



ONLINE BRAND CONCEPT STRATEGY

**POWERFUL TOOL TO POSITION THE CONCEPT JUDI ONLINE
WORLDWIDE EFFECTIVELY IN THE MARKET**

JUDI ONLINE

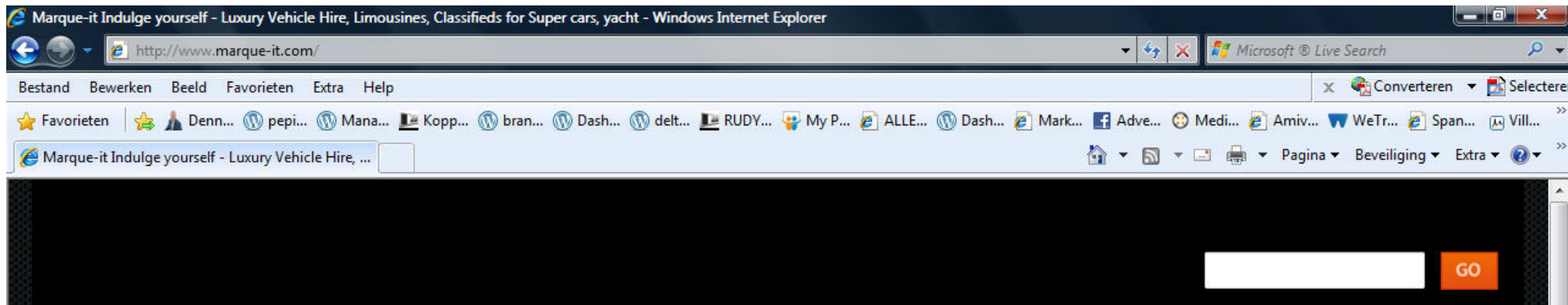
!PAIZA88 PROJECT!

Dreumel, March, 2018 - 2022

WHAT IS BRANDING?

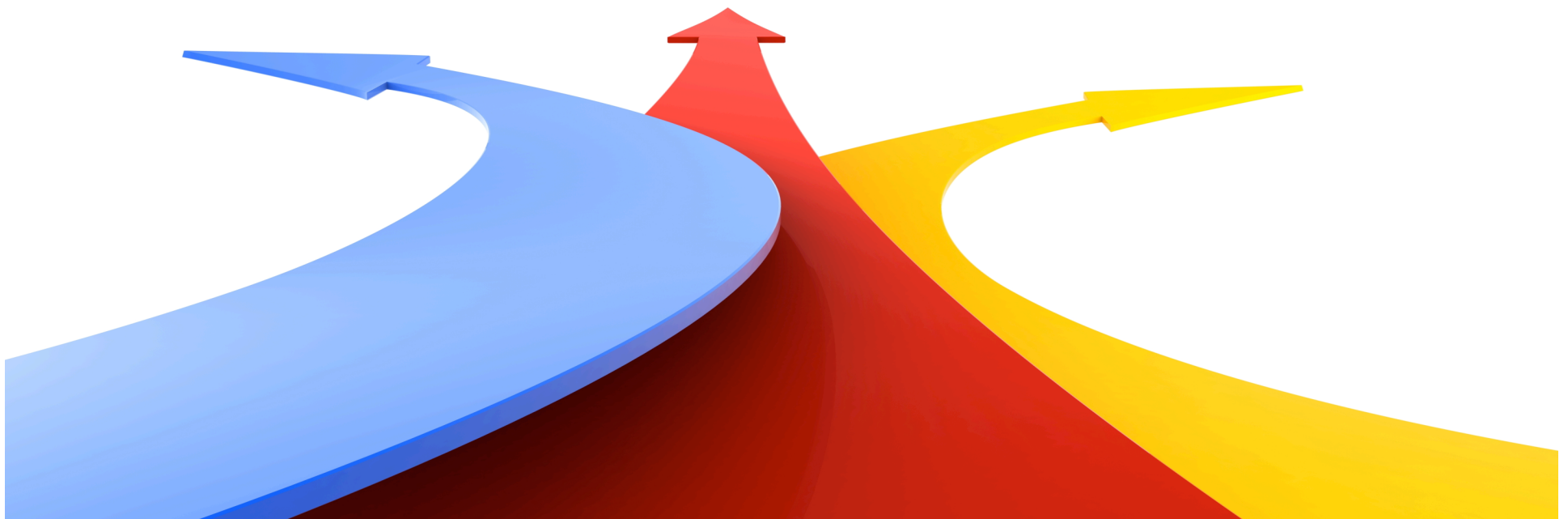
THE STRATEGY OF DEFINING, BUILDING AND MANAGING THE BRANDS' PORTFOLIO

Branding achieves its goals when Paiza88 is able to define and maintain their distinctive and core competencies to ensure the expected experiences the customers have



PAIZA88 STRATEGY 2019-2022

THE GOAL OF THE PAIZA88 BRANDCONCEPT STRATEGY IS TO DELIVER THE JUDI ONLINE CLIENT NEXUS MORE ONLINE MARKETING, PROMOTION, PR, SALE, LEADS & PROFIT. WITH THE LATEST CROSSMEDIA, NEWMEDIA & INTERNET TOOLS



HOW TO BRAND

PAIZA88



PAIZA88 INDONESIA
BRAND & MARKETING





ABOUT BRANDING !!!

WHAT

is a brand?

FIRST

A brand is not a logo.



or



SECOND

A brand is not an identity.

The screenshot displays the MARQUE-IT website interface. At the top left is the logo, and to its right is a search bar with a 'GO' button. Below the logo is a navigation menu with links for HOME, BUYING, SELLING, HIRE, FAQs, BLOG, LOGIN, and FORGOT PASSWORD?. A central banner reads 'WE DEAL IN THE ULTIMATE INDULGENCE OF BEAUTIFUL DESIGN.' followed by a descriptive paragraph. Below this are two main sections: 'SELL YOUR CAR' with sub-links for BUY and HIRE, and 'SEARCH LUXURY ITEMS'. The 'SELL YOUR CAR' section features a row of four luxury cars. The 'SEARCH LUXURY ITEMS' section shows two items: a red Peel Trident for £15600.00 and a Tante Paula Maximilian Electric scooter for £TBC. At the bottom, there are 'FEATURED ADS' and 'FEATURED FOR HIRE' sections, each with two listings including car images, model names, prices, and 'View' links. To the right of these sections is a large image of a Segway personal transporter.

MARQUE-IT

HOME BUYING SELLING HIRE FAQs BLOG LOGIN FORGOT PASSWORD?

WE DEAL IN THE ULTIMATE INDULGENCE OF BEAUTIFUL DESIGN.
Marque-it sell rare and luxurious products, facilitate the buying and selling of only the highest performance and prestigious motor vehicles and co-ordinate the hire of Super Cars, Limousines or Aircraft. Indulge yourself, with Marque-it

SELL YOUR CAR ▶ BUY ▶ HIRE ▶

SEARCH LUXURY ITEMS ▶

FEATURED ADS

- MERCEDES-BENZ C CLASS
£21,500.00
View
- LAND ROVER RANGE ROVER
£24,450.00
View

FEATURED FOR HIRE

- BENTLEY CONTINENTAL GTC
£495.00
View
- LAND ROVER RANGE ROVER SPORT
View

Peel Trident
Leisure - Outdoor
£15600.00

Tante Paula Maximilian Electric ...
Eco
£TBC

FINALLY

A brand is not a product.

ADD MARQUE

Please register to sell your marque.

If you haven't registered yet you can [here](#).

▶ REGISTER FOR ACCOUNT



So **WHAT** EXACTLY

is a brand?



A BRAND IS A
CONSUMER'S EMOTIONAL CONNECTION

TO A PRODUCT,
SERVICE, OR
ORGANIZATION.

SO IT'S NOT WHAT **YOU** SAY IT IS.

HOME	BUYING	SELLING	HIRE	FAQS	BLOG	LOGIN	FORGOT PASSWORD?
PREOWNED CARS	NEW CARS	CLASSIC CARS	MOTORBIKES	YACHTS	LUXURY ITEMS		
GAMING - ARCADE	HOME - ENT	LEISURE - INDOOR	LEISURE - OUTDOOR	LUXURY - HOME	BLING	TECH	ECO
Arcade Machine - White	Goldstriker Television - Rose	Kinesis - Personal Vision	Hanebrink Electric All-Terrain Vehicle	Ciclote Exercise Bike	VIP Kicker Crystal Edition	Arteor Home System	Ecospin
Hurricane Predator Pool Table	Goldstriker Television - Supreme	Technogym - Personal Heritage	Jetlev Flyer	Dalcans Cube	VIP Kicker Premium Edition	Spymaster Mini Digital Voice Recorder	PG Bike Dark Cruiser
Nottage G-4 Red	View More	Trace of Time Odjet clock	Micro Luggage and Scooter	Dancans Soul of Pop	View More	Spymaster PR6000 Digital Radio Frequency Detector	PG Bike Dark Deluxe
Nottage G-7 Transparent		View More	Peel P50	Giant Anglepoise Lamp in Grey		Spymaster Ranger 3 Waterproof 1st Generation Night Vision	PG Bike Escobar
Nottage GC-1 Blue			Peel Trident	Giant Anglepoise Lamp in Orange		Spymaster Ranger 5 Waterproof Night Vision	PG Bike Holland Men
Nottage GC-4 Black			Trikke Skki	View More		Spymaster Recording Pen	PG Bike Pace Deluxe
View More			View More			View More	View More

IT'S WHAT **THEY** SAY IT IS.



BRANDING

is YOUR way of
influencing THEIR reaction.

There are
million Marketing PRODUCTS



Every day we are **BOMBARDED** with more than **300,000** advertising messages.

So with thousands of brands competing for
EVERYONE'S
ATTENTION...






It's no wonder everyone can't be
the **LEADER.**



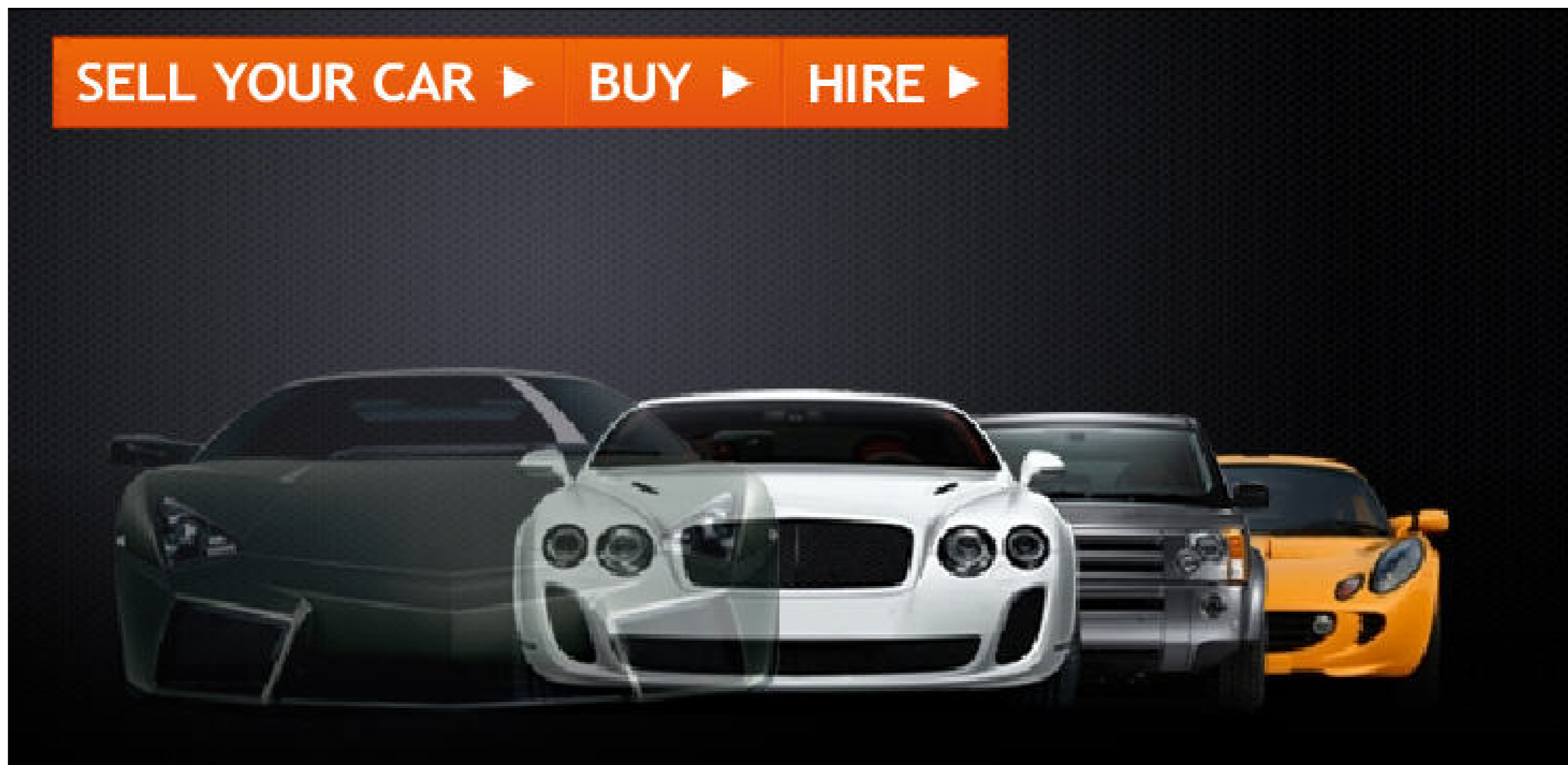
Thats why we will Build a Lighthouse Identity

around



<p>PRESTIGE & SUPER CARS ▶ Search our data base of high performance, prestige and classic cars to hire.</p> 	<p>LIMO & CHAUFFEUR SERVICE ▶ Search through our data base of luxury and stylish limousines to hire for all occasions.</p> 	<p>YACHT CHARTER ▶ Search through our data base of luxury Yachts for hire from Marque-it.</p>  <p>COMING SOON</p>
<p>HELICOPTER CHARTER ▶ Search through our data base for luxury helicopters to hire from Marque-it.</p>  <p>COMING SOON</p>	<p>PRIVATE JET CHARTER ▶ Search through our data base of luxury private jets and small aircraft.</p>  <p>COMING SOON</p>	

Assume Thought Leadership of Your Category.



Use Branding and Marketing
as a **high-leverage** asset

Become **Idea**-Centred,
not Consumer-Centred.

Impossible Is Nothing

Many products, clients & visitors

ADD MARQUE

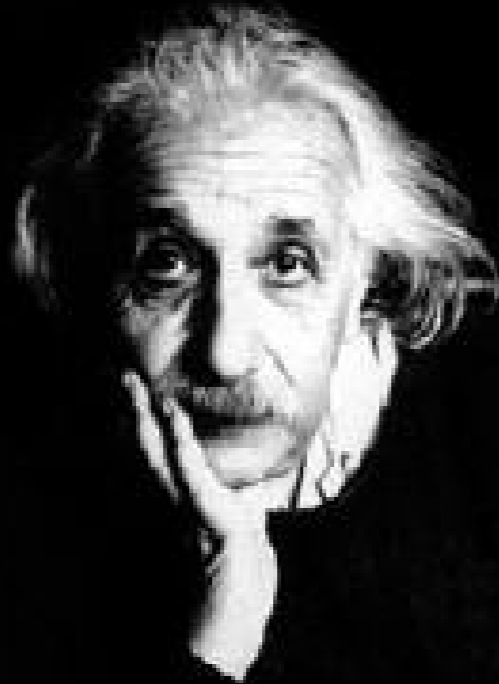
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▶ REGISTER FOR ACCOUNT



MARQUE-IT



A New

- Brand Concept
- Marketing Tool
- Media Strategy
- Internet Platform
- Marque-It
- Promotion Wave
- Marque-It products
- Marque-It News
- Marque-It Fair

Therefore, the **future** is clearly.



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SEARCH LUXURY ITEMS ▶


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LAND ROVER RANGE ROVER SPORT
View



In 2019 we design a new
Paiza88 Brand Concept,
a **new trend** for a **new kind**
of **customer, lead & future**

PAIZA88 BRAND MANTRA

Choices in life are infinite.

There's so much to do and so little time to do it.

So we focus on the good things.

Whatever excites, energizes, and inspires.

We filter out the bad, the bland and the boring
and keep only the parts that make us feel alive.

It's how we live our life.

So we create a new way of live.

TASTE LIFE

FEEL THE PAIZA88 CONCEPT

Bring to life through a **new**
through-the-line

PAIZA88 Brand Concept that

crosses borders

with local impact.

“Challenger as a state of mind:

becoming **Number 1**

means thinking like **Number 1**

A new brandconcept will give PAIZA88
THE **FUTURE**