

What Does It Look Like To Rebrand Space Travel?



ADVERTISING

In an endeavor to make out-of-this-world travel sexy again, the Commercial Spaceflight Federation is working to design glamorous and inclusive experiences for the modern age

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Armstrong's footprints on the moon is a well-documented moment in history, a part of a timeline known as the Space Age which took place nearly fifty years ago. Since then, humanity has made tremendous advancements in space

exploration and technology, yet the Space Age belongs to the past – few would say we’re still in it.

But if the world’s first commercial spaceline [Virgin Galactic](#), alongside aerospace manufacturers [SpaceX](#) and [Blue Origin](#) have anything to say about the matter, it would likely be that we’re living on the cusp of major breakthroughs, such as the standardization of reusable rockets and interplanetary colonization are within reach. To help the [Commercial Spaceflight Federation \(CSF\)](#) – the leading voice within the industry, composed of some 70+ key players in the field – innovation firm [Viceroy Creative](#) spearheaded a strategic shift aimed to make space sexy again. David Moritz, Founder and CEO of Viceroy Creative shared his thoughts on how the rebranding came about and how it will reshape spaceflight in the eyes of the public:

“When we talk about the CSF, we’re talking about many companies that are heavily involved with making commercial spaceflight a reality, and most of them are fresh faces – it’s really a niche ecosystem of startups,” Moritz points out. “It all started when I noticed that most of the astronauts working for these companies don’t look as badass as they should. As someone with a huge interest in space that kind of bothered me, so when luck had it that I actually stumbled upon a space scientist, I ranted to them about my feelings. They proceeded to put me in touch with more folks in the industry and the rest is history.”



“We want the CSF to get wide public support, approval, and love, so when we say the new look is glamorous, we absolutely do not want it to be confused with luxurious. The rebrand is an effort to raise awareness and make space more inclusive to the public” says Moritz.

And on that front, Viceroy Creative has taken great strides to disassociate the CSF with VIP while still producing a stunning website. Moritz notes that most of the work involved strategic thinking and repositioning, like any major undertaking, with the rest of the pieces falling into place thereafter. One of the challenges in the rebrand was establishing a balanced dichotomy between a historical and nostalgic factor and a bleeding edge sense of achievement.

“It was important for us to tone down the rhetoric” explains Moritz. “We’re not talking about science fiction here – its not intergalactic travel. What we are talking about is relatively modest achievements in terms of getting people

off this planet and onto uncharted territories. We needed to take a realistic and grounded approach; if the rhetoric gets too far ahead, people will lose patience when companies fail to deliver [on things that were too advanced to begin with].”

He continues to detail the tipping point for spaceflight that we’ve just hit in recent years; a major paradigm shift in the way man is going to space. To put Armstrong on the moon may have been one giant leap for mankind, but a well-funded leap with virtually unlimited resources at that. Spaceflight has effectively been commercialized, at least in the sense that its no longer a government-owned pursuit. In sharp contrast, the corporate perspective is budgeted in expenditure, but diverse in thought and practice. This transferal will inevitably change the discourse of how man leaves Earth, but more importantly it will unite the world in being apolitical.

And at the helm of this unison will be the Commercial Spaceflight Federation, who will raise global awareness for spaceflight and the participating companies. An open-door policy will yield better insights and perhaps better funding.

“The move from government to commercial is exciting because its more available for all. The ultimate goal is for people to feel pride, we’re all accomplishing this together.”

Lead image: [The Space Shuttle and International Space Station above the Earth](#) via Shutterstock

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