

magnetic

LONDON | ISTANBUL



**Fly-Inn Beach**  
Case Study



Fly-Inn Beach is a beach club and entertainment venue in Cesme, Turkey that hosts a variety of events and activities, such as music festivals and sports events. They needed a creative agency to develop a range of design material to help promote the brand, whilst making the brand identity more coherent and consistent.

Magnetic helped Fly-Inn Beach build brand awareness and attract new visitors by designing a new website and a series of visual communications. Magnetic's work allowed Fly-Inn to develop a uniformed brand identity wherein all design elements were consistent, ensuring they maintained a professional image.

## Design Challenge

Fly-Inn Beach wanted to increase awareness of their brand and upcoming events. By promoting the brand and events to potential and existing customers, Fly-Inn Beach hoped to increase visitor numbers and hence generate higher profits.

Having been selected as Turkey's best beach club for several years, it was vital everything we created represented Fly-Inn's high-end offering and enhanced their 'top-notch' beach experience. The design challenge was to find a fun and colourful way to present the creative material, whilst remaining professional and high-end.

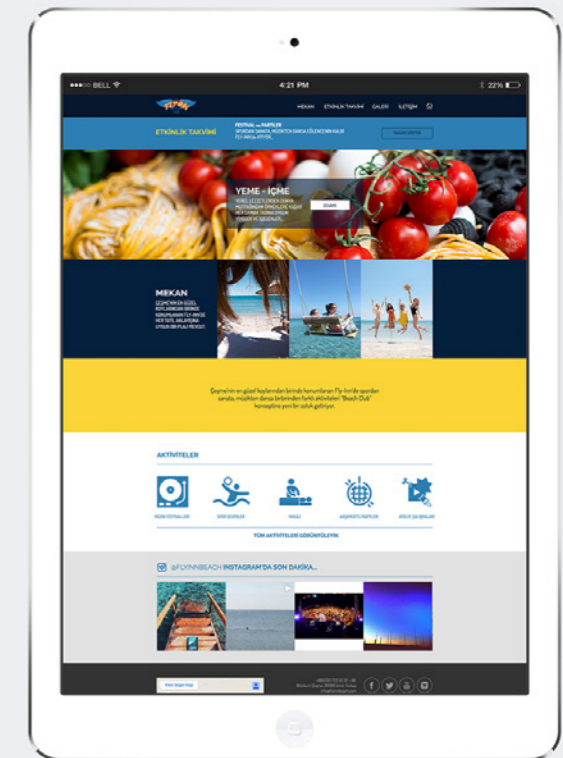
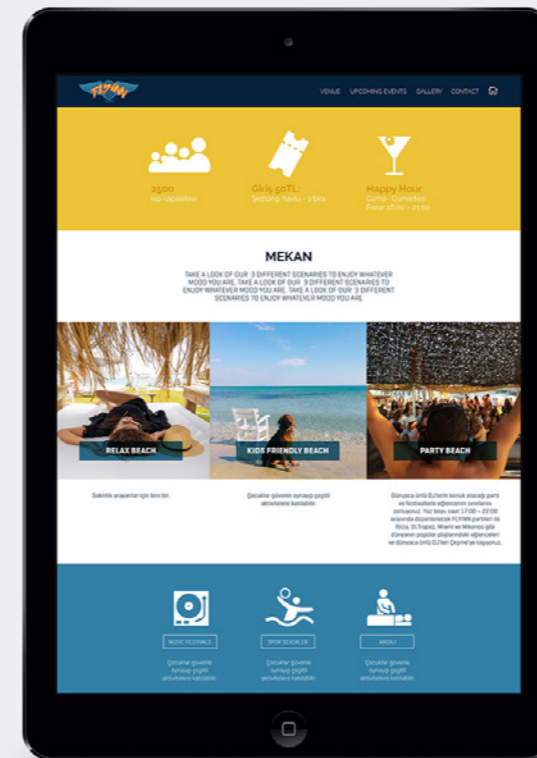
Solution



## Web Design

Magnetic designed a website that embodied the brand's key values: youthful, colourful and energetic. The use of drone footage for video backgrounds combined with large imagery helped to showcase the venue's amazing beach-side location.

A colour palette of blue, white and gold painted the scene of crystal blue waters and golden sands to give the site a fresh and summery feel. The website was easy to navigate and fully-responsive, making the user experience simple and straightforward, and was designed in two languages.





## YEME - İÇME

DEVAM

YEREL LEZZETLERDEN DÜNYA MUTFAĞINDAN ÖRNEKLERE KADAR HER DAMAK TADINA UYGUN YİYECEK VE İÇECEKLER.

## MEKAN

ÇESME NİN EN GÜZEL KOYLARINDAN BİRİNDE KONUMLANAN FLY-IN'DE HER TATİL ANLAYIŞINA UYGUN BİR PLAJ MEVCUT.

## RELAX BEACH

DAHA FAZLA BİLGİ

## Menu Design

Initially Fly-Inn Beach had a number of individual menus for each of the several restaurants, cafés and bars inside the venue. Magnetic created a new menu that combined all the different products under one unified menu.

The menu was enriched with Augmented Reality technology to reveal exciting content such as a recipe for the cocktail of the month, teaser videos of upcoming events and links to social media channels.



Bej Restaurant		bej		FLYINN	
<b>KÜÇÜK TABAKLAR</b>		<b>SANDVIÇLER</b>			
Zeytinyağlı	16 TL	Quesadillas	24 TL		
Caciki	16 TL	Peynirli ve sebzeli			
Sebze Mücver	19 TL	Tavuk Dürüm	28 TL		
Ilık Humus ve Çıtır Pastırma	19 TL	Yeşilbiber, kırmızıbiber, caesar sos			
Salamura Kabak, Enginar ve Tulum Peyniri	19 TL	Köfte Dürüm	28 TL		
Patates Kroket	18 TL	Yoğurt sos ve patates kızartması			
Mozarella, biberiye ve salsa sos	18 TL	Pita Ekmeğinde Baharatlı Sote Bonfile Dilimleri	36 TL		
Sigara Böreği	17 TL	Yoğurt sos ve biber turşusu			
Beyaz peynir ve maydanoz					
<b>BAŞLANGIÇLAR</b>		<b>SALATALAR</b>			
Izgara Sebze ve Hellim Peyniri	23 TL	Panzanella	31 TL		
Parmesanlı Patlıcan	24 TL	Taze otlar, tulum peyniri, cherry domates, kalamata zeytin			
Kızarmış Risotto Topları	25 TL	Ege Salatası	31 TL		
Yaban mantar ve krema sos	25 TL	Beyaz peynir, domates, kırmızı soğan			
Çiğ Börek "Kıyma"	25 TL	Ceasar Salatası	31/34 TL		
Çıtır Susamlı Tavuk	22 TL	Sade veya ızgara tavuklu			
Dana Carpaccio	36 TL	Kinoa ve Avokado Salatası	34 TL		
Roka ve parmesan		Ilık Karides Salatası	38 TL		
Midyeli Pilav	34 TL	Baharatlı patates			
Somon Carpaccio	34 TL				
Kızarmış risotto topu	38 TL				
Baharatlı Karides Şiş ve Guacamole	38 TL				
Peynir Tabağı (2 Kişilik)	38 TL				
<b>PİZZALAR</b>		<b>HAMURLAR</b>			
Margarita	36 TL	Penne	38 TL		
Mascarpone sos, mozzarella, domates, taze fesleğen, pesto		Tavuk, dağ mantarı ve krema sos			
Sebzeli	36 TL	Spagetti	38 TL		
Domates sos, mozzarella, mantar, kırmızıbiber, soğan, siyah zeytin, enginar, kuşkonmaz		Bolonez sos			
Acili İtalyan	40 TL	Linguine	46 TL		
Domates sos, mozzarella, jambon, mantar, kırmızıbiber, sarımsak, acı biber		Karides ve domates sos			
		<b>PİDELER</b>			
		Beyaz Peynirli	32 TL		
		Otlu ve Kaşar Peynirli	34 TL		
		Kıymalı	36 TL		

## Venue Map, Signage and Wayfinding

Magnetic created a variety of tools that would help people locate the venue and find their way around once they got there. These included outdoor direction signs, a venue map and new signage.



## Outdoor advertisement

Magnetic created a range of outdoor advertisements in line with the brand's vibrant and vivid identity. These visuals adopted colours and imagery that established a fresh and summery feel, and used minimal design elements to achieve a clean and crisp finish. By adopting fresh colours we emphasised Cesme's clear waters and blue skies. The outdoor ads also included a series of posters to announce the dates of upcoming gigs.





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www.flyinnbeach.com

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@FlyInnBeach /FlyInnBeachClub @FlyInnBeach



15 TEMMUZ  
Cuma



17 TEMMUZ  
Pazar



16 TEMMUZ  
Cumartesi



23 TEMMUZ  
Cumartesi



22 TEMMUZ  
Cuma

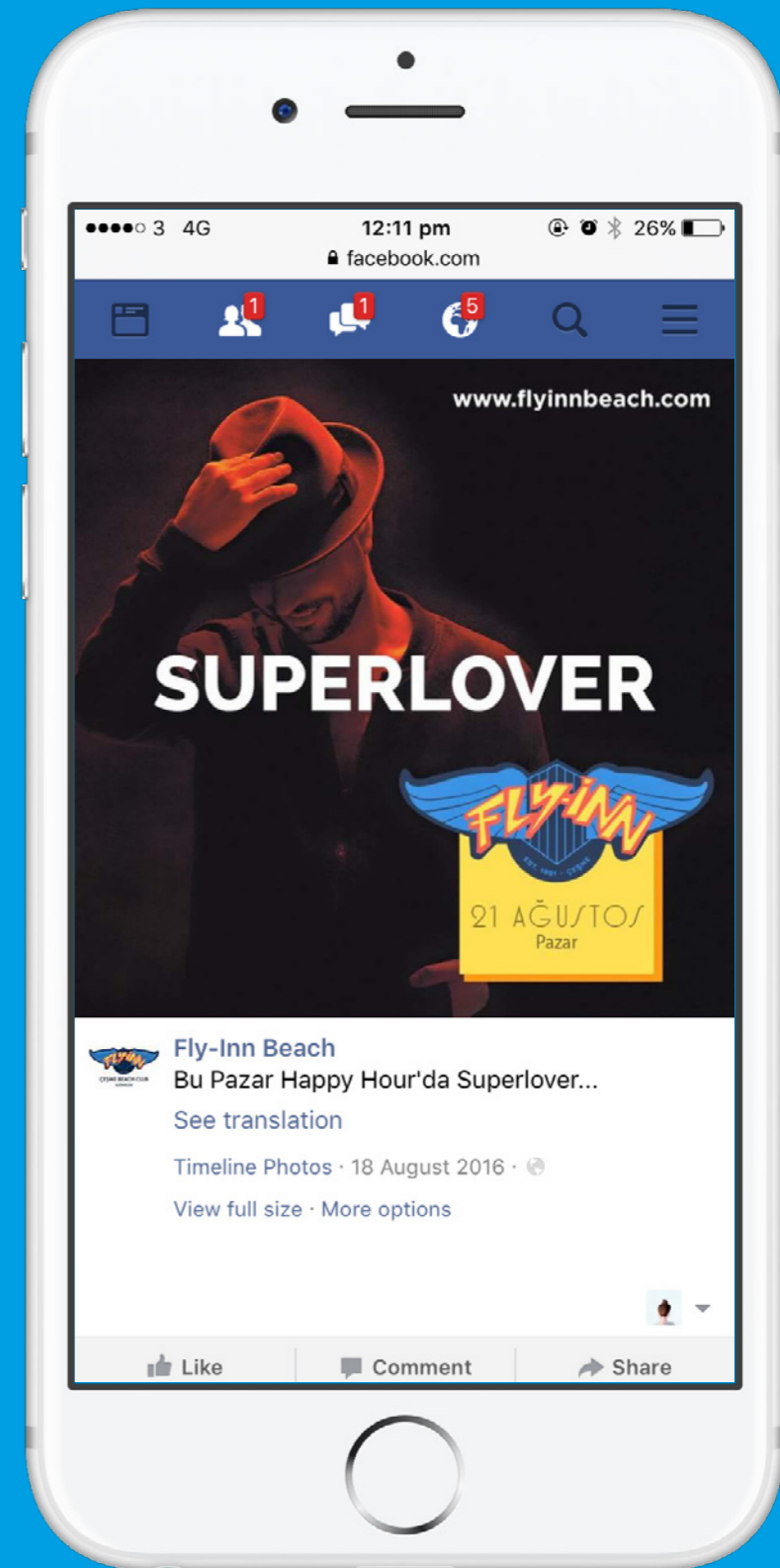
## Magazine Advertisement

Magnetic also produced a series of print designs to be used as magazine ads.



## Social Media

Magnetic designed a range of bespoke visuals to be used in social media posts and for banners and headers. We also created social media banners to announce the details of upcoming gigs and events.



# Sponsorship Presentation Pitch Deck

Magnetic designed a presentation to showcase the benefits of being a sponsor at Fly-Inn Beach.

**FLY-INN**

90'lı yıllarda, henüz yaz tatillerinin klasik plajlarda geçirildiği dönemde, günümüzün artık vazgeçilmez olan "beach club" konseptini hayatımıza kazandıran Fly - Inn Beach, her gün yepyeni proje ve etkinliklerle misafirlerini kayıfta tutuyor.

Mimarlık alanında ulusal ve uluslararası birçok ödüle sahip olan Hakan Döküç ile 1995 yılında İstanbul'da doğan ve fark yaratan konseptlerle tam 4.000'den fazla, 10 işletme ile ödünden söz ettiren, eğlence hayatına yön veren alanlarında önemli bir yere sahip olan Fly - Inn, 1994 yılında Çeşme Aya Yörpeli Köyü'nde açtığı Fly - Inn Beach ile Türkiye'nin ilk beach kulübü olarak bir ilke imza attı. O zamanlar sadece suyunun kabini ve şifonularından ibaret olan yazık plajlar Fly - Inn Beach ile bambaşka bir konseptte kavuştu ve yepyeni, daha modern, daha konforlu ve keyifli bir anlayış yaşamalarını sağladı. Özel peyzaj çözümleri, kumlar, localer, restoran bölümleri, çagiri yaz aktiviteleri ve su sporları gibi daha birçok yönünde Fly - Inn Beach Türkiye'de "beach club" anlayışının öncüsü oldu.

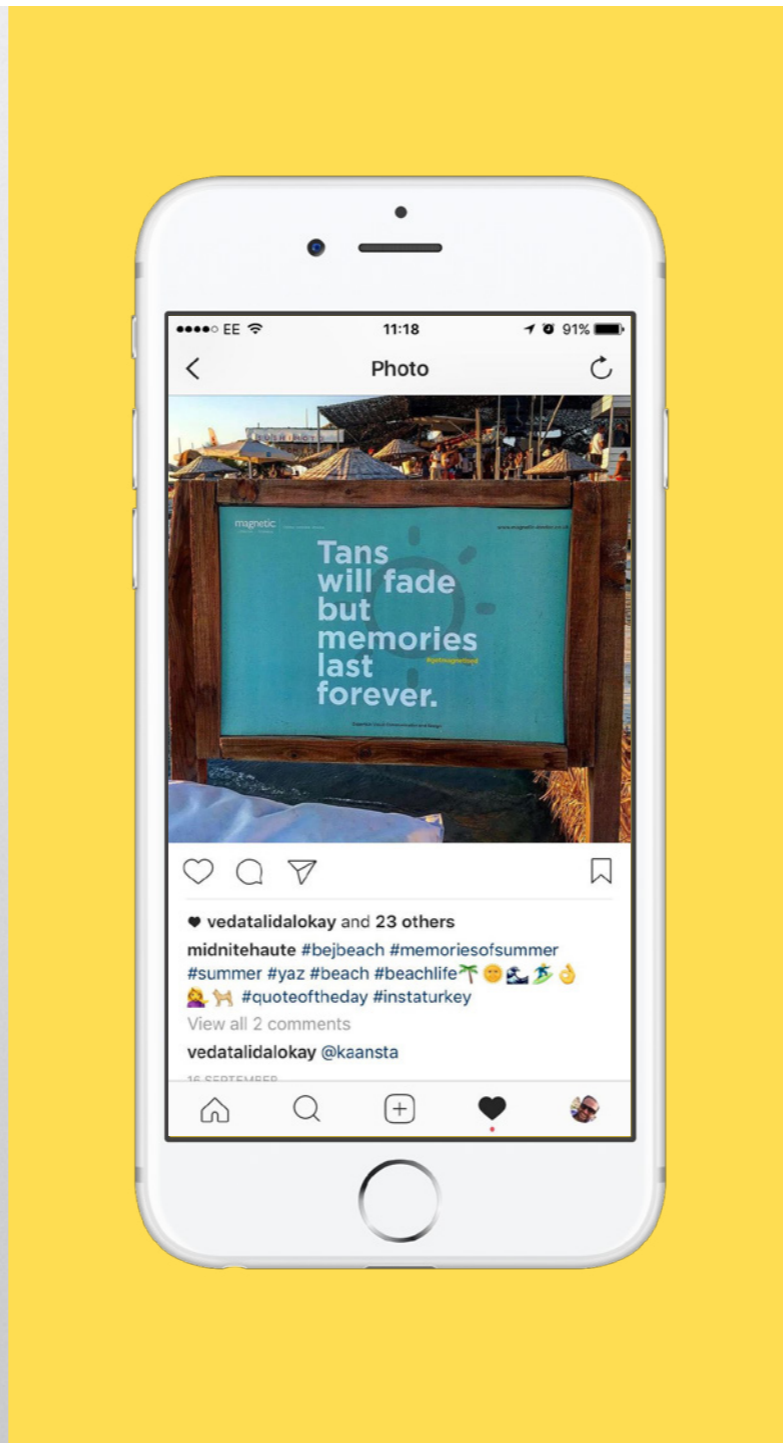
## İlk Bakışta Fly-Inn Beach

- Türkiye'nin ilk beach club'u**
- Dj ve canlı performans alanı**
- Alanına yön veren, ilklerin öncüsü**
- Pet friendly**
- Her biri alanında ileri gelen markaların ve özel etkinliklerin buluşma noktası**
- Günde minimum 1.000 kişi ağırlama kapasitesi**
- 2015 yaz sezonu boyunca 75.000 kişilik giriş**

## Feelgood Designs

Magnetic were responsible for developing a variety of visual communications to encourage a relaxing atmosphere at Fly-Inn Beach. These included feel-good banners, posters and beach flags that helped generate a memorable experience at the venue. The photographic nature of these designs encouraged people to take photos of them and share on social media. Even many months after the summer period, these designs continue to be shared on social media, showing high levels of social media engagement and brand interaction.





“Magnetic’s team used their powerful design skills to help us update and refresh our brand. They developed a stunning website design which used our drone video footage to show off our beach-side location, and created a range of feel-good visuals, posters and magazine ads to support our brand. Magnetic also redesigned our menu and applied augmented reality so that people could access exclusive content. We are so pleased with the outcome!”

*- Vedat Ali Dalokay, Managing Director, Co-owner*

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[www.magnetic-london.co.uk](http://www.magnetic-london.co.uk)