MOOIE BOULES

Our story, our brand, our game
Made by Berber Bijlsma
as part of the graduation project
"Defining the brand Mooie Boules: creating a brand book"
Is it possible to feel like being on a holiday in my own city?

Oui, mon ami.
But.. How?

Let me explain.
What is inside?

The start
Our journey
What we are doing
Activity #1: Boules
Activity #2: Drink & Eat
Activity #3: Party
Where we are going
Meet us
Our values
Our differentiation
What we give
Our customers

BRAND

Guiding principles
Our message
Graphics
Tone of voice

COMMUNICATION

Styling
Manifest
Content
Website

APPLICATION
What is our brand?
We exist because we want to enjoy our lives together.

That’s why we brought food, drinks and music to a square in a big city and decided to play boules. That is the beginning of what we are still doing.
This spread shows the timeline with the most important events.

From tournaments with friends in Amsterdam, to festivals and tournaments in other cities, to our pop-up bar in nov/dec 2016.
Amsterdam
July 2015

Amsterdam
April 2016
INDOOR

Amsterdam
June 2016
FESTIVAL

Amsterdam
Nov/Dec 2016
Pop-up Bar

Haarlem
July 2015

Utrecht
June 2016

Breda
July 2016

Through the usage of boules, we bring people together and let them experience having fun.
**Activity #1: Boules**

Boules is a simple game, with the goal to throw metal balls as close to the small wooden ball as possible.

For all sexes, all sorts and all ages.

Sociable, yet tremendously competitive.
Activity #2: Drink & Eat

To eat and drink during the day, in the evening and in the middle of the night.

Providing you with French inspired food and drinks, making sure you have energy enough to be social, play boules and party. And to enjoy our life.
Activity #3: Party

By music of upcoming sing-songwriters, DJs and bands, you are supported to enjoy your time throughout the day.

Whether it is dancing, singing, partying, humming or just listening: we make sure you are able to do it.
Where we are going

Mooie Boules facilitates the meeting place for young and old in all major Dutch cities.

By 2022, 5 permanent bars have been opened.
MEET US

The initiators

Rogier, Thomas, Koen & Jesse

We have a rich experience in business and events, like:

Aimforthemoon

adidas

THE GREEN VILLAGE

VinylExpress

But without the support of our family, friends and colleagues, we would not be here.
Our values

Accessible
We create an ambiance in which everyone feels free to join

Playful
We take life seriously, but like to play in our leisure time

Together
We help each other and like to be with each other

Devoted
Our customers and we are dedicated to Mooie Boules and the game
Within the leisure market, we combine three main activities: a group activity (boules), consumption & party. We put that into one place with a touch of French. C’est tout.
We provide a feeling of being on a French holiday in the middle of the city. It is an easy escape from daily life, where you are free to do whatever you want.

Because life is too short to not enjoy it.

En vacances!
Our customers are bon vivants.

Bon vivants are persons with a free spirit and a happy disposition, who enjoy sensuous pleasures in life such as food and drinks.
They can be divided into four segments:

- **Boules Lover**
- **Day Visitor**
- **Community Friend**
- **Experience Seeker**
**Boules Lover**

- Needs
  - Develop boules skills
  - Doing the game with relatives
  - Connect with new people
  - Outside and inside play

- Identifiers
  - Fanatic
  - Serious
  - Strict game rules

**Boules experience**

**Favorite place**
Outdoor tournament in the city centre

**Why Mooie Boules?**
Connecting with other boules enthusiasts

**Success when?**
Playing together with new people and sharing the love for the game

“I like to meet others who also like the game, but are from different kinds of age and backgrounds”

**Community Friend**

- Needs
  - Getting away from work
  - Relaxation
  - Connect with people

- Identifiers
  - Bigger groups of people together
  - Knows the returning visitors
  - Often known by employees

**Boules experience**

**Favorite place**
Where likeminded people come

**Why Mooie Boules?**
The people

**Success when?**
Coming to meet new and old friends

“You do not need to do boules, but you are able to do it. And that’s why I really like it.”
**Experience Seeker**

- Needs:
  - Something new and/or innovative
  - No planning
  - Exclusivity

- Identifiers:
  - Likes exclusive and special events
  - Triggers friends to join
  - No fixed places to go

- Why Mooie Boules?
  - Unique activity together with an unique experience

- Success when?
  - Stimulating others to join them because they have to experience it some time

- Boules experience

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**Day Visitor**

- Needs:
  - Able to spend a part of the day
  - Unique experience
  - Welcome talk
  - Instructions for boules

- Identifiers:
  - Does not know how it works
  - Reserved attitude
  - Limited time

- Why Mooie Boules?
  - Special way of filling in the day

- Success when?
  - They tell relatives about their experience at home

- Boules experience

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“I just want to have a good day, by doing something great. A nice get away.”

“You know, the party is not really what makes it distinctive. It’s more a fun day activity.”
How do we bring our brand to life?
Guiding principles

Accessible authentic

Connecting competitive
Playful ambitious

Our guiding principles show in which way we communicate our core values. They show the feelings we want to arise in the people’s hearts.

Urban free
Our message

Your holiday vibe in everyday life

This is the essence of what we communicate. Keep this in the back of your mind and we will grow.
Please DON'T do this to our logo:

- Do crazy things with it
- Delete the sunny color
- Try to redesign the logo
- Abuse proportions

Merci beaucoup!
Colors

Yellow is our highlight color. It is used to give special attention.

Black and white are our basic colors, both used for text and backgrounds.
We speak down to earth, amical et un petit peu français. We talk as friends: personal, playful and real.

Voulez vous boulez avec moi?

Ce soir?
APPLICATION

What does communicating this way look like?
These pictures create inspiration for the styling. The styling should give the idea that you are on a French village square. This is done by, for example, wood, plants and steel chairs.
PLANTS

Open space

PLANTS

LITTLE LIGHTS

(Chalk) drawings
A manifest is created, which captures the mindset of our customers.

We are the free spirits. We like to enjoy our life, are open and spend our time valuable. Love to meet others, but stick to old friends. We rejoice food, drinks and making memories. We work hard, but play harder. And oui, we like a game of boules, even if we are bad at it. **C'est la belle vie, mon ami.**
A manifest is created, which captures the mindset of our customers. Madames et messieurs, it’s true! We can finally share with you that we will be opening a permanent food hall. Not a bar, a food hall! However, it is time to play in the heart of Amsterdam, oui, mes amis. We have the opportunity to work together with partners for a unique concept. More details will follow, so stay tuned. Already tag your boules mates, because it is time to get some balls out. CHEERS! #voulezvousboules? #goals

Content:
- Polaroid template
- Big title
- Playful text
- New logo

An example of a post is presented on the right.
The website will represent the vibe of Mooie Boules, of which the first part displayed on the right. This is the link to the PDF of the total website: goo.gl/nZScQV

The website includes:

- About: summary of Mooie Boules (food hall)
- Agenda / reserve: show the events and option to reserve
- Menu & Music: show food, drinks and music at Mooie Boules
- Events in other cities: shows events next to the food hall
- Contact: get in touch with Mooie Boules
Bonjour bon vivants!

We bring boules, drinks, food and party together at one place, like we are celebrating life in the middle of France. For people who know life is made to enjoy.

We are open every day and free of charge. So you can always walk in for a game of boules, a drink, a bite to eat, to dance or just to chill.

Our agenda:

- Let life be, let's play!
- Jesse, Rogier, Koen & Thomas

Our food hall in Amsterdam

- 500m² with 10 boules tracks (balls and tracks for rent)
- Partytime every Friday and Saturday until 3 pm
- Food in cooperation with Deliveroo
- Big assortment of drinks: beer, wine, GTs and French Pastis
- Live music every day: singer-songwriters, bands and DJs

What to eat & drink?

- Mooie Boules in other cities:
  - Utrecht
  - Haarlem
  - Breda

Which music to party on?

Enjoy life together with us via @Mooieboules

Looking for a place to organize your own event or to do a company outing? We also do that, oui!

More information

- Time to play
  - Reserve track
  - Tournament ticket
  - Event ticket

Lara Kroon
- Singer-songwriter

The Serotonine Boys
- Band

Sascha HAIR
- DJ

Robin Kester
- Singer-songwriter

Mooie Boules festival
- Saturday September 2, 13:00-21:00

Facebook event - Tickets

No planned activities

Let us know

Do you miss Mooie Boules in your own city? Or would you like to organize an event yourself?

Beer
- Heineken
  - 5% lager
- IJwit
  - 6% white beer of Brouwerij 't IJ
- La Chouffe
  - 8% spicy blond beer
- Amstel Radler
  - 2% mix of Amstel beer with sparkling lemon water
- Gin Weizen
  - 6% weizen with juniper of Gebrouwen door Vrouwen

Wines
- Our wines definitely come from France
- Sauvignon
- Chardonnay
- Red
- Rosé
- Prosecco

€2,60
€5,25
€4,75
€3,95
€4,95
€4,75
€4,75
€4,75
€4,75
€4,75
€8,95
€9,95
€10,95
€8,95
€8,95
€8,95

Gin & Tonic
- Tanqueray
  - Lime, basil and tonic
- Bobby's
  - Orange, clove and tonic
- Hendricks
  - Cucumber and tonic

Mix
- Moscow Mule
  - Ketel 1 vodka, ginger beer, lime and mint
- Aperol Spritz
  - Aperol, prosecco, chaudfontaine red and orange
- Pastis (for the real French experience)
  - Star anise, licorice and herbs

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It feels like a French village square. It is a bustling place, where socializing and playing come together.''
- Femke (31)

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I felt free. There are no obligations, no ways of doing things. it is about having fun.''
- Pim (23)

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Even de most beautiful girls throw metal balls
- Het Parool

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You are 26 and you play boules
- NOS.nl
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C’EST TOUT

Want to see more? Check our socials @MooieBoules.

Au revoir!