GLOBAL TOURING

Two brands.
Two distinct voices.

Customer value propositions for Back-Roads Touring and Topdeck Travel

BACK-ROADS	TOPDECK
Considered • curious • evocative	Energetic • irreverent • direct

The same category. Very different customers.

As part of repositioning work for two touring brands within the same travel group, I developed customer-facing value proposition copy that articulated what made each experience distinctive – writing to two very different audiences and established brand voices.

FORMAT	ROLE	SKILLS
Customer value propositions	**Copywriting**	**Brand voice • positioning • messaging**

THE CHALLENGE

Turning product truths into customer benefits

Back-Roads Touring and Topdeck Travel occupied the same broad category but offered very different experiences. The copy needed to make each brand's value immediately clear, translating practical features – such as small group sizes, expert leaders, included logistics and local experiences – into propositions with emotional appeal.

I created both short and long versions of the propositions, allowing the messaging to work at different levels of detail while remaining recognisably on-brand.

THE APPROACH

One discipline, two tones of voice

For Back-Roads, the language is measured and evocative, reflecting slower-paced small-group travel, local encounters and scenic journeys. For Topdeck, the voice becomes punchier, younger and more irreverent: short sentences, conversational phrasing and deliberately heightened energy.

The contrast demonstrates how the same copywriting task - articulating customer value - can be adapted for very different audiences and brand personalities.

	BACK-ROADS	TOPDECK

VOICE	Warm, considered, evocative	Bold, informal, high-energy
FOCUS	Depth, local connection, pace	Experience, freedom, connection
STYLE	Rich imagery and reassurance	Punchy rhythm and colloquial language

BACK-ROADS TOURING

Slow travel, small groups and deeper local connection

The Back-Roads propositions turn core features of the touring experience into benefits that feel personal and aspirational. The tone is calm, curious and descriptive, with an emphasis on taking time, travelling beyond the obvious and experiencing destinations more intimately.

Enjoy the company of a small group

Share a more personalised touring experience with a like-minded group of travellers.

With small group sizes of no more than 18 people, you can expect a more personalised touring experience - and with like-minded travellers at your side, you'll find that a journey shared is a journey best enjoyed.

Feed your curiosity

Awaken your sense of adventure and delve into new places, new cultures and new flavours.

Stories waiting to be unravelled. Secrets waiting to be revealed. Fascinating cultures, delicious flavours and unexplored terrain. Feed your curiosity and embark on a voyage of discovery with Back-Roads - and let the new and exciting take centre stage.

Discover a local way of life

Venture off the tourist trail and get to the heart of each destination with genuine local experiences.

There's no better way to understand the essence of a destination than by meeting the people that call it home. Learn traditional crafts, stories and recipes as you venture off the tourist trail and behind the scenes with exclusive local experiences.

TOPDECK TRAVEL

Unfiltered experiences, energy and connection

Topdeck required a completely different register. The propositions use conversational phrasing, repetition, fragments and humour to create a youthful, immediate voice. Product benefits are still clear, but they're expressed with considerably more attitude.

Real moments

See the world without the filter. Go deeper. Meet the locals. Try the food. Swim, fly, explore, embrace it all. Say yes to history. Say yes to culture. Say yes to the new and the exotic. Don't just skim the surface, experience each destination to the fullest. That's what makes the memories.

Real time

Get out there. Go! Make the most of every. single. second. Got free time? We totally know what you should do with it. Come on, hit us up for ideas, we're full of them. We've been here before and we've done it all. Like, multiple times. So, forget those 'where am I?' moments. Get straight to the action.

Real value

Forget forking out for the logistics, we'll sort it for you. Accommodation, experiences, transport. Check check check. With Topdeck, you get a sh*tload of inclusions rolled in. Meaning? No hassle, no number crunching, no drama. One thing we do know: if you go it alone, it won't be the same.

Real connections

This, it's an alternate reality. It's a realer real, away from home, work, daily life. You can be anyone, meet anyone: people who are 100% different, but 100% the same. Prepare yourself to find those deep, remember-them-forever connections. You're all in it together. Like it was meant to be.

WHAT THIS PROJECT DEMONSTRATES

Adapting the message without losing the proposition

These two sets of CVPs show the same underlying discipline applied in very different ways: identifying the value of a product, expressing it as a customer benefit and finding language that feels native to the brand.

Back-Roads communicates depth, reassurance and a slower pace; Topdeck communicates immediacy, energy and social connection. The difference is intentional - the copy flexes with the audience rather than forcing both brands into the same voice.

BRAND POSITIONING Distilling distinctive reasons to choose each brand	**TONE OF VOICE** Writing convincingly in two contrasting voices	**CUSTOMER BENEFITS** Turning practical product features into emotional value
SHORT-FORM COPY Headlines and compact proposition statements	**LONG-FORM COPY** Expanding propositions without losing clarity	**AUDIENCE AWARENESS** Adapting rhythm, vocabulary and emphasis to the customer

FULL ORIGINAL CVPS

Back-Roads Touring

Enjoy the company of a small group

SHORT VERSION

Share a more personalised touring experience with a like-minded group of travellers.

LONG VERSION

With small group sizes of no more than 18 people, you can expect a more personalised touring experience - and with like-minded travellers at your side, you'll find that a journey shared is a journey best enjoyed.

Feed your curiosity

SHORT VERSION

Awaken your sense of adventure and delve into new places, new cultures and new flavours.

LONG VERSION

Stories waiting to be unravelled. Secrets waiting to be revealed. Fascinating cultures, delicious flavours and unexplored terrain. Feed your curiosity and embark on a voyage of discovery with Back-Roads - and let the new and exciting take centre stage.

Embrace the view

SHORT VERSION

From rolling hills to shimmering coasts, breathtaking nature awaits you on the scenic route.

LONG VERSION

Immerse yourself in nature on uplifting journeys through evocative landscapes. From rolling hills and swathes of forest to shimmering coasts, islands and canals, breathtaking views lie around every corner when you take the scenic route.

Discover a local way of life

SHORT VERSION

Venture off the tourist trail and get to the heart of each destination with genuine local experiences.

LONG VERSION

There's no better way to understand the essence of a destination than by meeting the people that call it home. Learn traditional crafts, stories and recipes as you venture off the tourist trail and behind the scenes with exclusive local experiences.

Savour each moment

SHORT VERSION

Slow the pace and take it all in; there's plenty of time to enjoy each step of the journey.

LONG VERSION

Slow the pace and take it all in; there's plenty of time to enjoy each step of the journey. Whether you're touring a historic home, enjoying a meal or indulging in a wine tasting session, you can do so safe in the knowledge that you won't be rushed.

Guided by the best

SHORT VERSION

Passionate and knowledgeable, our Tour Leaders have what it takes to make your trip truly special.

LONG VERSION

Insightful, attentive and passionate, our Tour Leaders will unlock the experiences that make your Back-Roads tour truly special - from adding personal touches to your itinerary to bringing destinations to life with their local knowledge.

Topdeck Travel

FEEL REAL — LONG VERSIONS

Real moments.

See the world without the filter. Go deeper. Meet the locals. Try the food. Swim, fly, explore, embrace it all. Say yes to history. Say yes to culture. Say yes to the new and the exotic. Don't just skim the surface, experience each destination to the fullest. That's what makes the memories.

Real passion.

What unites us? On the road or at home, we L O V E what we do. And we're actually amazing at it. So, you get: trips that are supercharged with excitement. Fuelled by knowledge and sincerity. Enhanced by Trip Leaders who don't just lead; who inspire, illustrate and integrate, and were born to do it.

Real time.

Get out there. Go! Make the most of every. single. second. Got free time? We totally know what you should do with it. Come on, hit us up for ideas, we're full of them. We've been here before and we've done it all. Like, multiple times. So, forget those 'where am I?' moments. Get straight to the action.

Real value.

Forget forking out for the logistics, we'll sort it for you. Accommodation, experiences, transport. Check check check. With Topdeck, you get a sh*tload of inclusions rolled in. Meaning? No hassle, no number crunching, no drama. One thing we do know: if you go it alone, it won't be the same.

Real connections.

This, it's an alternate reality. It's a realer real, away from home, work, daily life. You can be anyone, meet anyone: people who are 100% different, but 100% the same. Prepare yourself to find those deep, remember-them-forever connections. You're all in it together. Like it was meant to be.

Short versions

Go beyond

See the world without the filter. Go deeper, embrace it all, and experience each destination to the fullest.

Get inspired

Trip Leaders who don't just lead; who inspire, illustrate, integrate and nurture, and were born to do it.

Take time

Take your time, and spend it wisely. Invest in the places you visit. Feeling is so much better than just seeing.

Be savvy

No hassle, no number crunching, no drama. Commit to the adventure and leave the admin at home.

Connect more

Open your mind and find those deep, remember-them-forever connections. You’re all in it together.