



A BRAND CASE STUDY

Montago

Off the map. On purpose.

Brand strategy • Naming • Identity • Digital Experience



james.
creative

The challenge wasn't to make a tour look premium.

It was to create a luxury travel brand for active, curious travelers aged 50+ — avoiding retirement clichés, coach-tour conventions and beige luxury, while making the journey feel memorable before it begins.

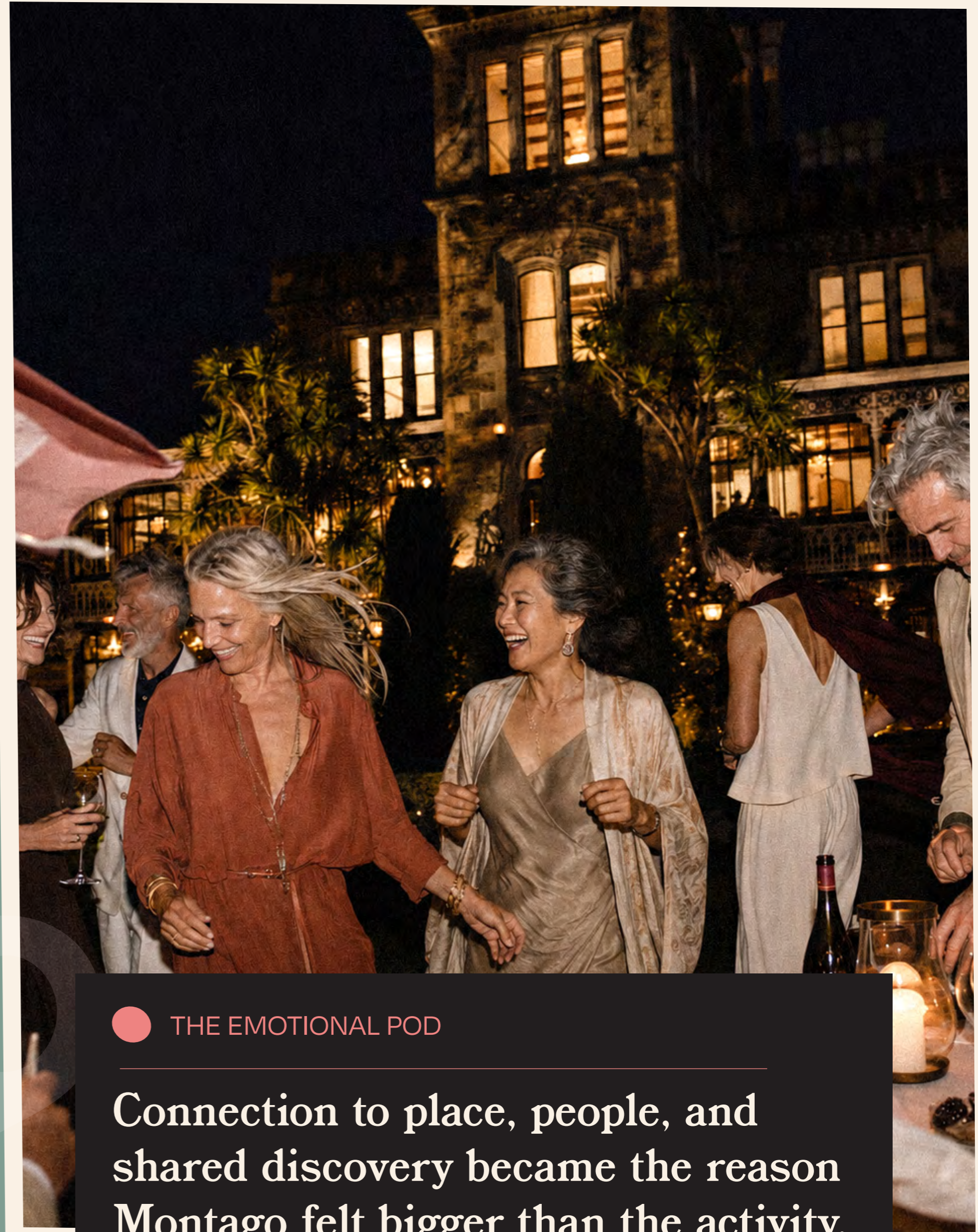
The brand needed to feel refined, social, energetic and deeply connected to place, while still feeling aspirational enough to make the journey desirable before it even begins



Pickleball was the entry point.

Connection was the reason to care.

Montago needed to hold more than the activity. Central Otago, wine, landscape, hosted moments, shared tables, conversation, and movement all became part of the brand's emotional core — creating the feeling of traveling with people open to the same kind of discovery.



THE EMOTIONAL POD

Connection to place, people, and shared discovery became the reason Montago felt bigger than the activity.

Central Otago gave it the setting. Pickleball gave it the rhythm. Connection gave it meaning.

For people who never stopped being curious.

The audience was active, affluent, and design-aware — but more importantly, they were looking for experiences with depth, ease, and human connection.

The brand needed to speak to people aged 50+ without making the experience feel old, passive, or predictable.



Less about
ticking
things off.

More about
taking
things in.



Connection
is the real
itinerary

The name: Montago.

The name needed to feel elevated without becoming cold, adventurous without sounding extreme, and destination-led without becoming literal.

Montago carries movement, terrain and discovery — with enough openness to become a world of its own.

WORDMARK

MONTAGO

ICON



LOCK UP



Off the map. On purpose.

Not remote for the sake of it.

Not exclusive for the sake of status.

Not random for the sake of spontaneity.

Montago is organized, hosted and carefully curated — but never over-scripted.

The route may be planned, the locations chosen, and the experience thoughtfully held, but the magic comes from knowing when to follow the energy of the group and let the best moments unfold.

That spirit came directly from the founder: a host who can plan the journey, read the room, and create the kind of connection people talk about long after it ends.

The world around the journey.



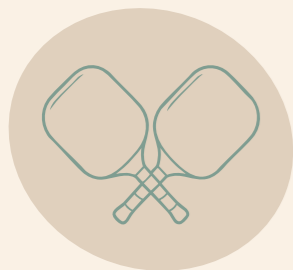
Frontier elegance

Landscape, route, Central Otago, heritage cues



Social luxury

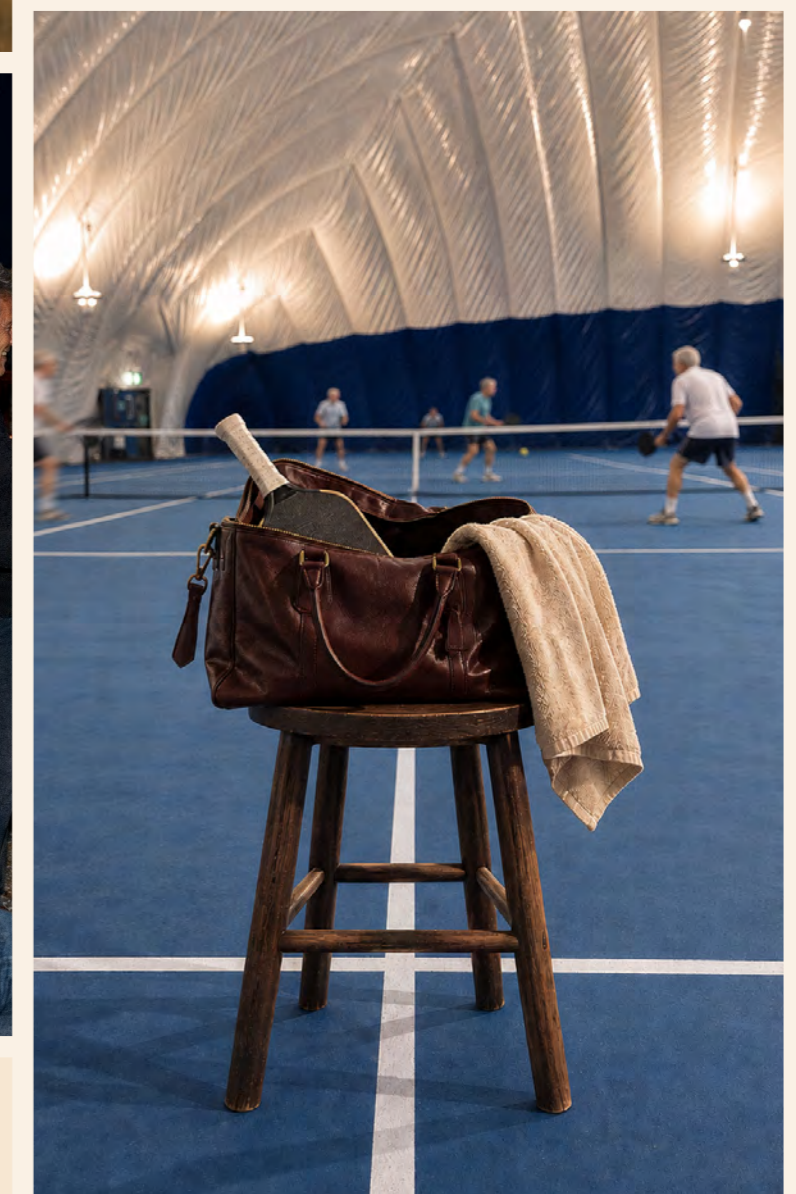
Shared tables, wine, hosted evenings, conversation



Active refinement

Pickleball, movement, rhythm, energy

Together, these world-building cues gave Montago a brand world that feels cinematic, grown-up and alive — not like a tour package, but a journey people can imagine stepping into.



A website that unfolds like an invitation.

The digital experience was designed to introduce the world slowly: the place, the rhythm, the host, the itinerary, the emotional promise, and the invitation to join.

Rather than behave like a brochure, the website needed to build desire layer by layer — giving people enough detail to trust the experience and enough atmosphere to want to be part of it.



02 Rhythm



03 Host



A brand with life beyond launch.

Montago was designed to extend beyond launch — into founder-led storytelling, social posts, itinerary reveals, campaign imagery and ongoing narrative.



Because the founder's energy is part of the experience itself, the brand needed room for personality, warmth and in-the-moment storytelling — not just polished travel content.

The goal was to create a brand people could feel part of before they arrived, and keep talking about long after the journey ended.

THE WOMAN BEHIND MONTAGO

Montago was created by Suzanne Andrews — a lifelong connector of people who believes life doesn't diminish with age; it becomes richer.

The idea was simple: create the kind of journey people talk about long after it ends.



For brands that need more than a logo, build the world around them.

Montago became a fully realized travel brand designed around discovery, connection, and the belief that curiosity doesn't fade with age — it becomes richer.

From name
to narrative.

Identity
to experience.



MONTAGO