



Exploratory Head or Tag Lines:

All of the following can or cannot begin with "International One Design." They can also be Tag Lines. Inspired by IOD Survey comments and Classic Boat. The objective is to explore words/wording that might capture the essence of the IOD be it prospects or current owners.

- A True Spirit of Tradition.
- The True Spirit of Tradition.
- A Classic Sailing Experience.
- A Classic Racing Experience.
- Turning Heads since 1936.
- Simple. Stylish. Swift.
- Classic Lines. Competitive Pedigree.
- Raced by the Best. Admired by the Rest.
- Raced by Legends. Admired by Legions.
- Real Sailing. Real Fun.
- More sailing. Less Hassle.
- The Alternative to Boxy Fads.
- The Alternative to Square Lines
- The Alternative to Plumb.
- The racing yacht for those with a passion for classic design.
- Charming. Enduring. Inviting.
- Simple Elegance. Invigorating Sailing.
- Enduring Charm. Exciting to Sail.
- Legendary Lines. Real Racing.
- More than a gorgeous boat.
- For those with a passion for aesthetics and a need to compete.
- For those who want to race and turn heads coming home
- Race in Classic Style
- Race Well. Look Better.
- Provenance. Performance. Pride.
- Simple Elegance. Friendly Competition.

Content/Copy

This exercise uses 3 headlines that are paid off with descriptions that evoke a sense of “Style and Substance”. Each is a work targeting slightly different markets: Emerging “Classic or SoT” interest; Aspirational; Active but tired PHRF/Big Boat owners.

The International One Design: Classic Lines. Competitive Pedigree.

In a world where formulas have mostly displaced aesthetics in yacht design, the International One Design (IOD) still thrills us with her classic lines no matter the vantage point. Graceful overhangs, a cabin and coamings not too proud, and an efficient sail plan are all beautifully proportioned. A head turner in any harbor.

Inspired by Bjarn Aas’ 6M racing yacht “Saga”, the IOD quickly became the boat engaged by 12M America’s Cup defenders for training and competition for decades. With its’ competitive pedigree rooted, the IOD has established itself as a true gentlemen’s racer in fleets round the globe. There’s never any lack of sailing or events to be a part of.

If you’re passionate about sailing and are looking for an “elegant” alternative to “fad” boats, it’s time to turn your head and begin to look at a true classic; the International One Design.

INTERNATIONAL ONE DESIGN: A True Spirit of Tradition

Enduring Charm. Exciting to Sail.

There’s nothing better than the sight of a gorgeous sailboat. The lines flow. Sweeping overhangs and a graceful shear-line melt into a slippery hull form, make for a head-turner. The International One Design, penned in 1936, is a boat that meets this description and has endured decades of formulas and well, fads. Simply put, charming from stem to stern.

A sailboat is really meant to be *sailed*. It’s meant to be exciting and if possible – simple. The International One Design (IOD) delivers that excitement. Whether around the buoys or for an afternoon with friends and family, the IOD gives discriminating or new-to-the-sport sailors the simplicity and swiftness they want without the challenges and expense of more modern boats. The IOD is exciting to sail. Don’t take our word for it, ask over 100 IOD owners in 13 fleets around the world.

If you’re passionate about sailboat design, and love a real sailing experience - consider an International One Design.

International One Design. A Classic Sailing Experience.

Race in Classic Style

Racing sailboats is supposed to be fun and make one happy. But sometimes all the logistics, expense, and the sudden obsolescence of your “Hotterest” design, can curb your zeal to pursue “happiness”.

Before you say “Uncle”, why not go back to racing – simply. The International One Design (IOD), with her head turning classic lines, is an exciting racing yacht. Class regulations limit sail purchases and other performance enhancers to keep the competitions as level as possible. It’s all about the skills of the sailors themselves. In short, it’s one design racing in classic style. Pure and Simple.

With over 100 boats actively racing worldwide, the IOD is an excellent alternative for those looking for an elegant, practical, racing yacht. There’s a whole new world of fun in owning an IOD. Consider an IOD and find “happiness” again.

International One Design: A Classic Racing Experience.