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How This Boutique Agency Is Making Space Travel for More Than Just Rocket Scientists

Viceroy Creative is helping marketers leave the planet

By Katie Richards

July 14, 2016, 3:30 PM EDT

Advertising & Branding

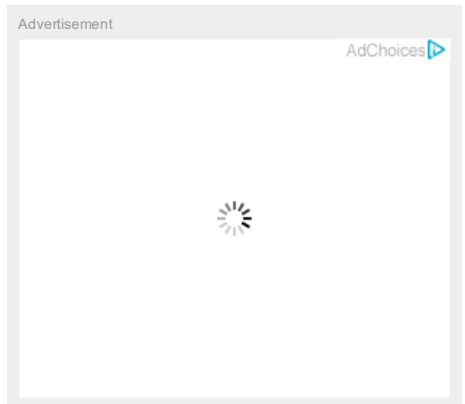


Viceroy Creative is helping open up commercial spaceflight for marketers. *Commercial Spaceflight Federation*

Space is open for business and the [Commercial Spaceflight Federation](#) wants to share it with people all over the world, giving anyone who might be interested in space travel a chance to get involved—and that includes marketers.

Boutique creative and design agency Viceroy Creative teamed up with CSF to spice up the organization's image. Founded in 2006, CSF was created to help promote commercial human spaceflight, develop safety practices and bring together the community of commercial space companies. Current members of the organization include Virgin Galactic, Blue Origin, Planetary Resources, among many others.

"We want to bring that sexy, badass appeal that space exploration has always had so people understand this isn't just about prominent tech companies. This is about the future for all people to be more involved in the space industry than they ever would have thought



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possible," David Moritz, Viceroy Creative founder and CEO, told Adweek.

One of the agency's first big tasks was repackaging the organization's overall image, which included updating both its logo and website. Both felt a bit dated, and Viceroy Creative wanted to provide an online experience that felt more modern and welcoming to the average person who may not know much about commercial spaceflight.



The Commercial Spaceflight Federation's old website (L.), versus its new website.

Following the image update, the agency said its next step is to help get more marketers involved in commercial space travel by working closely with some of the organization's member companies.

Some brands have already taken their first steps into the world of space. Whisky brand **Ardbeq conducted an experiment** by sending a sample of its product into space in 2011 and keeping an additional sample in the distillery. Nearly three years later, when the sample returned to Earth, the brand did a taste-test of the two samples and found that the sample in space had developed new, unique flavors. The hope is that more marketers will follow Ardbeq's example.

"If you're a marketer, a brand, and you want to align your product or company with the most badass and cool thing that any person can think of—space and rockets—you don't have to work through the government to do that," Moritz said.

Added Moritz: "It used to be that if you wanted to be involved with the space industry, you had to be a pilot or a rocket scientist a government employee and now look at this. I'm an advertising guy and I'm involved with the space industry and that's awesome."

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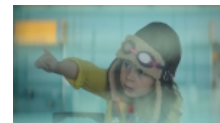
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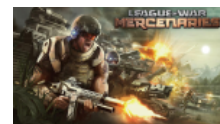
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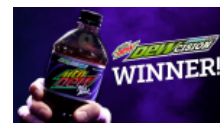
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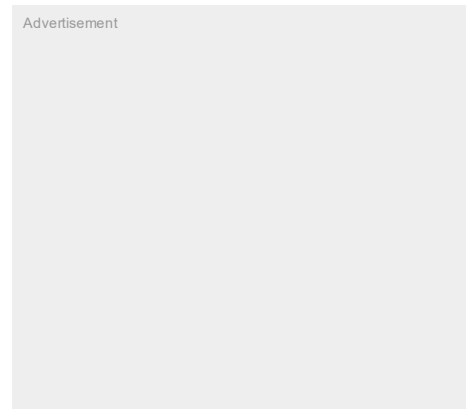
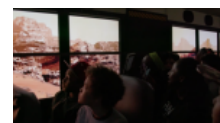
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