Make It Stylish

At its core, this is a visual pun, executed with elegance: A tennis ball peel styled like a lemon twist inside a martini glass. This communicates that this isn't just tennis—this is tennis with taste. It's not about rewriting the rules of the game—it's about reframing how the game is experienced.

2. Tone of Voice: Elevated, Clever, Aspirational

- “A Twist on Tennis” is succinct, creative, and lifestyle-savvy.
- It's not forced or gimmicky—it mirrors the voice of luxury hospitality, not a sports ad.
- It nods to mixology culture, connoisseurship, and modern branding language (like what you'd find in fashion, hotels, or travel).

This fits perfectly with our tone: Bold. Premium. Playful. With just the right pour of personality.

3. Visual Style: High-End Editorial

- Martini glass + shallow depth of field = Instagrammable, luxury campaign aesthetic.
- Court background keeps the message grounded in tennis but blurred enough to keep focus on the product.
- Tennis twist garnish is unexpected, clever, and brand-ownable—this visual doesn't exist anywhere else in tennis.
- The color palette echoes your brand colors

4. Audience Resonance

- Millennials and Gen Z: speak fluent cocktail culture, love creative design, and crave aesthetic-led sport.
- Hospitality partners and sponsors: this tells them we're not just a tennis tournament—we're an experience.
- Lifestyle media: could feature this in design blogs, travel mags, or print campaigns without feeling “too sports.”

5. USP Alignment

- Accessible Luxury – sport meets lifestyle with taste and precision
- Mediterranean identity – evokes summer cocktails, al fresco living, and sun-soaked leisure
- Innovation / Boldness – reinvents expectations for tennis visuals
- Not just a match – an experience – visual proof of premium storytelling