

Repositioning for improved perception

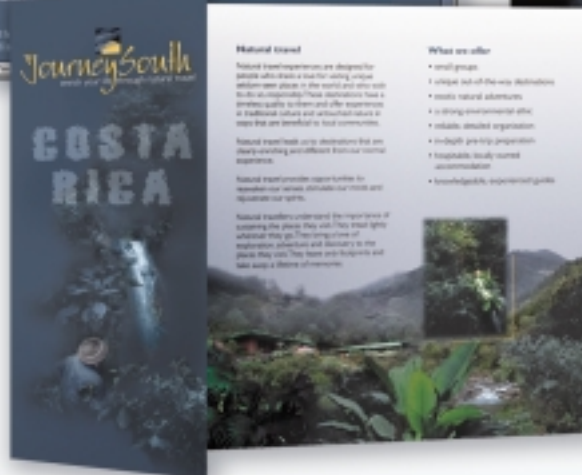
We rebranded Earth Trek, an eco-tourism company selling "holiday from holidays," while maintaining the founder's vision.

Journey South weathered the post-September 11th downturn and continues to enjoy success today.



Corporate identity and materials

Customer focused communication centre



Tools to redefine customer perceptions

