TOURISM WORK
SAMPLES

NEXT LEVEL

JNS | NEXT

BRAND CAMPAIGN DEVELOPMENT

CLIENT

Visit Palm Springs
Kimber Foster (Former Director of Tourism)
915-549-4404 / kimberinpalmsprings@gmail.com
Relationship: 4 years (Client Relationship: 16 years)

BACKGROUND

JNS began a strategic media buying partnership with the Palm Springs Bureau of Tourism in 2009. The partnership has grown exponentially over the past 16 years, responding to changes in the tourism space, and becoming the AOR in 2020. JNS Next's first task was to develop a new marketing campaign for a post-COVID-19 launch. The focus included the drive market, with specific messaging targeting four personas identified through research.

↑55%	177K FOLLOWERS	24% INCREASE	3400
VISIT TO SITE	ON INSTAGRAM	IMPRESSIONS	CAMPAIGN TAGS

SOLUTION

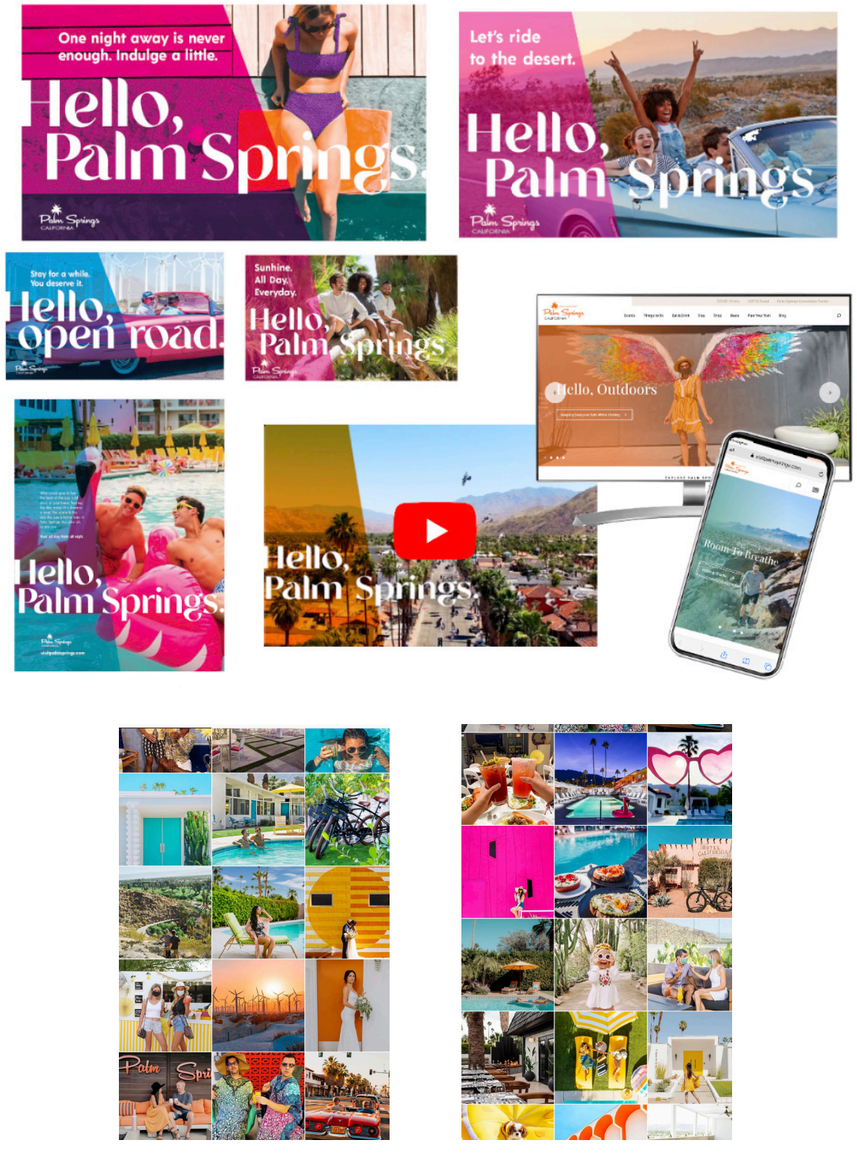
Through carefully crafted words and bold visuals, we tapped into what people really craved during the pandemic and showcased Palm Springs as the answer to that desire. The experiences in Palm Springs would satisfy those desires, whether it's escape, pleasure, fun or sun. The overarching campaign, "Hello, Palm Springs" showcased consumers enjoying experiences in Palm Springs and welcoming those visitors back. The visuals and accompanying text put the viewers in the places of those in the campaign.

RESULTS

- With a diverse mix of media, the campaign for 20/21 Fiscal Year totaled over 1.36 billion impressions served to key markets and consumers.
- Website page views increased by over 26% from the previous fiscal year
- Social media referrals increased by 55%. Social media alone resulted in over 26 million impressions.
- The local, We Are Palm Springs campaign included over 30 partners on video encouraging local community support.

Restaurants reported take-out orders and gift card sales were significantly up. Occupancy for the City of Palm Springs increased significantly month over month, along with ADR and RevPAR.

The campaign won a Platinum Communicator Award, several Gold ADDY awards, and was a finalist for the Visit California Poppy Award: Best Recovery Campaign.



BRAND CAMPAIGN CHAPTER 2

HOW DO YOU PALM SPRINGS?

Following the success of the ‘Hello, Palm Springs’ campaign, JNS Next was tasked to evolve the messaging, and in 2023 launched the ‘How Do You Palm Springs?’ campaign. Chapter 2 explores the evolution from our fun introduction of the destination by saying Hello, to a more action-oriented invitation.

SOLUTION

Through creative videos, fun characters, and bright visuals, the campaign showcased storylines that draw visitors to the destination year-round. This included epic hiking experiences, shopping, arts and mid-century modern architecture, food and poolside fun.

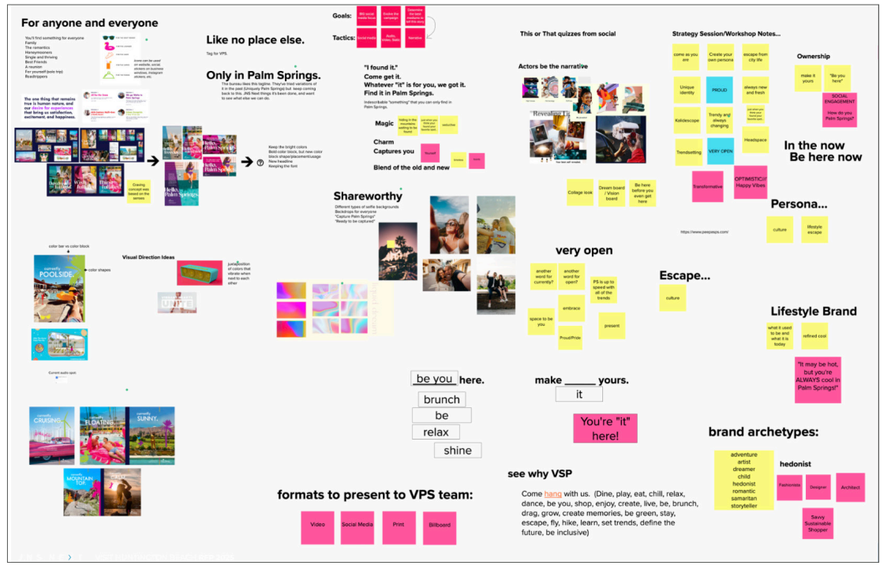
TACTICS

An updated brand campaign and style guide with clear messaging, visuals and style, a strategic marketing and advertising plan to roll out the campaign, including an omni-channel approach utilizing television, billboard, radio, print, digital and social media. We ran successful sweepstakes contests in key markets asking potential visitors to submit ‘how they would Palm Springs’ and received over 6,000 entries.

RESULTS

- The 23/24 FY resulted in over 50 million digital impressions
- Over 30 million social media impressions
- Over 514 million television impressions.
- The city saw record total Economic Impact including ADR and RevPAR in the 2023 calendar year.

Campaign Mural Brainstorm







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TODAY'S EFFORTS

We have been working hard on developing a new brand campaign for Visit Palm Springs over the last 5 months. We started with research, diving into:

- Google Analytics data
- Placer data and evaluating past visitation and Experian Mosaics
- Social media listening, and social surveys
- We also developed and deployed a survey in 5 key markets asking potential visitors a series of questions to identify trends that will support our messaging, visuals and new campaign.

RESEARCH RESULTS

The survey was deployed via owned email and social media channels, as well as paid social and email blasts. We received over 5,500 survey responses, with 53% of respondents having been to Palm Springs before, and 47% had not been.

NEXT STEPS

We compiled all key learnings and are in the campaign development phase. The campaign concepts will go through stakeholder workshops and consumer testing prior to launch.

The goal is to launch the new campaign heading into our summer need period in a few months. The campaign is supported by a strategic media plan, including unique market takeovers, high-impact media, and a supporting social media campaign.









BRAND CAMPAIGN VIDEOS



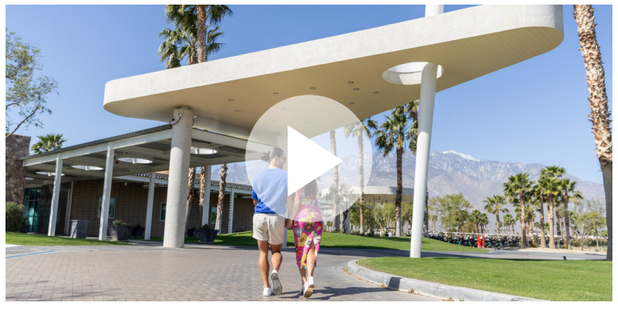
https://youtu.be/aumKC1zWWsc?si=In5NI8Hv87397-Mx

Brunch - How do you Palm Springs?



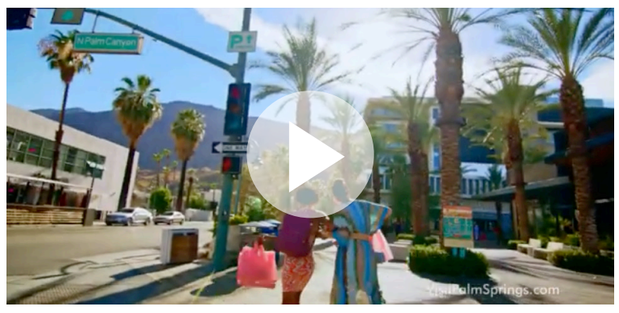
https://youtu.be/WfU5IWSxP-U?si=Uu-2GGHxmafVyoRb

Mid-Century Modern Home Tour - How do you Palm Springs?



https://www.youtube.com/watch?v=7ftJXIVgMJw

Plan Your Foodie Vacation - How do you Palm Springs?



https://youtu.be/s0dkrsHDbJg?si=6vVJGOYnNtSdJkOI

Shopping - How do you Palm Springs?



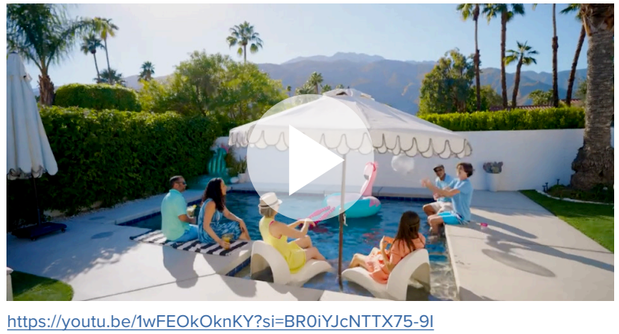
https://youtu.be/jpM7QYmBRbo?si=Ev4EVX522wRti1e6

Hiking - How do you Palm Springs?



https://www.youtube.com/watch?v=eoIAFdVLUq8

Girlfriends Getaway - How do you Palm Springs?



https://youtu.be/1wFEOkOknKY?si=BR0iYJcNTTX75-9I

Plan Your Family Vacation - How do you Palm Springs?

https://www.youtube.com/watch?v=aNOmK_GloZk

Dogs Day - How do you Palm Springs?

MARKETING CAMPAIGN DEVELOPMENT AND ADVERTISING EXECUTION

When JNS Next was brought on board to this account, they were a part of a key team of marketing stakeholders to come up with a new name, brand and marketing campaign.

The Sonoma Valley Visitors Bureau, its name to all stakeholders, through research, stakeholder meetings, and internal brainstorming, decided to change its consumer-facing name to Experience Sonoma Valley. Following this change, JNS Next, along with David Wells, participated in creating a brand promise, including archetype and persona identification, and word-smyth sessions.

BRAND PROMISE: It's easy to enjoy our relaxed wine country lifestyle in a charming vintage escape. Experience the true taste of California, welcoming and naturally friendly. The art of enjoying life.

Following the brand promise, the team participated in creative sessions for its new logo, brand and website, and strategy sessions for the brand roll out. JNS Next created a comprehensive marketing and advertising campaign to distinguish Sonoma Valley from its competitors. The plan included a mix of print, digital, television, outdoor and radio spots with calls-to-action for key target drive and fly markets, as well as a national awareness campaign.

OVERVIEW

Sonoma Valley was challenged to set itself apart not only from the greater Sonoma County, but also Northern California wine country as a whole (including Napa Valley). Sonoma Valley is the hotspot of Sonoma County, (the essence of California wine country) with more than 100 wineries, quaint towns, and a relaxed wine country lifestyle. Sonoma Valley wanted to shine in its feeder markets and stand out from competition, while developing a cohesive and strategic advertising campaign with new messaging and a new look and feel.

TACTICS

- Services include but are not limited to:
- strategic development
- message development
- campaign creative and asset creation
- social media advertising
- execution of the full media plan including
- monthly analytics

JNS Next also participated in the brand development including stakeholder interviews and workshops, the creation of a new logo and brand promise, and subsequent advertising and marketing campaign taking the Sonoma Valley Visitors Bureau to Experience Sonoma Valley.

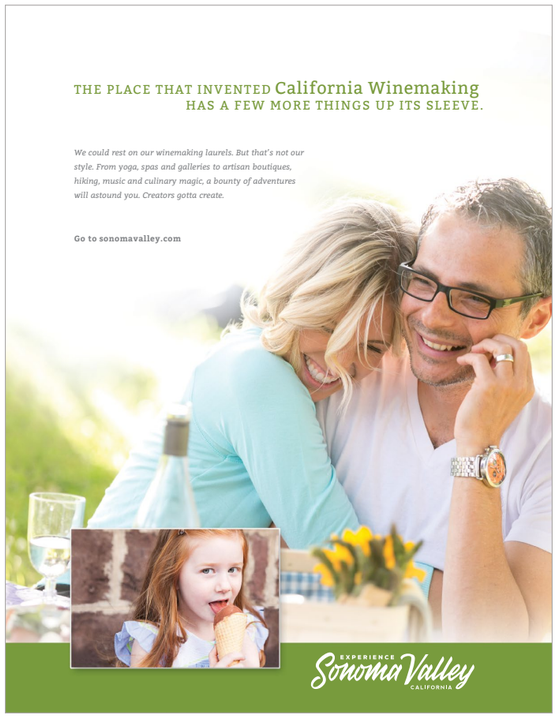
RESULTS

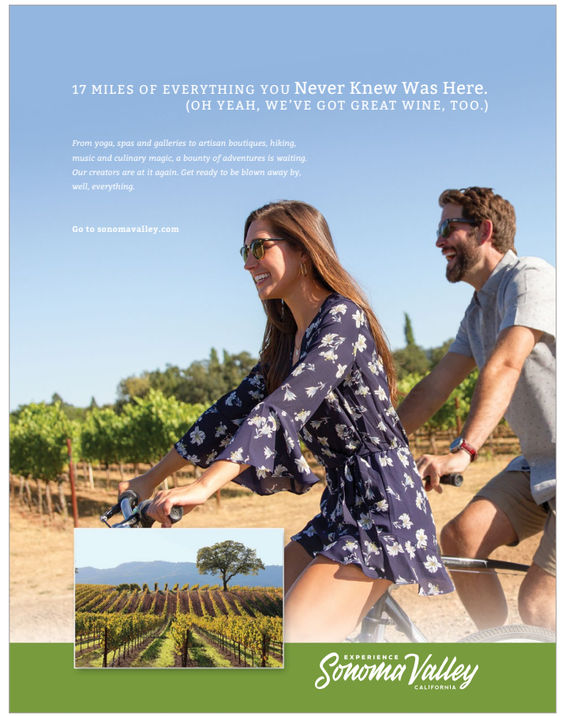
Year over year increase in tourism business in Sonoma Valley with an increase in TOT and Sales Tax. 2019 resulted in more than 350 million media advertising impressions, a 51% increase in Instagram followers, a 286% increase in Instagram impressions, and an 18% increase in Facebook likes. The website drew in 655,000 visitors, an increase from 2017.

CONTACT PERSON

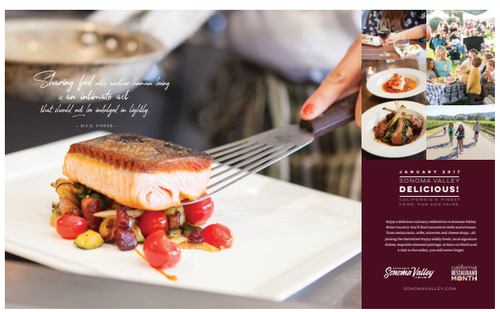
Tim Zahner, Executive Director
707-531-7702 / tim@sonomavalley.com
Relationship: 8 years











PAIR YOUR PERFECT GETAWAY

UPDATED CAMPAIGN 2023

PRINT, DIGITAL VIDEO



https://youtu.be/1VVpCrJhxr0?si=z8E9KMGSjBsSyHN5

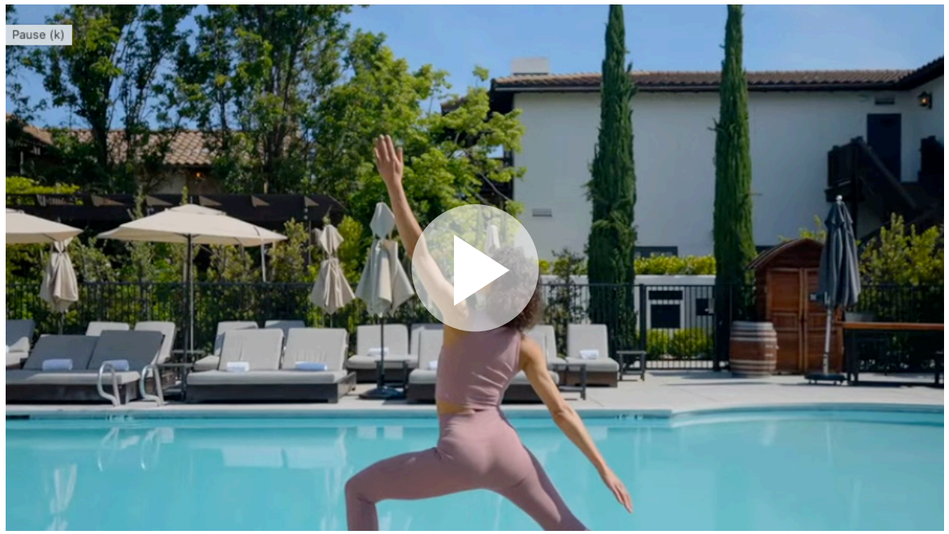


https://youtu.be/iTONmeAkMKE?si=OedArDTJjkZFa5yf

100 Days of Sonoma | Winter Wellness
Campaign Identity/Logo, Video, Social Template, Digital/Web

CHALLENGE: Create an off-season campaign promoting health and wellness in Sonoma Valley from January 1 through April 15.

CONCEPT: 100 Days of 'Wellness' inspired their consumers to reconnect with themselves, the land and bounty of wine country, and health-based activities to kickstart their year. Content was created for each day highlighting experiences and partners within the destination like spas, restaurants, hikes, organic farmers and more. JNS Next created marketing campaigns including email blasts, website landing pages, videos, social media graphics and more.



https://youtu.be/ULuPXQFOXaE?si=MBivhSxP-9S5UWZD









EXPERIENCE SONOMA VALLEY WORK SAMPLES









VISIT DALLAS

ADVERTISING STRATEGY & DEVELOPMENT

CONTACT PERSON

Jennifer Walker, CMO
jennifer.walker@visitdallas.com
Former Client (2022-2024)
Relationship: 3 years
VisitDallas.com

ABOUT

Visit Dallas is the official tourism agency for City of Dallas, Texas. The organization promotes over 35,000 hotel rooms and the Kay Bailey Hutchinson Convention Center Dallas with over 1 million sq ft of space.

CHALLENGE

Create and launch a new brand, positioning and marketing campaign for Visit Dallas. Fill and support Dallas hotels during the upcoming 5-year remodel of the Dallas Convention Center to support lost room nights.

SOLUTION

JNS Next, as part of the Vision Collab (an alliance of four independent agencies) conducted in-depth research and developed the platform that brought Dallas's new brand to life. We conducted qualitative research with over 1,500 surveys, 31 one-on-one stakeholder interviews, 8 qualitative focus groups, 3 customer advisory board groups and 3 brand workshops. We also conducted quantitative research with 14 consumer focus groups in 7 national markets, 4 local focus groups, 3 customer advisory board groups and 1 national study. Then, we really got to work.

We successfully redefined what Dallas is: a maverick, can-do spirit, with the creative expression of just the right amount of swagger. We elevated Dallas as a bold, welcoming, must-visit destination to benefit our community and visitors.

THE DALLAS BRAND IS: A MAVERICK, CAN-DO SPIRIT.

JNS Next served as the advertising partner for Visit Dallas working under Greenhaus Agency, and we strategically launched the brand locally with a full-funnel media and advertising blitz. The campaign was seen across billboards, digital OOH, bus wraps, wallscapes/murals, print ads, digital ads, content stories, streaming audio, CTV and more, in both English and Spanish.





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LEISURE

Nationally, we identified new key markets that Dallas had yet to reach, utilizing a market analysis tool (developed with SMARI and Michael Rudowski - VP of Research and Insights) to understand potential ROI.

The audience approach for the FY24 campaign shifted from an attitude-based model to a pillar-based one, emphasizing a more structured and brand-focused strategy. Instead of segmenting out specific personas based on demographics (families, LGBTQ+, diverse communities), our approach involved integrating these elements throughout the entire campaign, incorporating them into targeting, media placements, and creative components across all tactics. Our strategy involved reaching specific demographics within each audience segment, supported by data-driven research that delved into the characteristics of each segment.

We created 7 new audience segments and launched the new campaign in a three tier market strategy during a key need-period for Dallas. This included a market takeover of Chicago (a new advertising market for Dallas with high ROI potential in the leisure and group side) including billboards (during and on Chicago's Pride Parade route - another key audience group for Dallas, LGBTQ+), print publications, digital OOH, streaming audio, CTV, high-impact ads, OTAs and programmatic storytelling solutions. Other key expansion markets included Los Angeles, New York, Philadelphia, San Francisco, Seattle, Atlanta and more. We focused these emerging markets on awareness tactics and messaging, as they had not been exposed to Dallas messaging in the past. Our in-state and other feeder markets that were more aware of Dallas offerings focused on lower-funnel conversion based tactics and messaging.

MEETINGS

We created a first-to-market meetings advertising solution with CVENT aimed at generating net-new self-contained meetings bookings and revenue for hotels, taking share from out-of-market competitors such as San Antonio, Nashville, Chicago, and more. We focused on generating business during identified need dates at our hotel partners.

At the same time, to launch our new meetings campaign, we took over the arrivals experience at San Antonio International Airport during CVENT Connect (the first time this event was taking place outside of Las Vegas). Attendees were shown Dallas creatives throughout their airport journey, and ahead of the convention, to get them in the right mind set for the show. We also debuted a new booth design, and carried the creative throughout the city on Digital OOH units for attendees outside of the convention center between high-traffic attendee areas.

IMPACTS

We successfully launched the brand locally, generating buzz and awareness throughout the neighborhoods all across the city. During the national brand rollout months of June through September 2024, we generated over 194M impressions to key targets. Our Tripadvisor economic impact increased from $5.7M to $6.8M and a 50% lift in clicks to book and 100% lift in estimated bookings from ad exposure. Our Expedia campaign generated over $37M in gross bookings throughout the Fiscal Year.

Meetings: Generated net-new proposals for $94.7M in RFPs over the course of 3 months from 407 new RFPs and over 244,000 in potential room nights.

In 2023, 27 million visitors spent $6.6 billion in the City of Dallas, with a total impact of $10.5 billion to the city's economy, supporting over 59,000 jobs. This was an increase of nearly 5%. Visit Dallas was directly responsible for over 2.4 million room nights and $2b in economic impact (more than 20% of all visitor spending)

LODGING $1.8 billion
FOOD/BEVERAGE $1.6 billion
RETAIL $1.3 billion
TRANSPORTATION (local and air) $900 million
RECREATION/ENTERTAINMENT $800 million

METRICS

The Fiscal Year ended with 386 million impressions across Display, Traditional, Paid SOcial, Google, Video and Audio tactics; up from 243 million the previous year. (An increase of 58% YoY.)

Client Relationship Explanation:
JNS Next played a pivotal role in the Visit Dallas account as part of the Vision Collab, a collective of four agencies, during the initial 1.5 years of the contract. Following the successful brand development phase, JNS Next transitioned into a subcontractor role under Greenhaus, the agency of record, to support strategic media planning, buying, and execution for an additional 1.5 years.

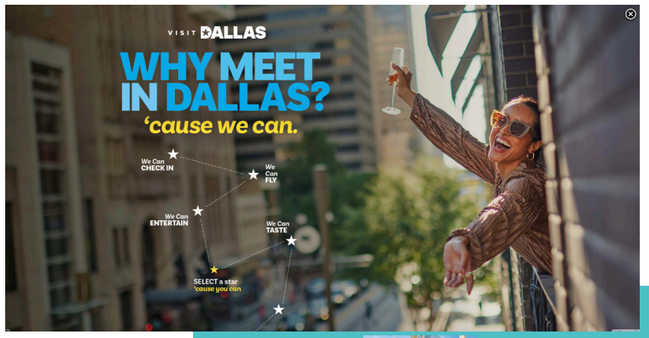
In alignment with the contractual scope, JNS Next successfully fulfilled its responsibilities, delivering a comprehensive strategic media plan that laid the foundation for Greenhaus and its partners to execute future initiatives. After a successful brand launch and fiscal year, Greenhaus and its partners agreed to exit partnership agreements, allowing the roadmaps to work under a revised Greenhaus contract.

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VISIT DALLAS WORK SAMPLES

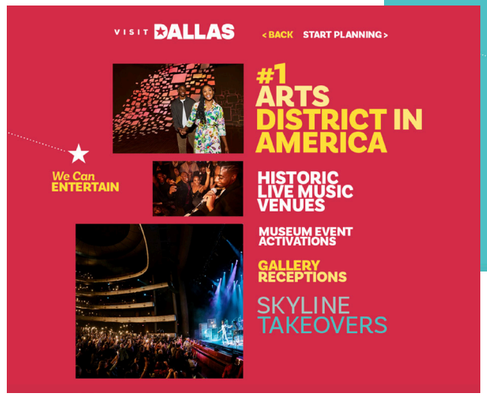


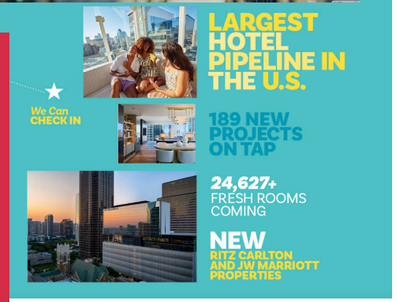






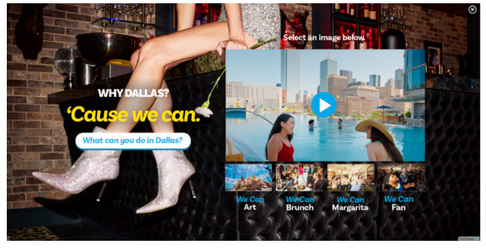




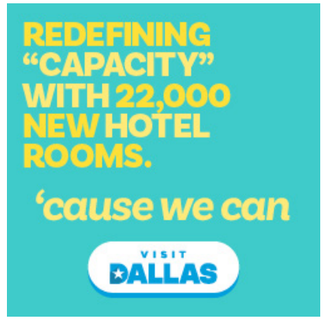
















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STAY HEALDSBURG
The Tastemaker of Sonoma Wine Country

VIDEO, PRINT, DIGITAL



https://youtu.be/sIIV8IUWWB8?si=tTPPsEnF043TgdYR

A Girls Trip - There's no place like happy.



https://youtu.be/O1gmm5m_nrk?si=4QcECAMiuI7C2mzc

:30 Commercial - 2023



https://youtu.be/OHn8PBxqVbQ?si=853kx69IPBeZYOd0

A Couples Day - There's no place like happy.



https://www.youtube.com/watch?v=CvoqI64wFKg

:30 Commercial - 2022

STAY **HEALDSBURG**
The Tastemaker of Sonoma Wine Country

PRINT & DIGITAL

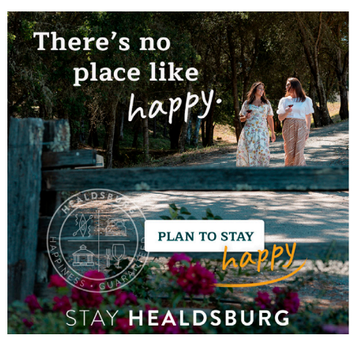






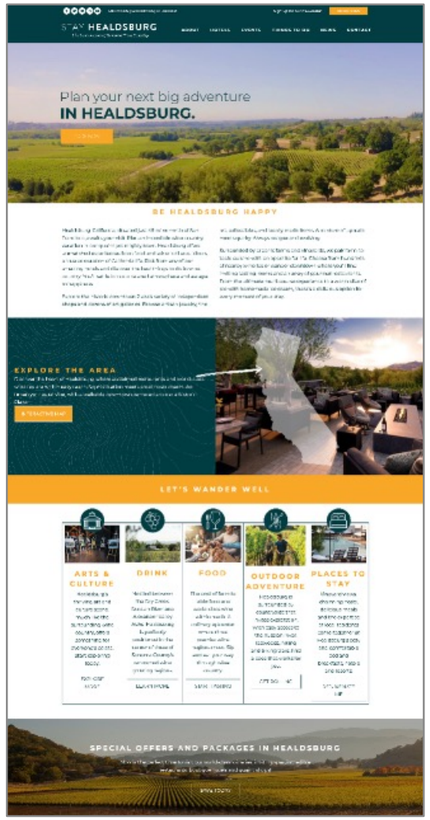


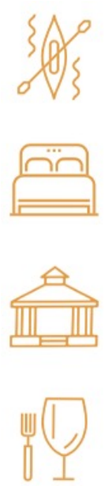




STAY HEALDSBURG
The Tastemaker of Sonoma Wine Country

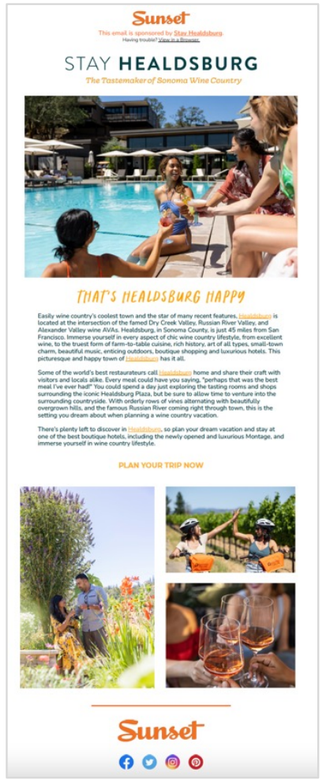
BRANDING AND DESIGN





ADVERTISING







SOCIAL MEDIA



VIDEO AND PHOTO PRODUCTION



JNS NEXT

BRANDING

SITUATION | A city with the all the entertainment toys, including AT&T Stadium, Globe Life Park (Home of the Texas Rangers, and Six Flags over Texas, Arlington, TX was considered) to be a bedroom community located between two larger cities: Dallas and Fort Worth. It has a long history of being a leisure destination primarily for families within the Texas and neighboring states. Despite having some substantial assets, it was not standing up to its full offering.

KEY DELIVERABLES

- Engaging in an inclusive dialogue with Arlington's brand stakeholders representing a range of perspectives.
- Deeply engaging with the city manager, city council and Mayor's office at every step of the process since the branding initiative was a pressing deliverable in the context of Arlington's master plan.
- Clearly defining and articulating a brand strategy to all stakeholders.
- Devising and implementing the brand launch including the execution related initiatives post launch.
- Logo development and new identity package for the City of Arlington and the Arlington Convention & Visitors Bureau

METHODOLOGY

Stakeholder interviews (60+) included the city manager and communications staff; city councilmembers; the mayor; local hospitality and tourism professionals; large and small businesses; the Chamber of Commerce, several city departments; primary, secondary leaders; and university education leaders, sports franchises; entertainment venues; students; residents;and Experience Arlington staff. Conceived and convened a subset of key stakeholders that was coined **'Align Arlington.'** ALIGN's intention is to become a continual practice of fostering communications and collaboration among all City departments and key stakeholders as it relates to the creation, launch and sustainability of the city brand.

- Considering the historical, political, social, and economic underpinnings of the destination were critical to identifying the brand direction as well as to gain support from stakeholders and their constituents. Building relationships with city council and addressing their districts' unique needs was at the forefront of this engagement from start to finish.
- Reviewed and incorporated learning from existing quantitative and qualitative research conducted by another firm at an earlier phase of the branding initiative. Also considered the branding in the context of the city's master plan.

BRAND DIRECTION

The brand audit identified that Arlington's guiding principles are the relevance of legacy and community that makes it feel like America's biggest small town. It is a place where opportunity for education, economic development and attainment of home ownership is top-of-mind for the city's diverse population. It has long been and continues to be a family leisure destination with a world-class theme park, two sports franchises, museums, and recreational amenities. Additionally, Arlington's location at the epicenter of the thriving North Texas Region is another strategic advantage. Brand messaging tells the story of Arlington as reflection and re-imagination of the American Dream. It's a true-blue model city where it's very fabric is woven into today's New American ideal. Arlington is positioned as the 'American Dream City.'

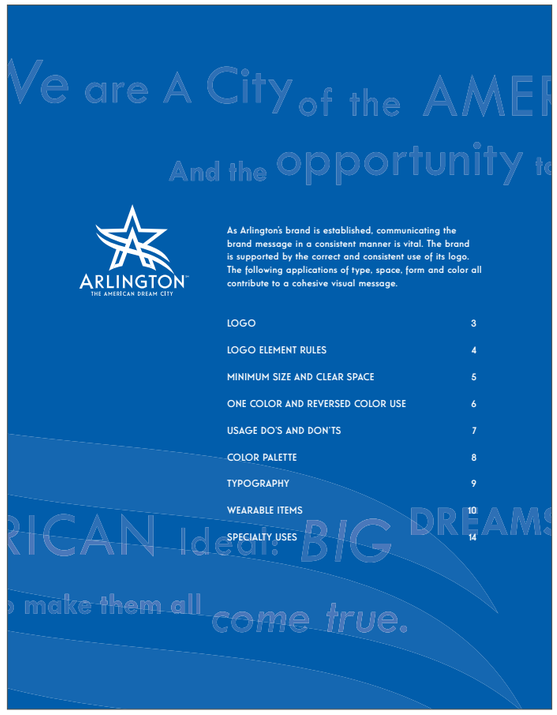
SERVICES PROVIDED

- Brand Audit
- Brand pillar definition
- Brand positioning, story, and visual approach
- Brand identity package
- Brand graphic standards
- Brand announcement strategy and deployment
- Website reskin
- On-going strategic planning, marketing, and advertising

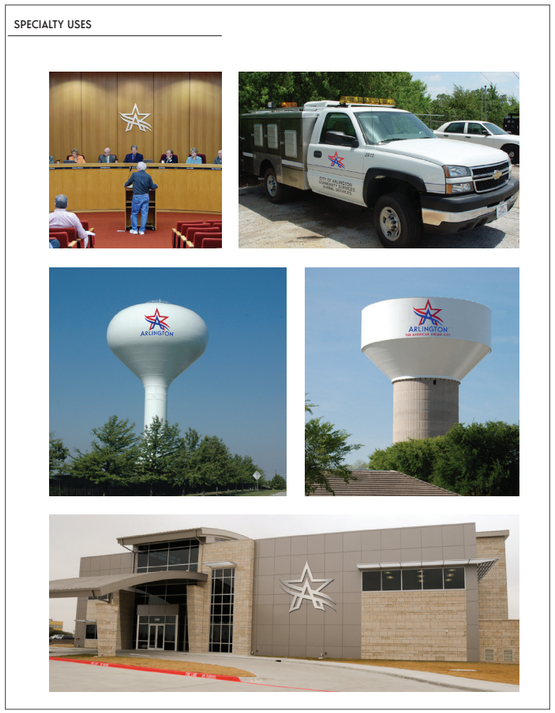
ARLINGTON – THE AMERICAN DREAM CITY VIDEO

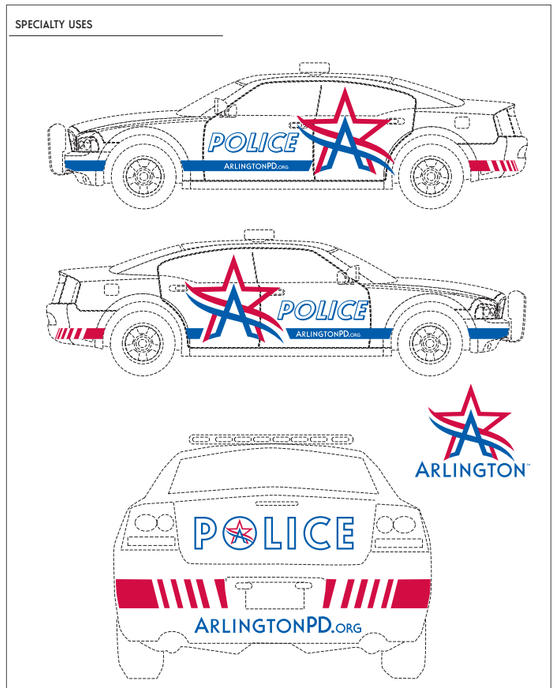


https://youtu.be/19uKmRrXNrI


Ve are A City of the AMER
And the opportunity to
ARLINGTON
THE AMERICAN DREAM CITY
As Arlington's brand is established, communicating the brand message in a consistent manner is vital. The brand is supported by the correct and consistent use of its logo. The following applications of type, space, form and color all contribute to a cohesive visual message.
LOGO 3
LOGO ELEMENT RULES 4
MINIMUM SIZE AND CLEAR SPACE 5
ONE COLOR AND REVERSED COLOR USE 6
USAGE DO'S AND DON'TS 7
COLOR PALETTE 8
TYPOGRAPHY 9
WEARABLE ITEMS 10
SPECIALTY USES 14
RICAN Ideal: BIG DREAMS
o make them all come true.


COLOR PALETTE
ARLINGTON
THE AMERICAN DREAM CITY
PMS 200 Coated & Uncoated
PROCESS BUILD
C 0 / M 85 / Y 72 / K 23
R 196 / G 29 / B 55
HEX C41D37
GRADIENT 100% → 25% TINT
PMS 286 Coated & Uncoated
PROCESS BUILD
C 100 / M 89 / Y 4 / K 1
R 48 / G 67 / B 145
HEX 304397
GRADIENT 100% → 25% TINT
PMS Cool Gray 8 Coated & Uncoated
PROCESS BUILD
C 0 / M 1 / Y 0 / K 43
R 161 / G 161 / B 164
HEX a1a1a4
ALTERNATE 50% Black

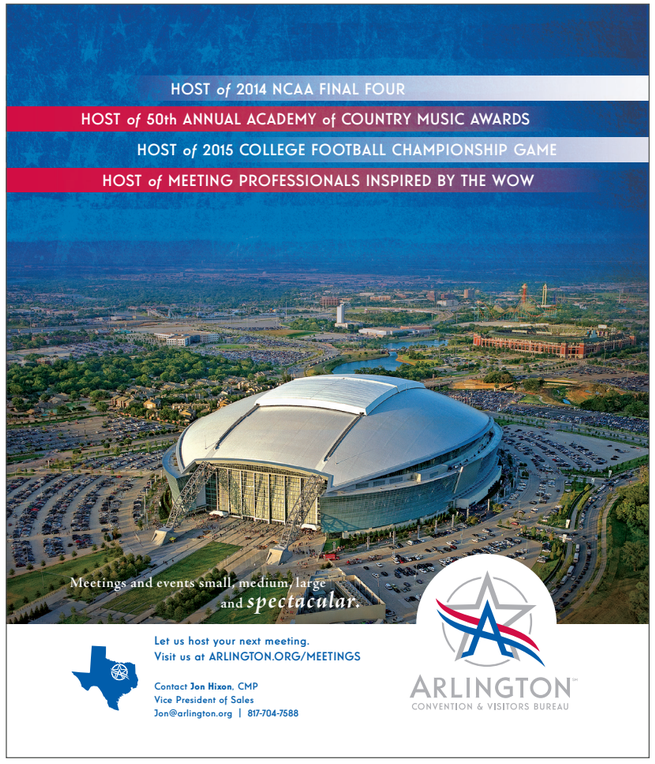

SPECIALTY USES


SPECIALTY USES
POLICE
ARLINGTONPD.ORG
POLICE
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ARLINGTON
POLICE
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Home
Online Services
Contact Us
Emergency
Maps
Apps
Employment
City Services Directory
en Español
Pay Online
Search
Residents
Business
Visitors
City Government
Departments
Newsroom
ARLINGTON
THE AMERICAN DREAM CITY
A City of
INDEPENDENCE
and Self-Reliance
DREAMS
Featured Depts.
Popular Services
How Do I...?
Arlington Parks
Sed ut perspiciatis un
University of Arlington
Summer Concerts
Sed ut perspiciatis un


Home
Online Services
Contact Us
Emergency
Maps
Apps
Employment
City Services Directory
en Español
Pay Online
Search
Residents
Business
Visitors
City Government
Departments
Newsroom
ARLINGTON
THE AMERICAN DREAM CITY
A City of
economic Vitality
DREAMS
ASPIRATION
Featured Depts.
Popular Services
How Do I...?
University of Arlington
Nemo enim ipsam vol ipsum odit aut fugit...
Read More >
Summer Concerts
Sed ut perspiciatis un de omnis iste natus eor nepsit voluptat...
Read More >
CALENDAR/EVENTS
Filter Calendar >
Fri 25: Partly Cloudy 72° | 41°
DEC 4 UTA Division for Enterprise Development
Wednesday, December 4
DEC 7 Medical Center of Arlington Holiday Party
Saturday, December 7
DEC 7 Olde Town Christmas (Day 2)
Saturday, December 7
DEC 6 Texas Health Resources
Friday, December 6
DEC 7 English Conversation Circles
Saturday, December 7
DEC 7 Nerium International Conference
Saturday, December 7
View All Events >
THE AMERICAN DREAM CITY
OTHER INFORMATION/LINKS
Rush Creek Area Info
Click for more info>
Arlington Online Store
Click for more info>
Save Arlington Water
Click for more info>
Gas Drilling Information
Click for more info>
Recovery Act
Click for more info>
Metro Arlington Xpress
Click for more info>
Watch MyArlingtonTV
Lorem impsum erspiciatis unde omnis iste natus dolor error nepil led molis sit voluptatem sit amet. Vero sed erspiciates unde omnis iste.
Read More >
POPULAR LINKS
Pay a utility bill
Pay property tax
Pay a traffic citation
Find my towed vehicle
ARLINGTONTEXAS
File a complaint (landlord)
Register a vehicle
Find voting information
Find a city attorney
Schedule trash pick up (bulk)
Find info on public transit
Register/buy a gun
More...
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ARLINGTON
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arlington.org
ARLINGTON
THE AMERICAN DREAM CITY℠
2014 OFFICIAL VISITORS GUIDE
GANGSTERS AND GAMBLERS AT TOP O' HILL TERRACE
EXPLORE 4,000 ACRES OF LUSH PARKS
GLOBE LIFE PARK IN ARLINGTON TURNS 20
SIX FLAGS OVER TEXAS
NEW KIDS ATTRACTIONS
AT&T STADIUM
VIEW THE GREATEST ART IN SPORTS
AT AT&T STADIUM
Sky Mirror by Anish Kapoor
ARLINGTON
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HOST of 2014 NCAA FINAL FOUR
HOST of 50th ANNUAL ACADEMY of COUNTRY MUSIC AWARDS
HOST of 2015 COLLEGE FOOTBALL CHAMPIONSHIP GAME
HOST of MEETING PROFESSIONALS INSPIRED BY THE WOW
Meetings and events small, medium, large and spectacular.
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Contact Jon Hixon, CMP
Vice President of Sales
Jon@arlington.org | 817-704-7588
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BRANDING

VISIT MESA
CITY LIMITLESS®

SITUATION | As the 38th largest city in the country, Mesa had long been defined as a bedroom community to Phoenix, AZ. Traditionally, it was a retirement destination and family friendly suburb considered widely to be sleepy, uninspiring, and stuck in a conservative and narrow mindset.

KEY DELIVERABLES

- Stakeholder interviews (40) included local hospitality and tourism professionals including meeting planners, business and community leaders, city council members, and Visit Mesa staff.
- Conducted an online focus group that unfolded over a 3-day period with 15 consumers from feeder markets. Participants provided feedback on their perception of Mesa as a leisure destination. Feedback helped to narrow the selection of the final brand concept, tagline, logo, and color palette.
- Conducted an in-person focus group with a selection of tourism and group meeting professionals. Participant feedback helped to refine and improve the final brand concept, tagline, logo, and color palette.
- Reviewed existing tourism and hospitality secondary research including Mesa's proprietary online consumer branding survey, social media impact data, airport traveler exit interviews as well as the Visit Mesa advertising and marketing business plans, and existing marketing collateral.

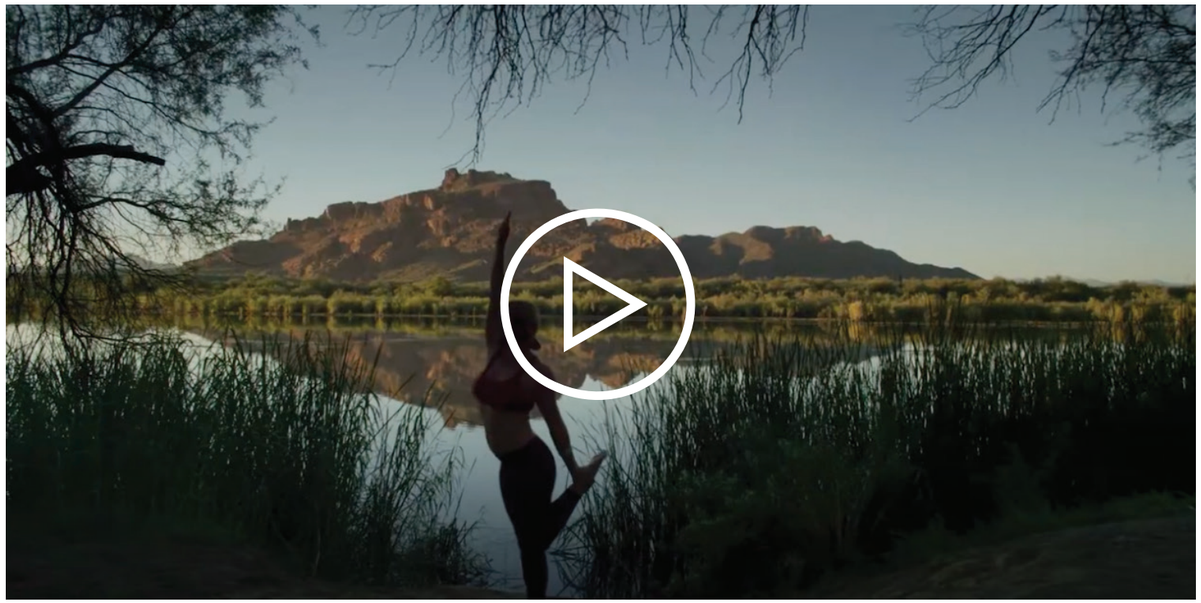
BRAND DIRECTION

- The brand audit identified that Mesa as a city of limitless opportunities. Mesa embraced the brand pillars of being boundless, effortless, priceless, fearless, and timeless. Its new tagline is “City Limitless.” Mesa is now being positioned as a regional Arizona brand experience. Partnerships with Agri-tourism neighboring communities elevate the region for all.
- Brand messaging tells the story of Mesa as being creative, multifaceted, and offering a uniquely warm community experience with agrarian and recreational offerings that differentiate it from the Great Phoenix market. It is also a burgeoning education hotbed, enticing expansion market for economic development and offers tremendous value for leisure travelers.

SERVICES PROVIDED

- Brand Audit
- Brand pillar definition
- Brand positioning, story and visual approach
- Brand identity package
- Brand graphic standards
- Brand announcement strategy and deployment
- On-going marketing and advertising support

VISIT MESA CITY LIMITLESS BRAND VIDEO



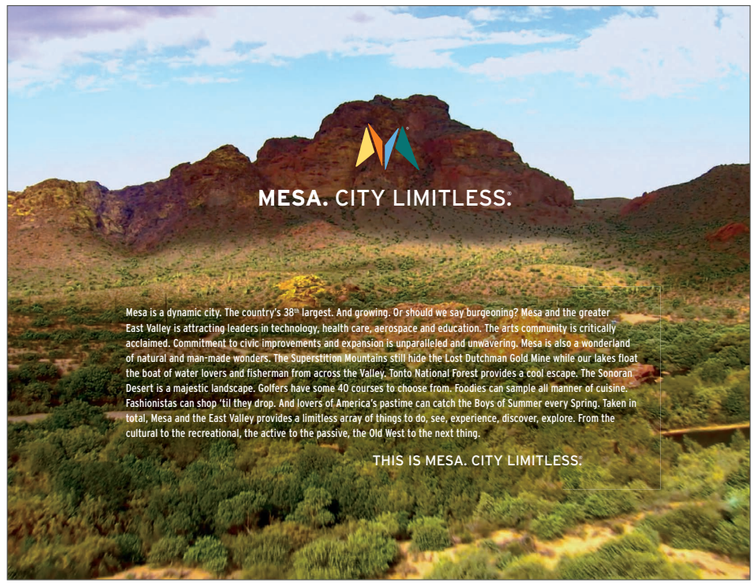
https://youtu.be/6oHbxxGYMpo



VISIT MESA
CITY LIMITLESS®

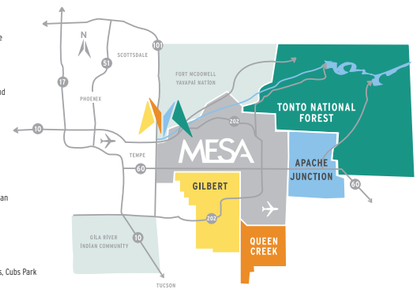
BRAND STANDARDS MANUAL \ 2014

A reference guide for brand integrity when producing internal and external communications including: print collateral, print ads, online banners, website, promotional items, social media and public relations.



Mesa transcends its boundaries and has become CITY LIMITLESS®

- speaks to all of Mesa's points of differentiation
- elicits positive emotion
- believable...proving that Mesa's 'limitless' by insurmountable visitor experiences offered
- multi-tiered...relevant to all market segments and visitors interest
- crosses geographic and cultural boundaries as a gateway and 'East Valley' regional destination brand



LIMITLESS EXPERIENCES \

BOUNDLESS	beyond boundaries, Agriculture, Native American culture, historic Dutchman Mines
BREATHLESS	Natural beauty, architectural marvels
FEARLESS	Outdoor adventure, recreation/ sport
GUILTLESS	Foodie, fare, mixology, nightlife, shopping
TIMELESS	history, western adventures, modern amenities, Cubs Park
MATCHLESS	Golf, swimming, sports complexes
AGELESS	(Family Activity) parks, museums, arts and crafts, crop picking
COUNTLESS	Hidden treasures, fresh markets, car shows, art shows, antique shows
EFFORTLESS	(Transportation) Gateway Airport, Sky Harbor, 202 freeway loop
PRICELESS	(Lodging) Hotels, resorts



LOGO VARIATIONS \

Some applications may require an alternative logo configuration to be used for the following:

• Marketing materials (ie. shirts, hats, signage)

• On-line/digital advertising media (i.e. banners, skyscrapers, towers, e-mail)

1. The recommended minimum size for the MARK ONLY logo is 1.25" wide.

2. Allow for ample clear space (free of text and/or graphics) around the logo as shown. A minimum of .25".

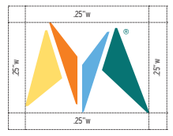
3. The recommended minimum size for the HORIZONTAL ORIENTATION logo is 2" wide. Always insure the logo, VISIT and tag line are legible.

4. Allow for ample clear space (free of text and/or graphics) around the signature as shown. A minimum of .25".

1



2



MARK ONLY
(registered trademark must be used)

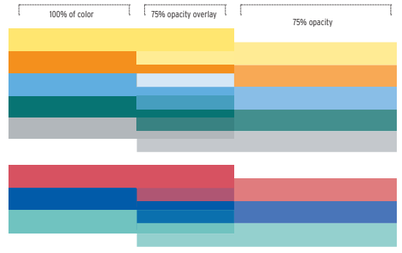
3



4



HORIZONTAL ORIENTATION
(can be used without tag line with marketing department approval only) If tag line is removed, registered trademark must be included next to the "M" mark (see 1. above)



The usage of screens and tints of the core colors should be used only at a 75% opacity and no lighter.

This effect of overlaying colors on top of each other in small accent areas (ie. bar of color) and over images gives a broader range of tones and depth to the brand palette.

Brand Support Colors

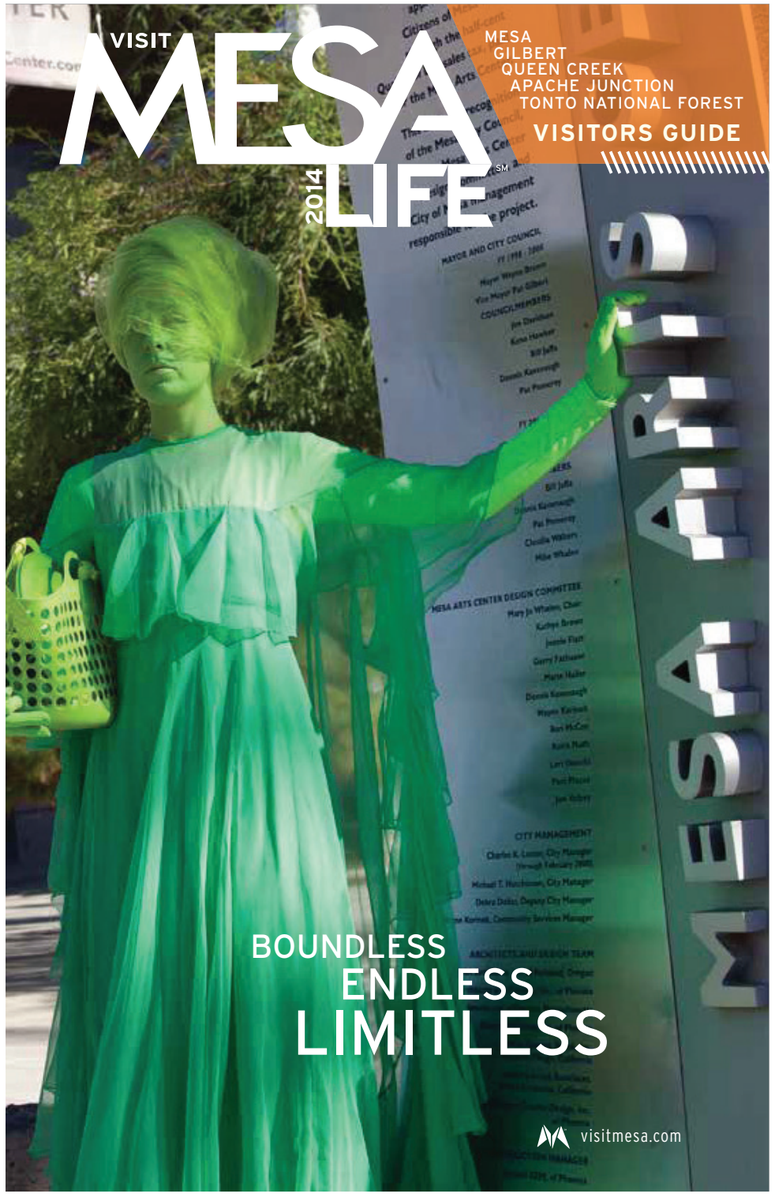
UP (uncoated)			PC (coated)		
PMS 7418	PMS 293	PMS 563	PMS 7418	PMS 293	PMS 563
CMYK 8 74 62 7	CMYK 91 53 0 0	CMYK 44 0 26 0	CMYK 3 80 48 9	CMYK 100 68 0 2	CMYK 52 1 26 3

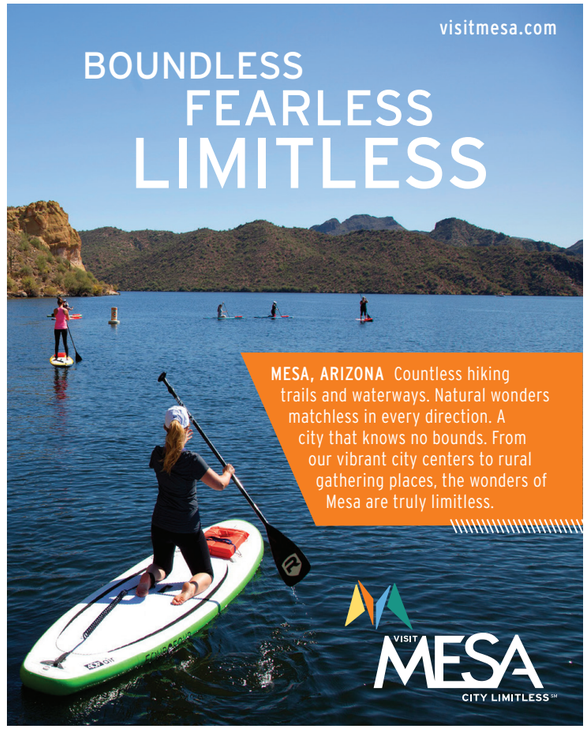
Web/Digital Colors

RGB	HEX	RGB	HEX	RGB	HEX
213 82 96	D65160	0 91 168	005BA8	114 194 190	72C2BE


Meeting Planners
Sports Planners
Travel Trade
Media
Language
SEARCH
PARTNERS
VISIT MESA
STAY
TO DO
EVENTS
DINE
ABOUT
CITY LIMITLESS MAP
HOTELS
RESORTS
RV PARKS
SMALL GROUPS
EFFORTLESS
GUILTLESS
FARM TO FORK
SCHNEPF FARMS, QUEEN CREEK
Read more
H 103 / L 75
VISITORS GUIDE
MAPS
ITINERARIES
TRIP PLANNER
BOOK HOTEL


Meeting Planners
Sports Planners
Travel Trade
Media
Language
SEARCH
PARTNERS
VISIT MESA
STAY
TO DO
EVENTS
DINE
ABOUT
CITY LIMITLESS MAP
FEARLESS
TOUGH MUDDER RACE
FEBRUARY 2014 • MESA
Read more
H 103 / L 75
VISITORS GUIDE
MAPS
ITINERARIES
TRIP PLANNER
BOOK HOTEL
It's about MESA
EXPERIENCE BUILDER
FAMILY
OUTDOOR
FOODIE
ACTIVITIES
EVENTS
Experience how Mesa transcends it's boundaries and has become
CITY LIMITLESS
Because LESS is MORE
SCOTTSDALE
PHOENIX
TEMPE
CHANDLER
MESA
GILBERT
QC
AJ
TONTO NATIONAL FOREST
EXPLORE
MESA
GILBERT
QUEEN CREEK
APACHE JUNCTION
TONTO NATIONAL FOREST
It's about ME \ News
EMAIL ADDRESS
SUBMIT
STAY
Hotels
Resorts
RV
Small Groups
TO DO
Spring Training Baseball
Golf
Nightlife
Outdoor Adventure
Multicultural
Museums
Hidden Gems
Family Fun
Shopping
EVENTS
Seasonal
Sports
Festivals
DINE
Fine Dining
Local Favorites
Coffee Shops
Bars
Breakfast Favs
Specialty
ABOUT
East Valley History
Transportation
Visitors Guide
Maps
MESA TOURISM
Meeting Planners
Sports Planners
Travel Trade
Media
Resources
Submit Proposal
PARTNERS
Hilton
allegiant
mesa-az
tripadvisor
VISIT MESA
CITY LIMITLESS
Contact
Privacy Policy
Sitemap
powered by simpleview

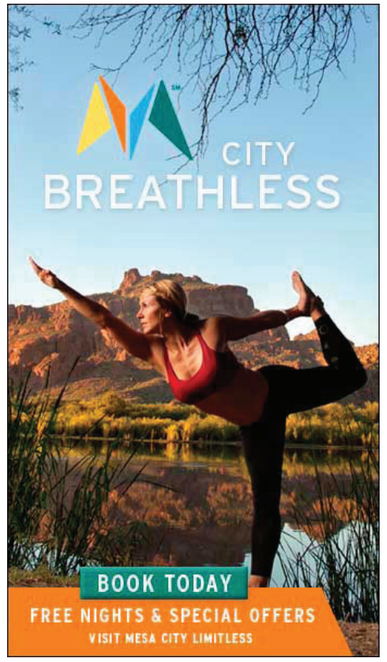

VISIT
MESA
2014
LIFE
MESA
GILBERT
QUEEN CREEK
APACHE JUNCTION
TONTO NATIONAL FOREST
VISITORS GUIDE
BOUNDLESS
ENDLESS
LIMITLESS
visitmesa.com


visitmesa.com
BOUNDLESS
FEARLESS
LIMITLESS
MESA, ARIZONA Countless hiking trails and waterways. Natural wonders matchless in every direction. A city that knows no bounds. From our vibrant city centers to rural gathering places, the wonders of Mesa are truly limitless.
VISIT
MESA
CITY LIMITLESS℠


FEARLESS.
BOUNDLESS.
LIMITLESS.
Matchless. Countless. Endless. Our trails, waterways and natural wonders prove that Mesa, Arizona is a city that knows no bounds. To plan how your next outdoor adventure can truly be limitless, call
800.283.6372
visitmesa.com/ca
VISIT
MESA
CITY LIMITLESS℠


CITY
FEARLESS
VISIT MESA
CITY LIMITLESS℠


CITY
BOUNDLESS
VISIT MESA
CITY LIMITLESS℠


CITY
BREATHLESS
BOOK TODAY
FREE NIGHTS & SPECIAL OFFERS
VISIT MESA CITY LIMITLESS


WIN A
BOUNDLESS
ADVENTURE
GETAWAY.
VISIT
MESA
CITY LIMITLESS℠
CLICK HERE


BOUNDLESS
TONTO National Forest
OST DUTCHMAN TRAIL SYSTEM
BOOK TODAY
FREE NIGHTS & SPECIAL OFFERS
VISIT MESA / LIMITED TIME ONLY!


LIMITLESS
BOOK TODAY
FREE NIGHTS & SPECIAL OFFERS
VISIT MESA / LIMITED TIME ONLY!

DISCOVER LONG ISLAND
NEW YORK



https://vimeo.com/949980253?share=copy

With cherished memories and a clear vision, we launched Discover Long Island's "BeLong" campaign—a brand that captures the heart of Long Island for everyone who has ever embraced its salty air and enjoyed its morning bagels. Our travel experiences weave memories into lasting bonds, forming the very essence of where we belong.

This belief fueled the "BeLong" campaign:

Happy are those who have something to long for, but true happiness lies in the power of belonging. To belong is to love a place so deeply that it becomes part of who we are. It's the neighborhood, the bagel shop, the quiet beach—places that ground us in trust, friendship, and community. Long Island nurtures this feeling, uniting American pride, diverse cultures, and shared traditions, inviting the world to discover its treasures and make them their own.

Discover Long Island spearheaded the "BeLong on Long Island" brand, sparking remarkable growth before the pandemic. As Kristen Reynolds emphasized, "Our brand is more than showcasing places to visit; it's about creating a sense of belonging." With the creative direction of Jeff Miraglia, the "BeLong" campaign stays true to Long Island's authentic spirit.

Since the campaign's 2018 launch, it has grown into a dynamic platform promoting awareness and discovery. Through social media, podcasts, Long Island TV, and award-winning campaigns, we've invited countless "discovery-seekers" to explore Long Island's beauty and diversity, from its coastline to its burgeoning wine country. Efforts to expand transportation access have further bolstered the region's appeal to visitors and meeting professionals alike.

Even amid the challenges of Covid-19, the "BeLong" campaign endures—through captivating videos, engaging podcasts, and innovative marketing—inviting travelers to curate their own Long Island experiences. As the region continues to attract new businesses and visitors, our collaborative efforts stimulate economic growth and drive development.

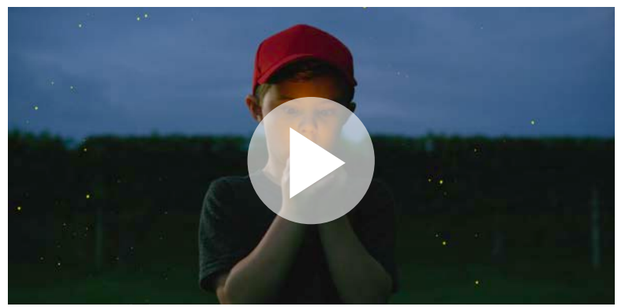
At JNS Next, we believe destination brands are more than tourism—they are about fostering a deep connection with place. "BeLong on Long Island" now supports collaborative business efforts, driving economic development across the region, uniting communities in a powerful sense of belonging.

LOVE



https://vimeo.com/summerlandcreative/review/665799264/4eaabaefac

FAMILY



https://vimeo.com/summerlandcreative/review/665799240/986623f62a

ADVENTURE



https://vimeo.com/summerlandcreative/review/665799196/d73e8b4bd8

BRANDING

visit greater palm springs
find your oasis

Since the rebrand and the launch of its marketing initiative in 2012, Greater Palm Springs provides today's traveler with a distinct destination choice for leisure, meetings, and tour group travel. In its 11th year, the campaign has not wavered and continues to promise and deliver an oasis of escape, adventure, recreation, and relaxation.

Recognized around the world, Greater Palm Springs comprises nine distinct cities encompassing an enriching variety of attributes and experiences, allowing Visit Greate Palm Springs to effectively heighten brand awareness, overcome misconceptions about the destination and communicate a greater set ofexperiences targeting today's travelers, including Baby Boomers and GenX travelers, and is quickly emerging as a preferred destination among millennials and GenZ.

Collectively, as one integrated and collaborative destination, VGPS invites visitors and residents to experience an extensive array of festivals, activities, attractions, and events. Gone are the perceptions of GPS as exclusively a retirement/relaxation getaway. Instead, it's becoming known around the world for its brand identity as a Southern California oasis for all ages. Its identity as an oasis is reflected not only by its geography, but also by the emotional impressions and connections this destination casts upon visitors.











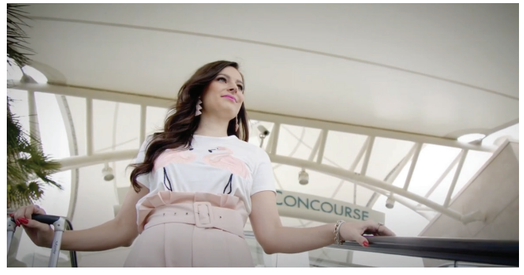
LINK #1 – DESTINATION MUSIC VIDEO
URL: https://youtu.be/Xr7Mn1fd7x0

Featuring a selection of local performers filmed in iconic locations, the music video was inspired by an original song created in 2018—" Find your own oasis"—which was remastered to include several distinct genres that define our destination's musical following, cultures, and diversity. Overall, VGPS succeeded in producing an emotionally driven story that not only captures the destination's brand but also showcases our local artists and burgeoning music and arts scene in a new way. The video also yielded hours of new creative assets (b-roll, images, etc.).



LINK #2 – FIND YOUR MEETING OASIS VIDEO SERIES
URL: https://www.youtube.com/playlist?list=PLQo23D9HWEAeOr5je3UVltujh-QR1Acob

Our original "Find your meeting oasis" video series launched in 2019 as an extension of our brand identity into the group/convention sales market, which, before the pandemic, made up 40% of our business. The same environment and experiences that leisure visitors enjoy are also what define the destination as a "meeting oasis." VGPS invite groups to "find their meeting oasis," whether that means relaxing poolside in between meetings, going on a hike before a day of brainstorming, or experiencing our culinary scene.



LINK #3 – DESTINATION BRAND VIDEO
URL: https://youtu.be/ctittXvr5OM?si=fFUbGbSAJnPZi6kc



LINK #4 – SAFER TOGETHER, GREATER TOGETHER
URL: https://www.youtube.com/watch?v=Onbf1Z6UAYw

During the pandemic, Visit Greater Palm Springs created a destination-wide Safer Together, Greater Together Pledge to protect our visitors, residents, and hospitality workforce. To date, more than 500 businesses (hotels/resorts, restaurants, attractions, etc.) have adopted the pledge, committing to uphold the latest health and safety standards. The pledge "badge," or icon, incorporates our brand logo mark, while "Greater Together" reflects our name, "Visit Greater Palm Springs," and highlights the importance of regional collaboration among all nine cities.



BRANDING
NAMING
IDENTITY

This brand guide and video demonstrates how the agency carefully followed the research and crafted a new brand for the DMO, Greater Ontario Convention & Visitors Bureau and the Ontario Convention Center. The new brand includes a new identity and positions the organization and region as the “Gateway to the SoCal Experience.”

Our thoughtful and strategic brand execution to print, digital, social and beyond has set the region up for success as the brand evolves and is embraced.

GOCAL
GREATER ONTARIO
CALIFORNIA

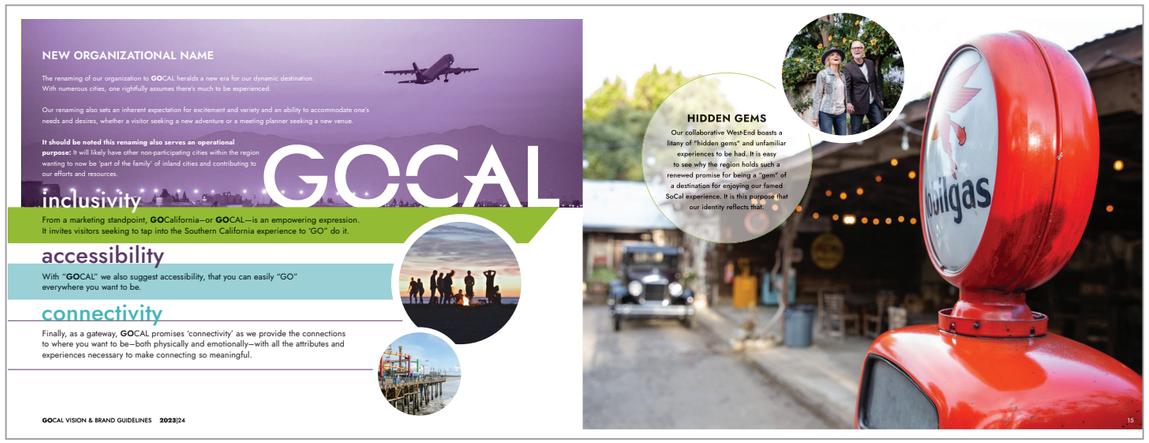
GOCAL
GREATER ONTARIO
CALIFORNIA

ONTARIO
CONVENTION CENTER

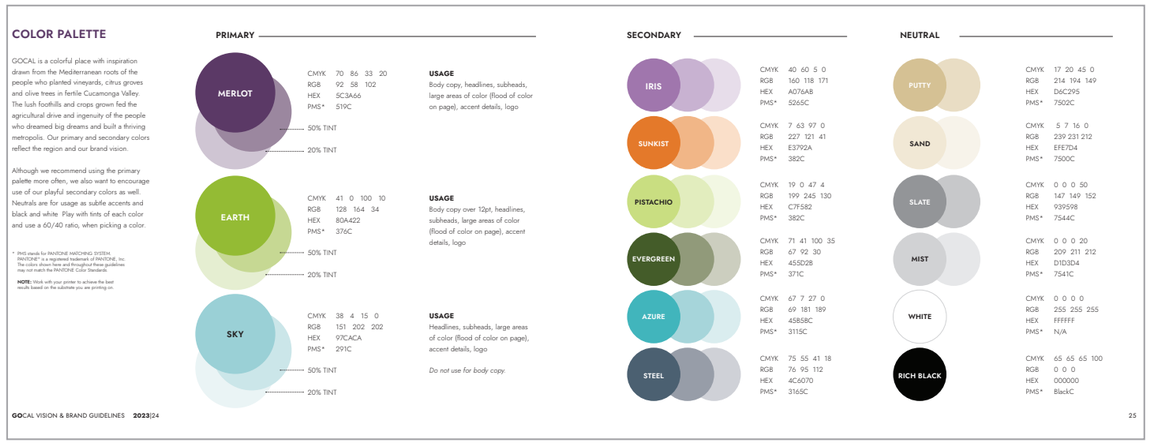
ONTARIO
CONVENTION CENTER




GO Ontario Vision & Brand Guidelines
It's GO TIME

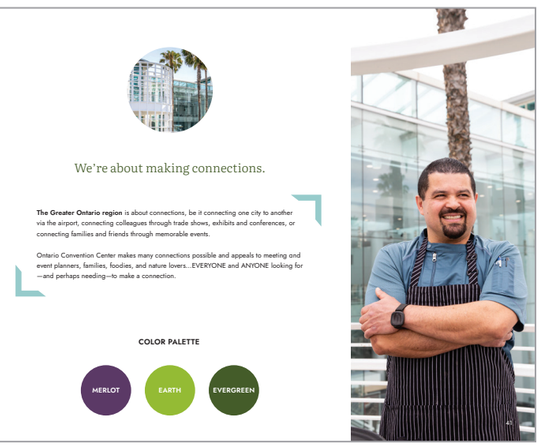

NEW ORGANIZATIONAL NAME
The renaming of our organization to GOCAL heralds a new era for our dynamic destination. With numerous cities, one rightfully assumes there's much to be experienced.
Our renaming also sets an inherent expectation for excitement and variety and an ability to accommodate one's needs and desires, whether a visitor seeking a new adventure or a meeting planner seeking a new venue.
It should be noted this renaming also serves an operational purpose: It will likely have other non-participating cities within the region wanting to now be 'part of the family' of inland cities and contributing to our efforts and resources.
GOCAL
inclusivity
From a marketing standpoint, GOCalifornia—or GOCAL—is an empowering expression. It invites visitors seeking to tap into the Southern California experience to 'GO" do it.
accessibility
With "GOCAL" we also suggest accessibility, that you can easily "GO" everywhere you want to be.
connectivity
Finally, as a gateway, GOCAL promises 'connectivity' as we provide the connections to where you want to be—both physically and emotionally—with all the attributes and experiences necessary to make connecting so meaningful.
GOCAL VISION & BRAND GUIDELINES 2023|24
HIDDEN GEMS
Our collaborative West-End boasts a library of "hidden gems" and unfamiliar experiences to be had. It is easy to see why the region holds such a renewed promise for being a "gem" of a destination for enjoying our famed SoCal experience. It is this purpose that our identity reflects that.
15


OUR VOICE
This is how we express ourselves in written and spoken word. It determines messaging, word choice, and construct.
ROUTE 66
For GO, that voice is one of authenticity and simplicity, with a nod to the poetic.
After reading of us or hearing from us, our consumer should feel intrigued and motivated to come experience us, and to have us deliver on the experience promised in the messaging.
We will not be cliché. Or common. Or merely clever.
We'll express the magic of who we are and what we offer.
We will tell stories leveraging our history. Our heritage. And our hopes for the future.
WILL BE A VOICE OF ENTICEMENT. Of excitement. Of opportunity.
Will be a voice that stands out from the thousands of others heard every day.
GOCAL VISION & BRAND GUIDELINES 2023|24
17


COLOR PALETTE
GOCAL is a colorful place with inspiration drawn from the Mediterranean roots of the people who planted vineyards, citrus groves and olive trees in fertile Cucamonga Valley. The lush foothills and crops grown fed the agricultural drive and ingenuity of the people who dreamed big dreams and built a thriving metropolis. Our primary and secondary colors reflect the region and our brand vision.
Although we recommend using the primary palette more often, we also want to encourage use of our playful secondary colors as well. Neutrals are for usage as subtle accents and black and white. Play with tints of each color and use a 60/40 ratio, when picking a color.
* PMS stands for PANTONE MATCHING SYSTEM. PANTONE® is a registered trademark of PANTONE, Inc. The colors shown here and throughout these guidelines may not match the PANTONE Color Standards.
NOTE: Work with your printer to achieve the best results based on the substrate you are printing on.
PRIMARY
MERLOT
CMYK 70 86 33 20
RGB 92 58 102
HEX 5C3A66
PMS* 519C
50% TINT
20% TINT
USAGE
Body copy, headlines, subheads, large areas of color (flood of color on page), accent details, logo
EARTH
CMYK 41 0 100 10
RGB 128 164 34
HEX 80A422
PMS* 376C
50% TINT
20% TINT
USAGE
Body copy over 12pt, headlines, subheads, large areas of color (flood of color on page), accent details, logo
SKY
CMYK 38 4 15 0
RGB 151 202 202
HEX 97CACA
PMS* 291C
50% TINT
20% TINT
USAGE
Headlines, subheads, large areas of color (flood of color on page), accent details, logo
Do not use for body copy.
SECONDARY
IRIS
CMYK 40 60 5 0
RGB 160 118 171
HEX A076AB
PMS* 5265C
SUNKIST
CMYK 7 63 97 0
RGB 227 121 41
HEX E3792A
PMS* 382C
PISTACHIO
CMYK 19 0 47 4
RGB 199 245 130
HEX C7F582
PMS* 382C
EVERGREEN
CMYK 71 41 100 35
RGB 67 92 30
HEX 455D28
PMS* 371C
AZURE
CMYK 67 7 27 0
RGB 69 181 189
HEX 45B58C
PMS* 3115C
STEEL
CMYK 75 55 41 18
RGB 76 95 112
HEX 4C6070
PMS* 3165C
NEUTRAL
PUTTY
CMYK 17 20 45 0
RGB 214 194 149
HEX D6C295
PMS* 7502C
SAND
CMYK 5 7 16 0
RGB 239 231 212
HEX EFE7D4
PMS* 7500C
SLATE
CMYK 0 0 0 50
RGB 147 149 152
HEX 939598
PMS* 7544C
MIST
CMYK 0 0 0 20
RGB 209 211 212
HEX D1D3D4
PMS* 7541C
WHITE
CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFF
PMS* N/A
RICH BLACK
CMYK 65 65 65 100
RGB 0 0 0
HEX 000000
PMS* BlackC
GOCAL VISION & BRAND GUIDELINES 2023|24
25


ELEMENTS AND USAGE
The three elements of the GOCAL Identity can be used as design elements.
The logo lockup (vertical or horizontal) must also appear on the item. The elements can live alone or be separated from each other for certain uses. Separating the elements must be done for intentional design, layout aesthetic or messaging.
NOTE: These rules apply to ALL color variations (reversed/white, one color)
The logo mark or "Gem" can be separated from the word mark and identity tag as a design element as long as all three elements are used on the same item.
The word mark "GOCAL" can be separated from the logo mark, but the tagline must be used elsewhere on the same item.
The tagline can be separated from the logo mark and word mark, however, it must still appear elsewhere on the same item.
The word mark "GOCalifornia" can be separated from the logo mark, but the tag must stay connected in the lockup shown.
GOCAL
GREATER ONTARIO CALIFORNIA
So much, so close. SoCal.
INLAND & UPWARD
GREATER ONTARIO
GOCalifornia
GOCAL VISION & BRAND GUIDELINES 2023|24
DIGITAL AND SOCIAL
The sizes shown are for reference when used in digital ads and on various social media platforms. Sizes are updated periodically, so refer to brand standards for the platform you are using or is not addressed here.
The Gem logo mark is perfect for every social media platform profile picture since it is easily recognizable at a very small size. The cover picture can change, but the profile picture should remain constant.
2023 RECOMMENDED JPEG FILE SIZES
FACEBOOK
Profile Pic 320 x 320 px
displays at 176 x 176 px on desktop, 196 x 196 px on smartphones and 36 x 36 px on feature phones
Cover Photo 851 x 315 px
INSTAGRAM
Profile Pic 320 x 320 px
TWITTER
Profile Pic 400 x 400 px
Header Photo 1500 x 1500 px
LINKEDIN - Company Page
Profile Pic 400 x 400 px
Page Cover 1128 x 192 px
FAVICON SIZE FOR URL 16 x 16 px
35


The modern architecture and clean geometric lines inspired the new symbol for the OCC. The letter "C" from the words Convention Center were used to create a dimensional logo mark. Where the two "C's" are connected they make an "O" for Ontario. A subtle nod to the upward direction of the region, the "A" in the word mark creates an upward pointing arrow.
ONTARIO CONVENTION CENTER


We're about making connections.
The Greater Ontario region is about connections, be it connecting one city to another via the airport, connecting colleagues through trade shows, exhibits and conferences, or connecting families and friends through memorable events.
Ontario Convention Center makes many connections possible and appeals to meeting and event planners, families, foodies, and nature lovers...EVERYONE and ANYONE looking for —and perhaps needing—to make a connection.
COLOR PALETTE
MERLOT
EARTH
EVERGREEN
45







So much, so close. Versatile.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis accumsan egestas tortor a vulputate. Aenean fermentum massa ut tellus sollicitudin, ac suscipit odio sollicitudin. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Ut vel mauris felis. Praesent vulputate venenatis blandit. In hac habitasse platea dictumst. Phasellus vel volutpat erat. Pellentesque nulla augue, sollicitudin nec nibh ac, eleifend porttitor dolor.

Proin et justo vestibulum, ullamcorper ante sit amet, aliquet nisl. Pellentesque accumsan dui imperdiet ultricies euismod. Praesent ornare lorem risus, sit amet tempor ipsum facilisis vel. Integer at augue non elit hendrerit finibus. Donec pulvinar turpis nibh, sed efficitur ipsum laoreet eget. Sed pretium feugiat mi. Etiam tortor ex, scelerisque ac est mollis, pretium sodales tellus. Ut sagittis pellentesque nunc, vel imperdiet diam lobortis vitae. Suspendisse id sodales metus, eu vehicula dui. Etiam efficitur pharetra rhoncus. Ut at ultrices ante, et luctus dui. Duis facilisis ut ipsum vel rhoncus. Nulla facilisi. Duis ligula felis, volutpat quis libero eget, viverra varius erat. Sed sagittis bibendum felis, vitae sodales lectus

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GOCAL BRAND VIDEO



https://youtu.be/1i8JQ8zpaLw

BRAND CAMPAIGN DEVELOPMENT

CONTACT PERSON

Brittney Hendricks, Interim CEO
805-612-5673 / brittney@visitoxnard.com
Relationship: 1 year

CHALLENGE

Oxnard, California, a coastal town packed with maritime experiences, serves as the gateway to the Channel Islands and boasts highly ranked beaches recognized by Condé Nast and Travel & Leisure. However, despite these attributes, Oxnard struggles with low brand awareness as a vibrant tourism destination. Neighboring coastal cities such as Ventura and Santa Barbara overshadow Oxnard due to their higher brand recognition and stronger marketing reach. As a result, Oxnard is often overlooked as a place to stay overnight, limiting its full tourism potential.

OBJECTIVE

To position and drive awareness of Oxnard as a vibrant, eclectic destination while enticing visitors to experience the city's authentic blend of Mexican culture, musical heritage, and funky experiences. The goal was to drive tourism and increase visitor engagement.

SOLUTION

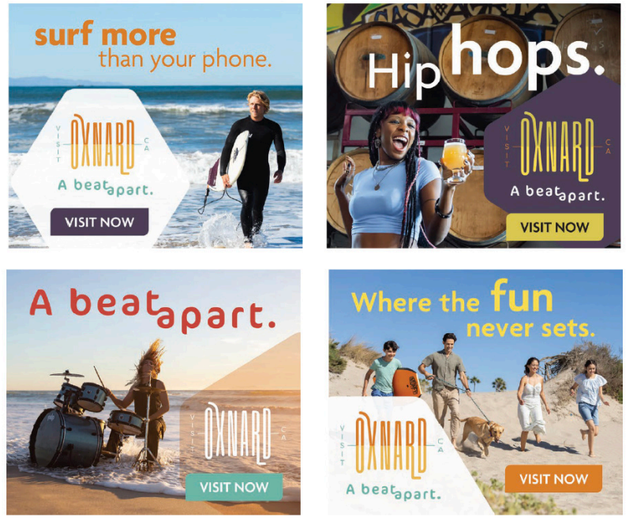
JNS Next was given the opportunity to develop a refreshed brand position to be used across all media platforms. This included an overarching brand tagline, a visual identity that encapsulates Oxnard's offerings, and a compelling narrative that highlights its beach experiences, rich Hispanic culture, dynamic food scene, and deep-rooted community pride.

CREATIVE STRATEGY

Visit Oxnard: A Beat Apart

Concept Statement:
Visit Oxnard's "A Beat Apart" encapsulates the city's vibrant, diverse cultural rhythms and unique lifestyle, showcasing it as Southern California's best-kept secret. Aimed at reintroducing travelers to an authentic, pristine, and uncharted destination, this concept leverages emotional appeal to highlight Oxnard's distinct story and local pride. Offering great value, it positions Oxnard not just as a place to visit but as a personal and vividly engaging experience that resonates long after the journey ends. "A Beat Apart" serves as an emotional anthem, using video and storytelling to deliver a "different beat" compared to its neighboring coastal cities, inviting visitors to experience Oxnard as a place to call their own.





BRAND CAMPAIGN DEVELOPMENT

KEY MESSAGES:

Oxnard is not your average city—it's a coastal destination offering a compelling blend of cultural vibrancy and gritty authenticity.

Oxnard's unique vibe is rooted in its Mexican culture and musical history, from "Nardcore" punk to the beats of the Drum Workshop.

Oxnard's culinary scene is delectably diverse, including the famous Taco Trail, local breweries, coastal taverns, artisan bakeries, and select high-end dining options.

Oxnard is "fans-tastic!" It serves as the host city for the Dallas Cowboys Training Camp.

Oxnard is for the active and adventurous, offering golf courses, beach activities, and excursions to the famed Channel Islands.

Oxnard is accommodating, with a variety of lodging options ranging from budget-friendly hotels and vacation rentals to award-winning luxury beachfront resorts.

CREATIVE APPROACH

Authentic Storytelling:
Utilizing compelling storytelling techniques to showcase Oxnard's unique essence, highlighting its cultural heritage, music scene, and culinary delights.

Engaging Content:
Showcasing Oxnard's vibrant experiences while encouraging visitor interaction across various platforms, including social media, blogs, and video content.

Immersive Experiences:
Allowing visitors to fully immerse themselves in Oxnard's rhythm through interactive music events, cultural festivals, and culinary tours.

Collaborations and Partnerships:
Creating authentic experiences highlighting Oxnard's local talent through collaborations with artists, musicians, chefs, and cultural organizations.

Vibrant Visuals:
Capturing the energy and spirit of Oxnard's unique vibe through dramatic visual storytelling, including high-quality photography and video.

Integrated Campaigns:
Reaching target audiences efficiently while driving engagement through integrated marketing campaigns across digital, print, and experiential channels.

EXECUTION

The campaign was featured in a long-form destination video along with: :30 and :15-second videos for television, digital platforms, and social media.

To further boost community engagement and support local businesses, an additional campaign, "Ox Marks the Spot," was launched to target visitors within a 50-mile radius. This campaign showcased key locations, experiences, attractions, and dining opportunities, rallying local stakeholders in a fun, edgy, and authentic way to promote Oxnard.

RESULTS

Increased brand awareness and visibility for Oxnard as a distinct coastal destination.

Elevated community engagement and support for local businesses.

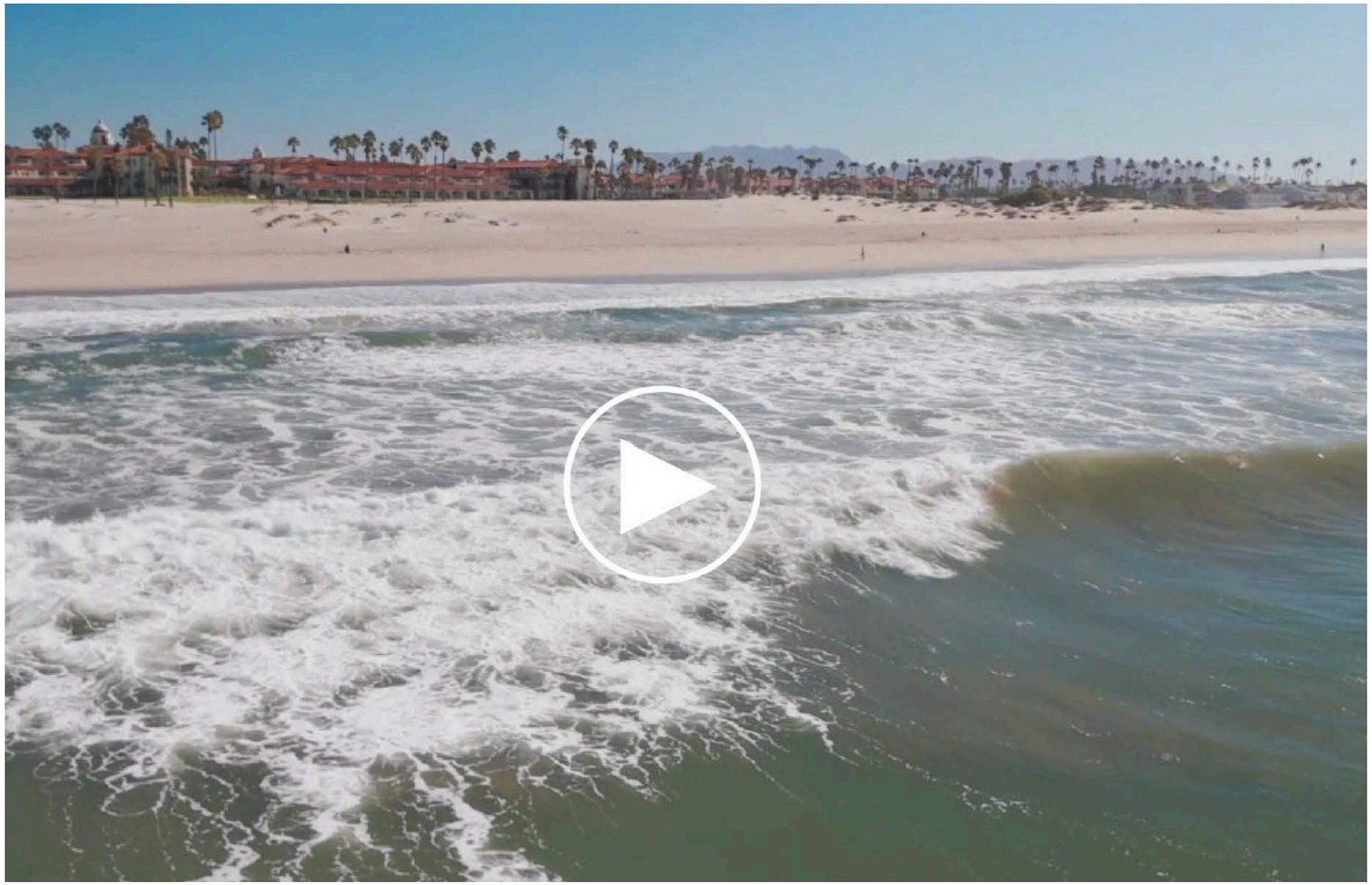
Higher visitor engagement, particularly from target demographics seeking authentic and immersive experiences.

Strengthened stakeholder collaboration in Oxnard's tourism ecosystem.

The "A Beat Apart" campaign successfully repositions the City of Oxnard as a vibrant, must-visit coastal destination. Through a combination of immersive storytelling, striking visuals, and strategic partnerships, JNS Next helped Visit Oxnard carve out a unique and compelling identity, ensuring it stands apart from neighboring competitors.

BRAND CAMPAIGN DEVELOPMENT

Brand Video



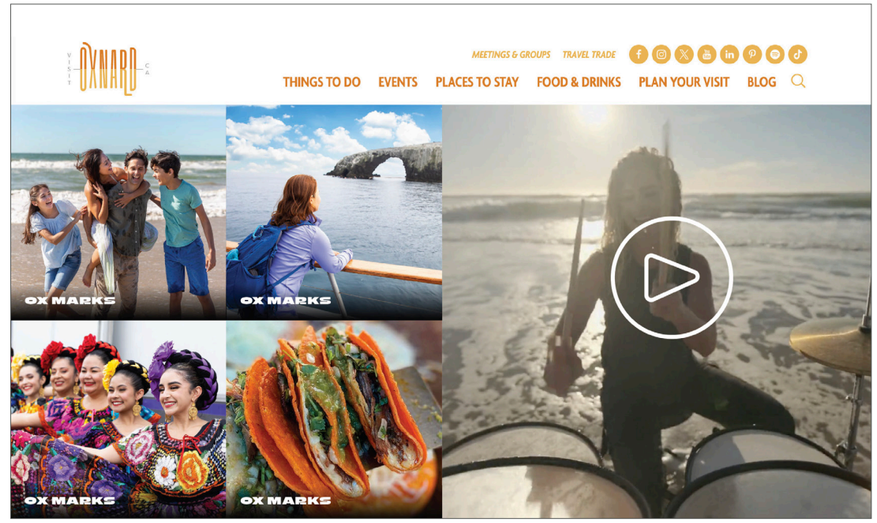
https://www.youtube.com/watch?v=u9_1JE_fUgI

BRAND CAMPAIGN DEVELOPMENT

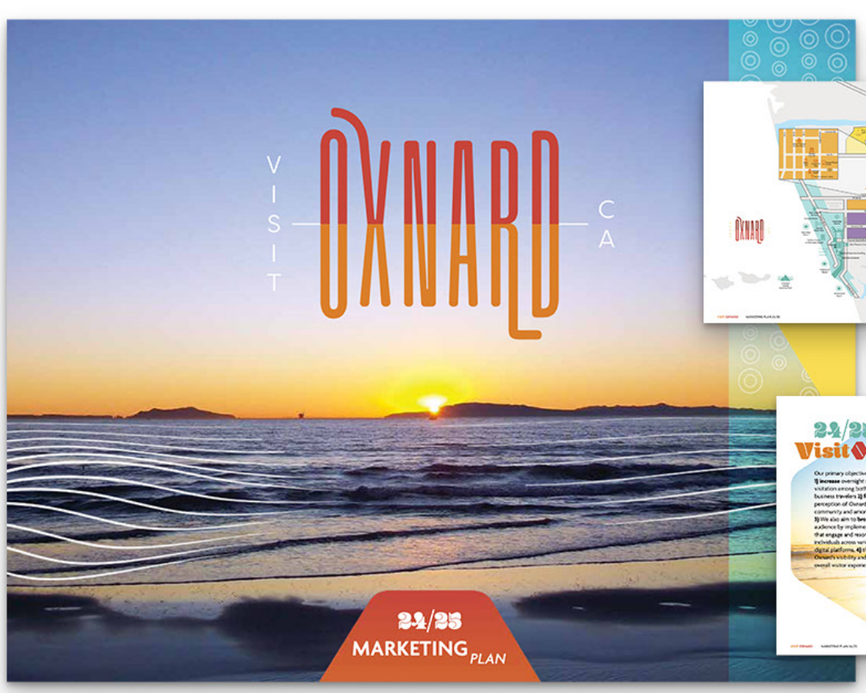


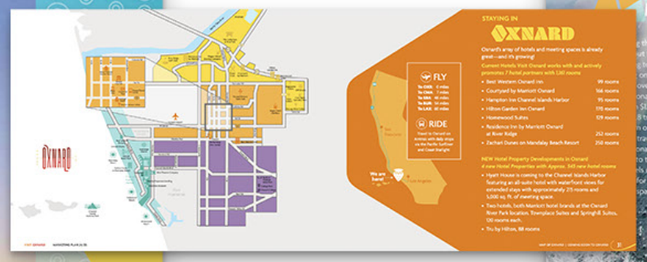






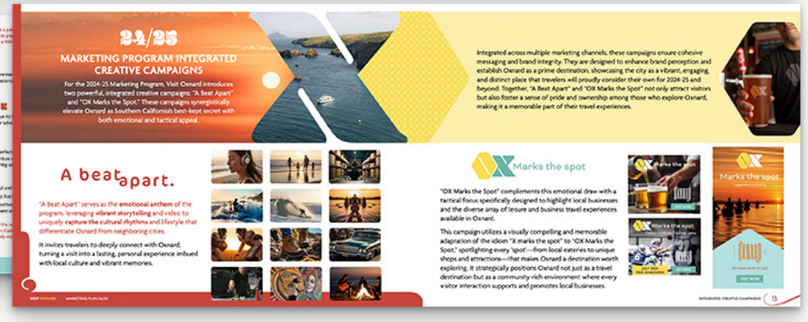
Marketing Collateral











JNS NEXT

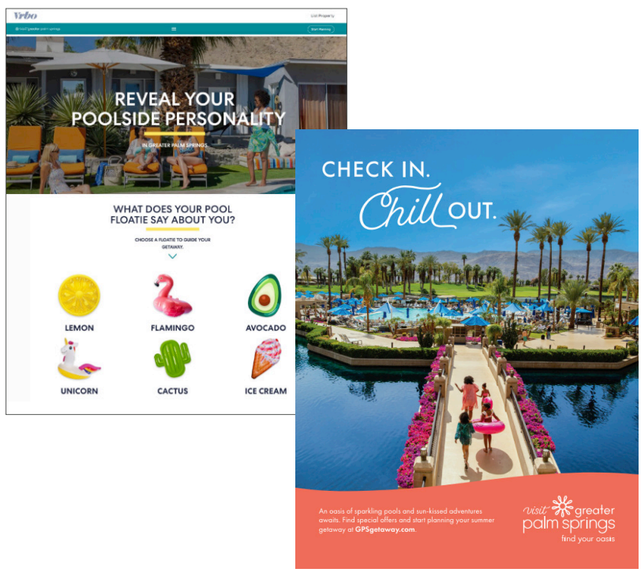
MEDIA AND ADVERTISING STRATEGY AND EXECUTION

Leisure Campaign:

WHAT WILL YOU FIND?

Meetings Campaign:

THE OASIS IS REAL.



↑29%	↑126% VIDEO VIEWS	25.1 BILLION	$8.7 B
YOY VISIT TO SITE	ON SOCIAL MEDIA	IMPRESSIONS	ECONOMIC IMPACT

OVERVIEW

In 23/24 we introduced new tactics and partners based on key learnings, including a unique campaign with VRBO targeting vacation rentals in our slower summer months. We also launched tactics with media partners including AFAR, Lonely Planet, AdTheorent, Undertone and Tablerock, which we recommend carrying through in 24/25. We are recommending new media partners and tactics to help fulfill our goal of brand awareness based on key pillars, and the launch of a new brand campaign.

TACTICS

Create a full-funnel and integrated media approach for the destination, highlighting key brand pillars to niche markets. Our tactics involve OOH boards in key drive and fly-markets, digital tactics such as programmatic, rich media, native, digital video, CTV, social media, email and more. We also utilize high-funnel television advertising and a successful summer co-op campaign with 16 partners. Finally, we utilize print and digital tactics for airline development.

Capitalize on **Micro-Moment Marketing**, identifying and targeting users when they turn to a device to act on a need to learn, do, watch, find, or buy something. Tailoring content that addresses these impulses captured their attention at the right moment, increasing the relevance and impact of our ads.

Incorporated Predictive Analytics for Enhanced Targeting using predictive analytics to refine our advertising strategies when looking at results. This approach utilized data-driven insights to forecast user behavior and preferences, enabling us to tailor our campaigns more precisely. Predictive analytics significantly improved targeting efficiency, leading to better campaign performance and higher ROI.

RESULTS

VGPS group sales generated $157M in lodging revenue, while leisure marketing drove $382M in lodging revenue in 2023.

Through our STVR efforts, properties increased their share of generated benefits to 35% of leisure marketing and 25% overall. Our successful VRBO summer campaign generated $17.5M in gross bookings and a 166:1 ROAS and 36,000 room nights with an average length of stay of over 8 nights.

In looking at STR data, occupancy along with ADR and RevPAR grew in 2023 over 2022, while our competitors dropped.

Altogether, we generated over 25 billion impressions for the year, and are waiting on the full Tourism Economics impact results.

Relevant Video Examples

The videos selected exemplify our quality of work and best reflect our breadth of creativity and storytelling experience. Each video was created in collaboration with our clients and resonates emotionally, inspiring its target audience.

We are confident that our expertise will be a pivotal partnership in ensuring the success of your projects.



https://vimeo.com/950040319?share=copy

Red Balloon



https://vimeo.com/950040278?share=copy

Chill at Riviera Palm Springs



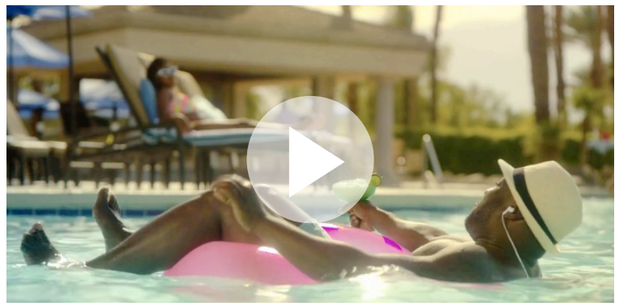
https://youtu.be/Xr7Mn1fd7x0?si=jLjlpnWJjDLZJ0qN

Find Your Oasis - Official Music Video, Visit Greater Palm Springs



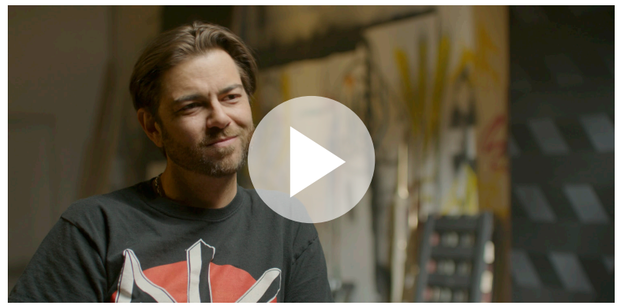
https://vimeo.com/941785590/19f015eabd?share=copy

Tysen Knight - Artists Series, Visit Greater Palm Springs



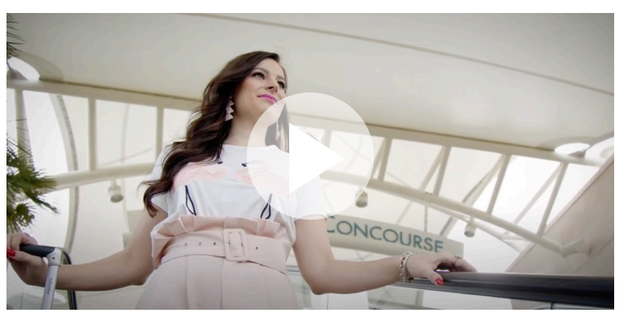
https://vimeo.com/950040169?share=copy

Westin



https://vimeo.com/941784804/284ff6e43b?share=copy

Ryan Campbell - Artists Series, Visit Greater Palm Springs



https://youtu.be/IsVt72hwvuU?si=XZO6YWE2ozsx3_eJ

Find Your Meeting Oasis Series

visit greater palm springs
find your oasis

SOCIAL MEDIA BRAND

SOUTHERN CALIFORNIA'S OASIS

CHALLENGE | **Position Greater Palm Springs as a must-visit destination with unique experiences and hotels through an impactful social media presence, strategy and execution. Managing over 12 social media channels across platforms - including Instagram, Facebook, TikTok, Pinterest, X, and LinkedIn - required balancing organic storytelling with targeted paid strategies to drive awareness and engagement.**

We needed to expand influencer collaborations, adapt to evolving social trends like Reels and TikTok, and ensure equitable representation of all nine Greater Palm Springs cities. Additionally, refining seasonal marketing strategies, maximizing high-profile activations, and optimizing paid campaigns helped strengthen the brand's presence while increasing website traffic, video views, and engagement.

SOLUTION | Create and execute the overall goals, strategy and day-to-day marketing of Visit Greater Palm Springs social media platforms and channels. This includes but is not limited to research, content organization and calendaring, photo/video sourcing from UGC (user generated content), copywriting, creating graphics, shooting and editing new video and photo content, attending events for live coverage, managing influencer collaborations, community management, paid strategies and optimizations, and reporting and analytics. We utilize platforms including Sprout Social for content calendaring and social listening, CrowdRiff for UGC organization and sourcing, and Meta Business Suite for paid campaign management.

Throughout 2024, we strategically shifted our approach to social media content, refining our execution to maximize engagement and reach. We increased the volume of Reels content, prioritizing visually captivating, highly shareable videos that aligned with platform trends. Our content mix included more immersive destination storytelling, leveraging aspirational and experience-driven themes to showcase Greater Palm Springs as a must-visit getaway. This included behind-the-scenes perspectives, influencer collaborations, and dynamic reels that highlighted the nine cities, unique local experiences, and seasonal campaigns.

SOCIAL MEDIA SERVICES

JNS Next provides social media support to Visit Greater Palm Springs, DineGPS, CA Deserts and TeamGPS accounts.

This includes, but is not limited to:

- social media strategy and execution
- branding and graphic design services
- platform management and advertising for: Instagram, Facebook, LinkedIn, Twitter, TikTok and Pinterest
- finding/staying on top of emerging social media trends
- video and photo development
- capturing content at events for use on social media channels
- analyzing key metrics and results on a monthly, quarterly and yearly basis
- management of social media content creators

RESULTS

The 2024 execution surpassed all goals set for the calendar year including impressions, engagement, video views and website clicks, while promoting the destination with unique and engaging content and campaigns. The Visit Greater Palm Springs, DineGPS, CA Deserts and TeamGPS channels created a community of followers who engage with the brand, its stakeholders and experiences, creating a must-visit overall vibe.

By continuously evolving our strategy to align with emerging social trends, optimizing paid campaigns for maximum impact, and fostering authentic engagement through influencer and community-driven content, we successfully positioned Visit Greater Palm Springs as a leading destination across social media platforms.

ALL of the destination's 2024 goals were achieved for impressions, video views and website clicks.

Across all VisitGreaterPS social media channels:

- total impressions were up by 7.6%
- video views were up by 81%
- website clicks were up by 19.6% compared to 2023 results



