CASE STUDIES

BRAND CAMPAIGN

CASE STUDY

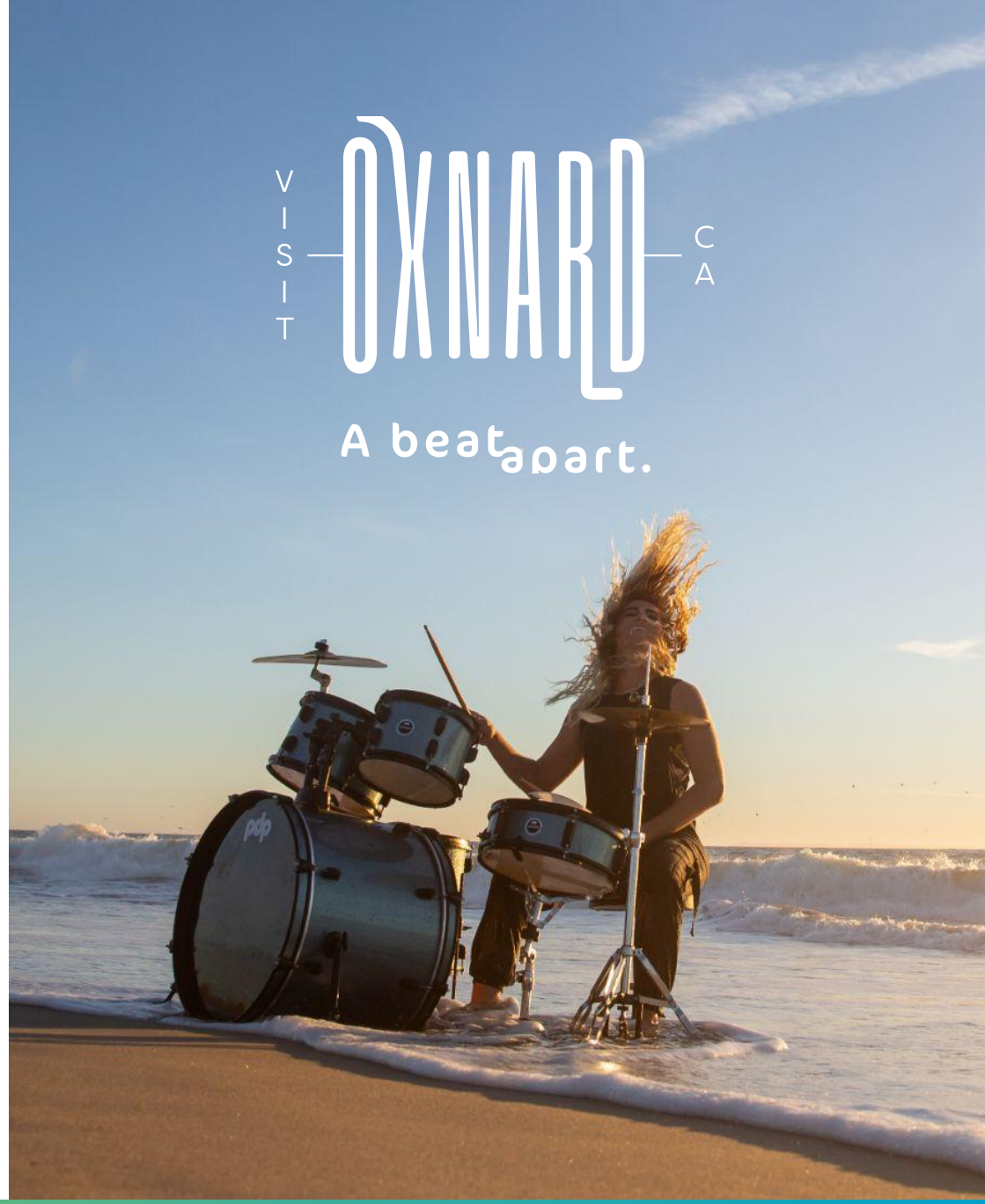
Partnered with Visit Oxnard to strengthen its destination story and increase traveler engagement.

The work included:

- A refreshed brand position
- A new destination tagline
- An updated visual identity
- A compelling narrative and messaging platform

THE CHALLENGE

- Increase awareness of Oxnard as a visitor destination
- Differentiate from nearby coastal competitors
- Encourage travelers to stay longer and overnight
- Unlock greater tourism and economic impact through visitation growth



CREATIVE STRATEGY

Visit Oxnard: A Beat Apart

A destination platform designed to differentiate Oxnard from neighboring coastal cities by celebrating its authentic character, culture, and coastal energy.

EXECUTION

- Long form destination film
- :30 and :15 second campaign spots
- Digital and social video content
- Integrated storytelling across paid and owned channels
- **"OX Marks the Spot"** local business spotlight campaign
- Community driven content highlighting Oxnard's unique culture, businesses, and experiences

Oxnard Beach Park
('olol'koy Beach Park)
#1 Best Beach in California
- USA Today's 10Best
Reader's Choice Awards, 2024
Drum roll, please.
Waves crash.
The rhythm builds.
The ocean's beat meets the city's pulse,
flowing through golden sands,
bold flavors and vibrant culture.
The tides set the tempo,
the streets hum with energy
and every sunset plays its own encore.
For your next trip,
OX marks the spot :)
VISIT OXNARD CA
A beat apart.
VisitOxnard.com

SUNFISH
OX MARKS THE SPOT
It's the kind of adventure thrill-seekers crave. From Oxnard's Channel Islands Harbor, set course for the wild beauty of Channel Islands National Park aboard The Sunfish with Channel Islands Expeditions. Kayak through towering sea caves, dive into vibrant marine life or witness whales breaching in the open Pacific. Set sail, explore and claim your next epic moment—because in Oxnard, OX marks the spot for adventure.
Channel Islands National Marine Sanctuary
VISIT OXNARD CA
VisitOxnard.com

THE RESULTS

- Increased destination awareness and visibility
- Strengthened visitor engagement and consideration
- Elevated community and stakeholder alignment
- Differentiated Oxnard from neighboring coastal destinations
- Created a stronger foundation for future tourism growth

RECOGNITION

Visit California Poppy Award Winner
Best Brand Marketing Campaign
(Budgets Under $1 Million)

Summer Co-Op Program

CASE STUDY

THE CLIENT

Visit Greater Palm Springs is the destination marketing organization for the Coachella Valley's nine cities. Its job, in plain terms: get people to book overnight stays, keep rates healthy, and make sure the local hospitality economy has something to live on.

THE CHALLENGE

Everyone knows Greater Palm Springs gets hot in the summer. For a long time, that reputation did real damage— visitation dropped off a cliff, and hotels, restaurants and attractions built their whole calendar around it. Plenty of businesses just closed for the season rather than fight over a shrinking number of visitors.

VGPS had a two-part problem. First, convince drive and fly markets that summer was worth the trip. Second, do it in a way individual properties could afford to join. A destination-wide TV campaign builds awareness, sure, but it doesn't book a room at any specific hotel. And no single partner had the budget to run television and CTV alone.

visit greater palm springs
find your oasis

CREATIVE STRATEGY

VGPS launched the Summer Co-Op in 2016 to solve both problems at once. It's a matching-fund model: partners buy into the destination's summer media plan, and in return each one gets its own custom :30 commercial, produced with the agency, for its own property. Two things happen at the same time.

· **More reach, more often.** Pooling partner dollars with VGPS funds buys a media presence none of them could touch on their own, aimed squarely at the slow summer months.

· **One message told twenty different ways.** Every partner spot carries the destination's umbrella campaign line, so the ads all point at the same idea — come visit — while still looking and sounding like that specific property.

· **Build out** VGPS's video and photography library with evergreen content for ongoing use

Each commercial gets written and produced with the agency, then tagged with whatever the current campaign line is. That's moved from **Check In. Chill Out. to Born to Chill and now Play for Days**, but the structure underneath hasn't changed — partners get a fresh spot every year, and the destination keeps one consistent voice across all of them

MEDIA EXECUTION

Media runs in the feeder markets most likely to drive or take a short flight in for a summer trip:

Cable TV & CTV: Los Angeles, Orange County, San Diego, San Francisco, Phoenix, Las Vegas

Broadcast: KTLA, Los Angeles

Out-of-home: major roadways with heavy traffic, since this is a program that skews toward drive markets

The idea: Every partner's :30 spot rotates through the same buy as everyone else's, next to the core destination creative.

visit greater palm springs
find your oasis

THE RESULT

Each property gets a real television and CTV presence without paying for a real television and CTV budget.

The co-op started small and didn't stay that way. It's now up to 20+ hotel, resort and attraction partners every summer which says more about the program's results than any stat could. Partners don't keep re-upping for a decade unless it's working.

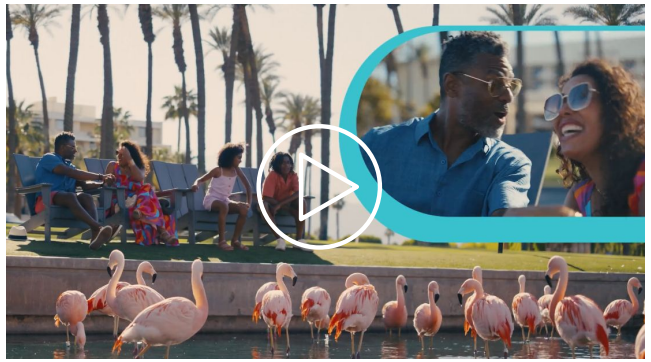
RESULTS: 2025

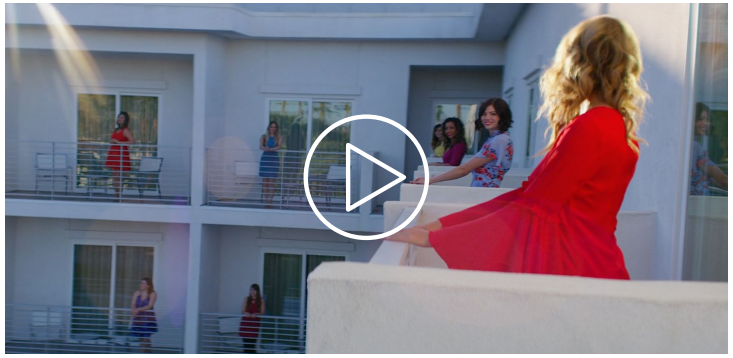
Here's what the media delivered across Cable TV, KTLA, and CTV, May through August, for the current program year.

8.89 Billion impressions across
115,490 Cable TV and KTLA spots,
plus steady CTV delivery, in a single May-through-August window.

visit greater palm springs
find your oasis

THE CREATIVE





visit greater palm springs
find your oasis

IMPACT

A decade in, leadership and board members at VGPS point to the Summer Co-Op as one of the best things the organization has ever put together. And the payoff shows up in more than just the media numbers.

ADR has held. Summer used to be where rates took a hit. Steady demand from the co-op has kept that from happening.

Local businesses stopped closing for the season. Restaurants and attractions that used to shut down for the summer now have enough traffic to justify staying open. Which means paychecks and tax dollars that didn't used to be there.

Partners keep coming back. Going from a few founding properties to 20+ participants isn't something that happens unless the return is real and partners can see it.
The creative can change without breaking the model. The tagline moves; the co-op structure underneath it hasn't had to.

LOOKING AHEAD

Play for Days is running now, and VGPS's 20+ partners are still growing the co-op's reach across Cable TV, CTV, broadcast and OOH. Ten years on, it's still the same basic idea: turn the hardest season of the year into one of the most dependable.

RESEARCH + CREATIVE STRATEGY

CASE STUDY

You be you

Visit Palm Springs

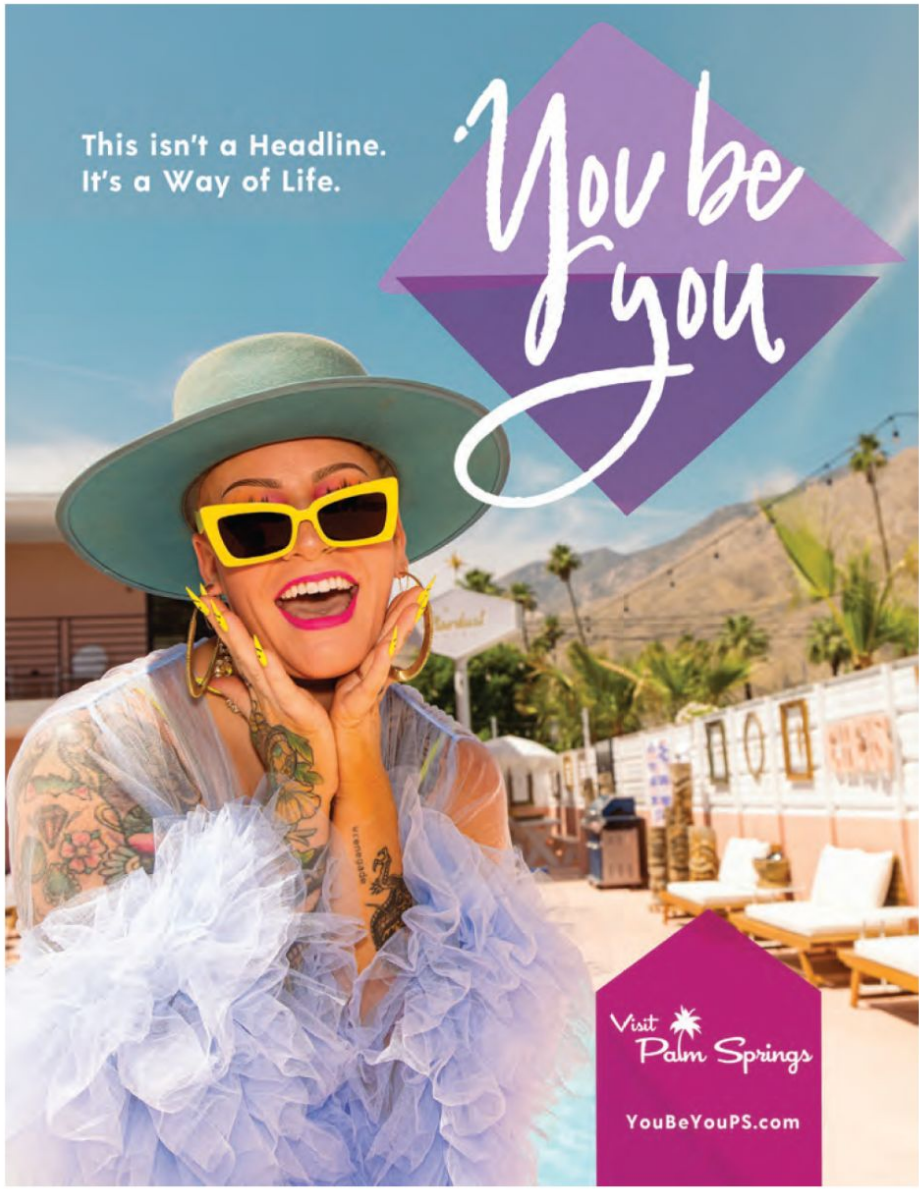
THE CHALLENGE

- Compete for traveler attention
- Differentiate Palm Springs from other cities in the same region
- Give more travelers a reason to choose Palm Springs

THE GOAL

- Strengthen the destination story
- Influence travel decisions
- Drive overnight visitation and economic impact

Visit Palm Springs CALIFORNIA

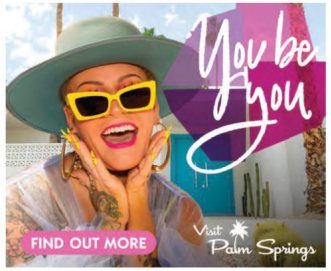


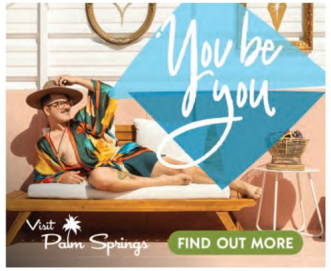
THE SOLUTION

Audience insights informed not only the creative platform (influencer driven), but where, when, and how it appeared.

Media investments were designed to:

- Focus investment on priority audiences and markets
- Meet travelers throughout their decision making journey
- Deliver the right message in the right environment
- Continuously refine efforts based on performance
- Drive awareness, consideration, and visitation





RESULTS:

The campaign helped put Palm Springs in front of more potential travelers, increased consideration, and supported the destination's visitation and overnight stay goals.

- **Overnight Stays** 3.4 Million | +4.4% YOY
- **Visitor Trips** 2.1 Million | +1.9% YOY
- **Consumer Spending** $5,600,000 (cc transactions) | +1.3%
- **Return on Ad Spend** 70:1

GOCAL
GREATER ONTARIO
CALIFORNIA

BRAND & IDENTITY
CASE STUDY

GOCAL is the official tourism agency for the cities of Ontario and Rancho Cucamonga and the surrounding region in Southern California.

CHALLENGE

Beginning April 2023 the challenge was to position Greater Ontario, California, as the “gateway to the Southern California experience.” With its central location and myriad of value accommodations, it was essential to showcase the region as an ideal destination for visitors seeking outdoor recreation in nearby mountains, premium outlet and luxury shopping, and theme-park getaways. It is also an ideal place to host meetings, conferences, and large-scale events.

OUR GOALS

- Craft a new brand, name and identity based on research
- Raise awareness of the region's accessibility to all Southern California has to offer
- Develop and create strategic brand executions for leisure and business
- Design a new logo for Ontario Convention Center that is managed by GOCAL.
- Designed, developed and launched new site GO-CAL.ORG

BRAND, IDENTITY AND VIDEO

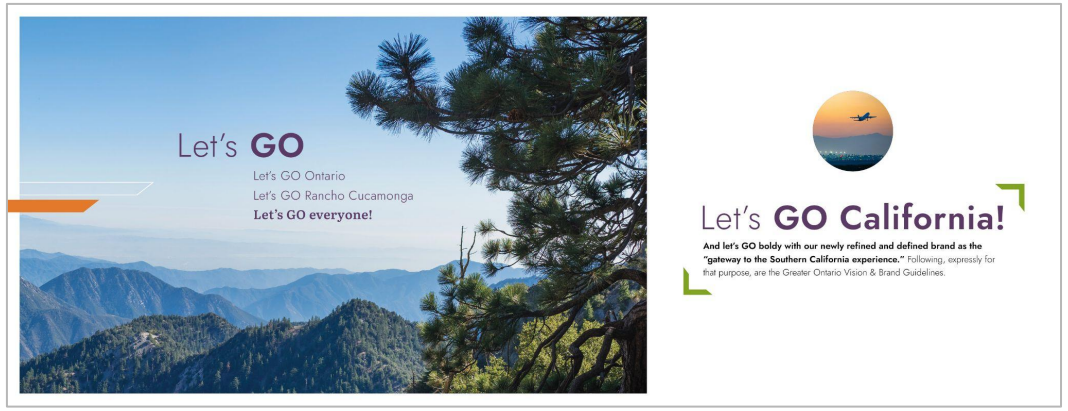
The following examples demonstrate how the agency thoughtfully used the research to craft a new brand and identity that positions the organization and region as the "Gateway to the SoCal Experience."

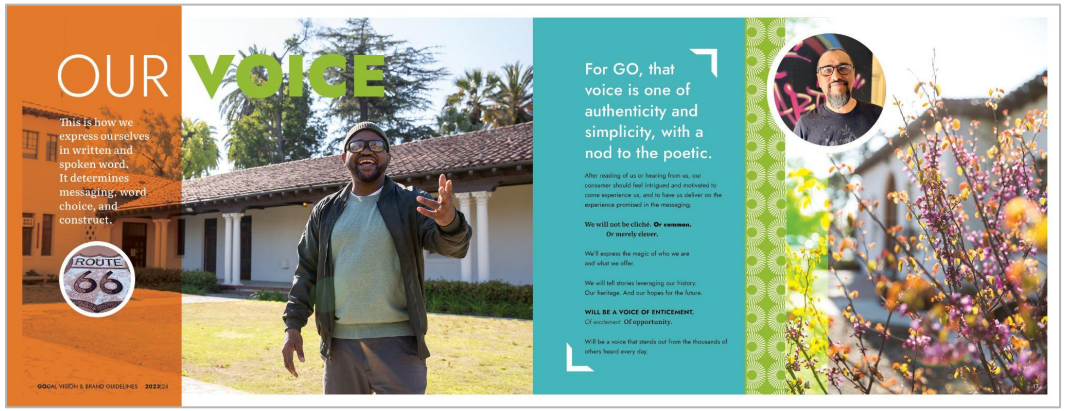
Our thoughtful and strategic brand execution to print, digital, social and beyond has set the region up for success as the brand evolves and is embraced.

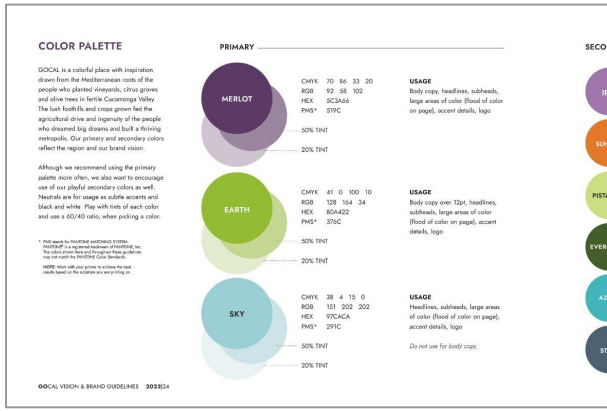
GOCAL
GREATER ONTARIO
CALIFORNIA

ONTARIO
CONVENTION CENTER

IDENTITY **DESIGN**



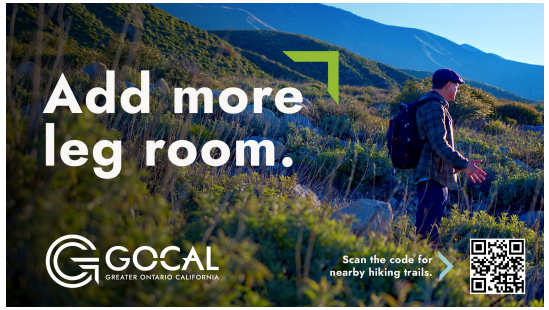




BRAND **EXECUTION**

Digital Campaign

Airport Signage Campaign



BRAND **EXECUTION**

GOCAL: Your California adventure starts here. Begin the journey along the iconic Route 66, soaking in the rich tapestry of SoCal's history. Cruise towards the majestic San Gabriel Mountains for an epic hike. Take a leisurely stroll through charming small-town vibes. Explore Ontario Mills and Victoria Gardens for the trendiest fashion finds. Delight your taste buds with global bites at chic eateries. Cap off your adventure with a front-row experience at the Toyota Arena. It's a journey that guarantees wide-eyed grins from start to finish.

So much, so close. **SoCal.**

GOCAL
GREATER ONTARIO
CALIFORNIA

GO-CAL.org

Radical Origins

CASE STUDY

THE CLIENT

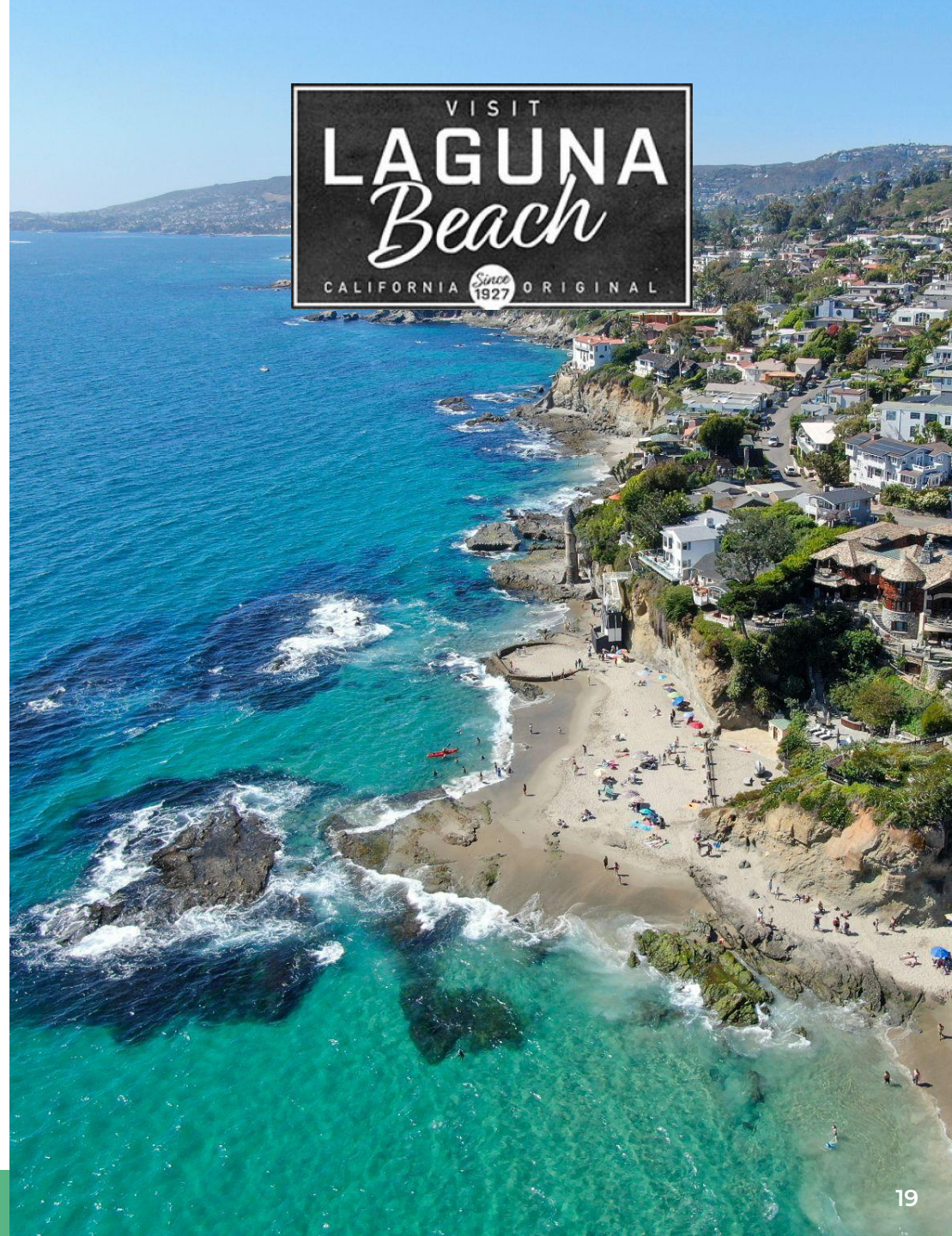
One example comes from our SVP of Client Experience, who joined JNS Next after serving as President and CEO of Visit Laguna Beach. In that role, she led a campaign built around one of Laguna's greatest truths: this is not just a beautiful beach town. It is a place with nearly 100 years of creativity, natural beauty, free spirited originality and local legend woven into its identity.

Not every proof point begins inside the creative department. Sometimes the thinking comes from client leadership, destination leadership, media, strategy or the people who have lived closest to the work. That matters to us.

Great destination work is not a department. It is a full agency press. The strongest ideas can come from any side of the table when the team is listening to the place, the audience and the business challenge with the same level of care.

THE CHALLENGE

Over time, as more visitors and new residents came for Laguna's soul and beauty, some of the stories that made the place truly authentic had started to fade into the background. Tourism was essential to the local economy, **but there was also tension with the old guard who felt visitors were taking more from the place than they were giving back.**



CREATIVE STRATEGY

The opportunity was not to attract more people at any cost. It was to attract the right people with the right mindset. The campaign focused on what we describe as Experience Collectors. Visitors who do not just want to see a place, but understand it. People looking for real stories, local meaning and moments they cannot find everywhere else. The kind of visitors who arrive with curiosity and leave with respect.

To bring that to life, the team enlisted local legends and residents who were keeping Laguna's core soul alive. They told the stories only locals could tell and gave visitors a way to connect with the culture before they ever arrived.

We wanted to share this because Asheville aligns with this kind of thinking. A place with deep creative roots, local voices, cultural memory and stories that should never be flattened into standard tourism language. Like Visit Laguna Beach, Asheville's opportunity is not just to bring people in. It is to bring the right people closer to the soul of the place.

That is the lesson we carry forward.

WATCH VIDEO SERIES

LISTEN TO PODCAST