

CASE STUDIES

CASE STUDY

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

The work included:

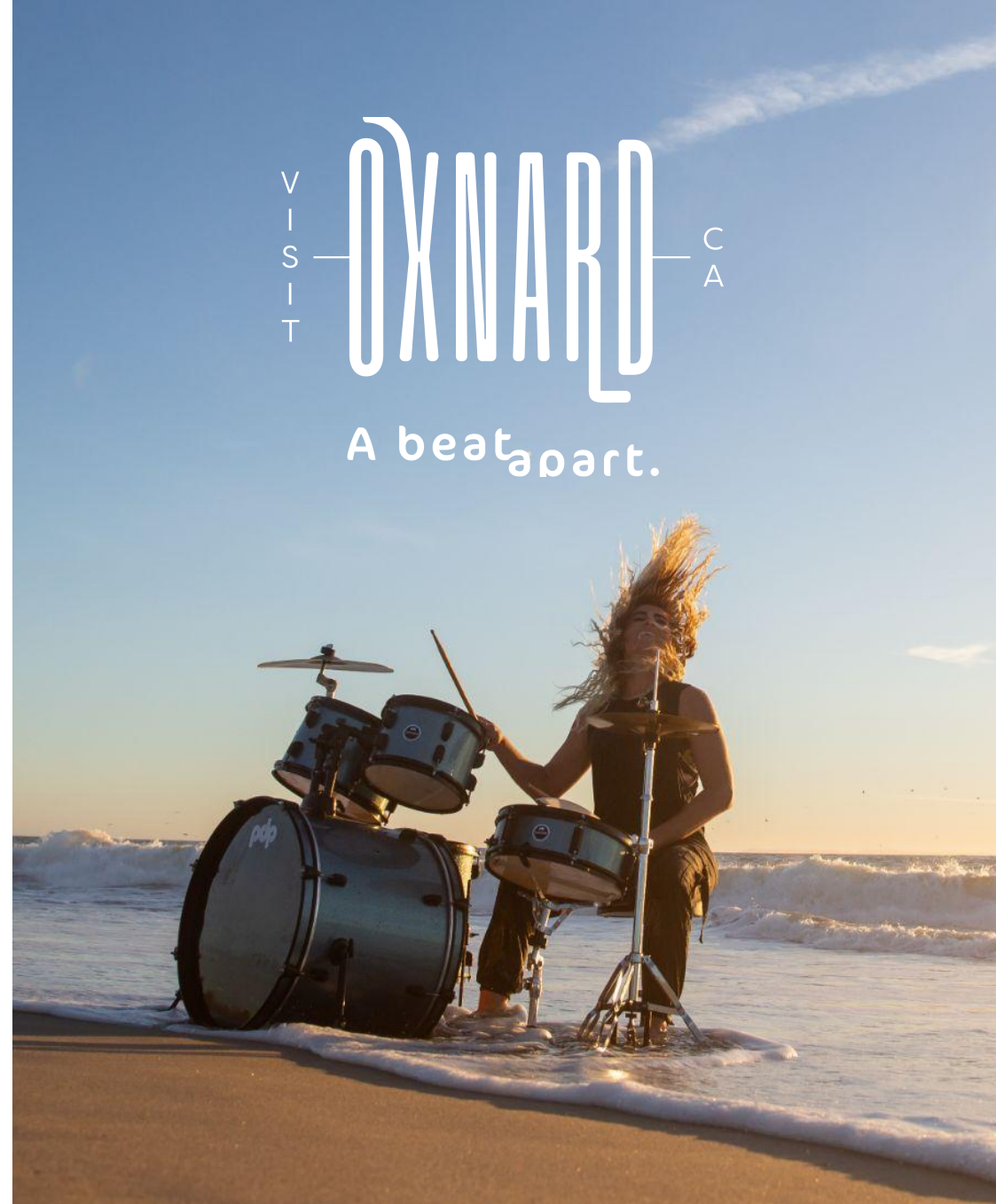
- A refreshed brand position
- A new destination tagline
- An updated visual identity
- A compelling narrative and messaging platform

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

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A

A beat _{apart}.



► 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



Visit Oxnard is proud to be your partner in shining the 'OX Marks the Spot-light' on visitor-serving businesses in our vibrant city. Together, we're driving economic vitality, supporting local businesses and bringing the attention Oxnard truly deserves.



Oxnard Beach Park
(Total'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 *a*part.

VisitOxnard.com



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)

CASE STUDY



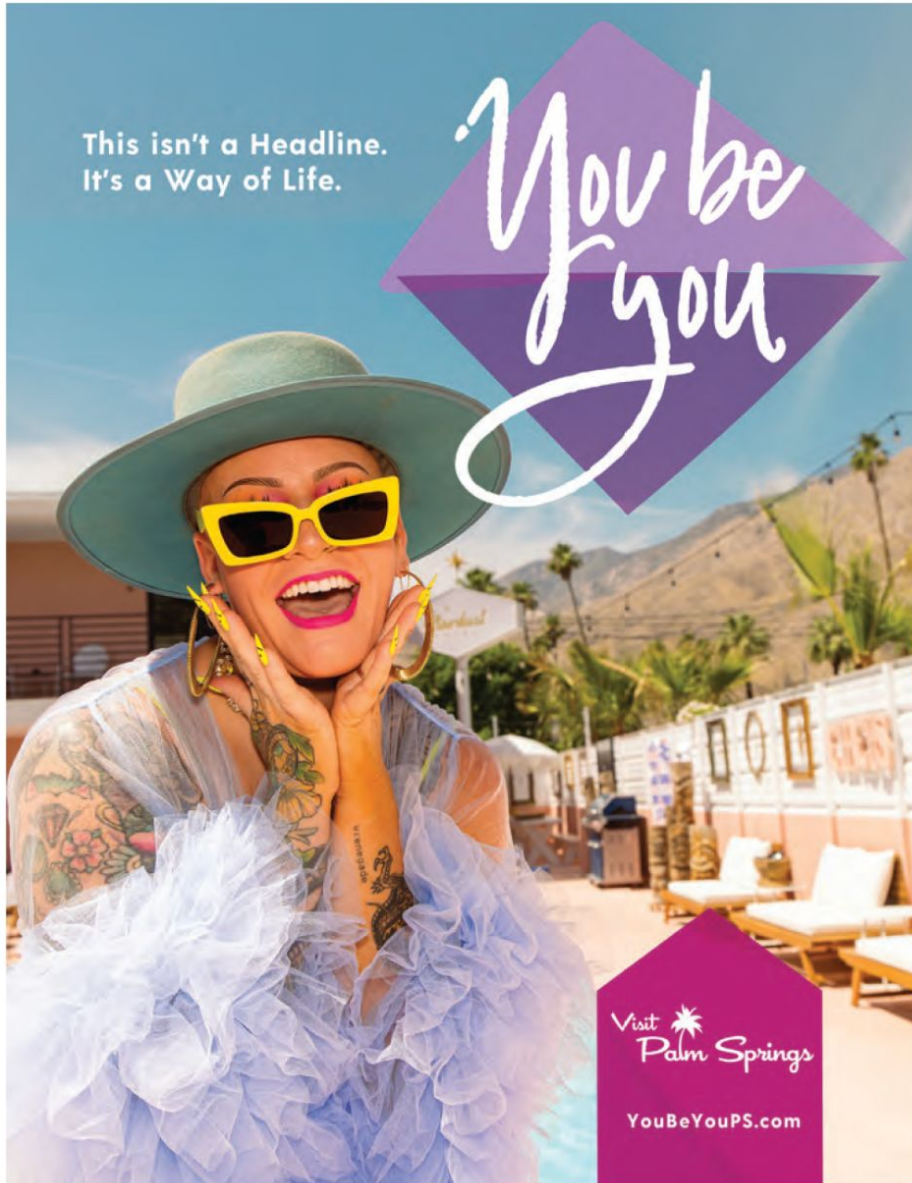
THE CHALLENGE

- 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





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



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

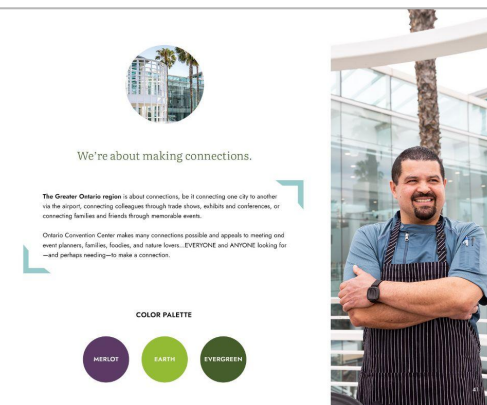
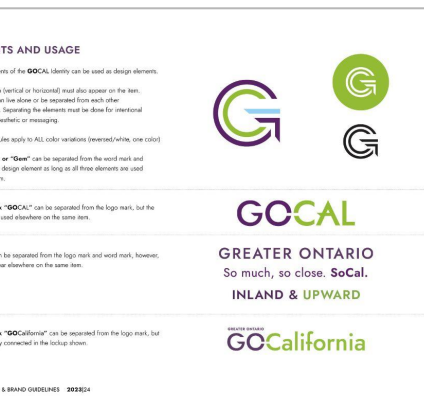
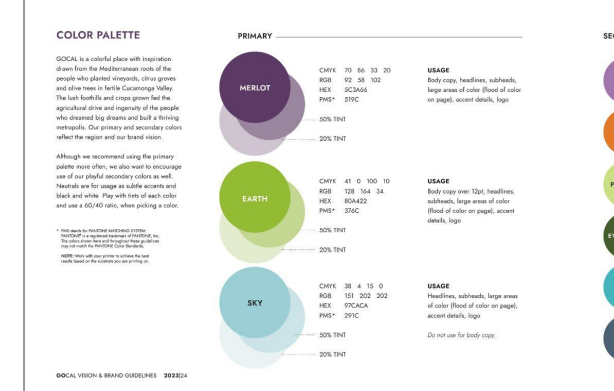
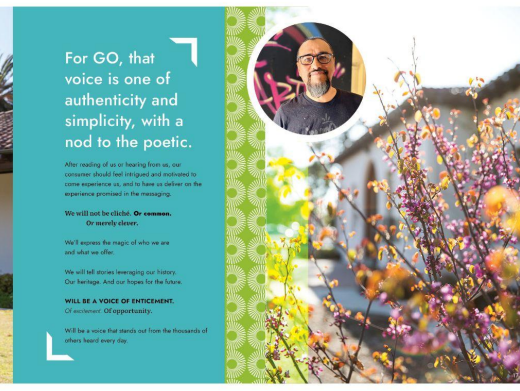
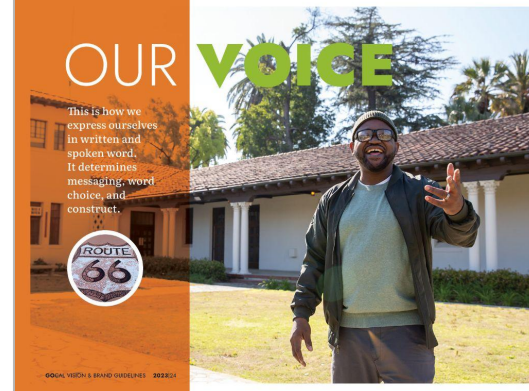
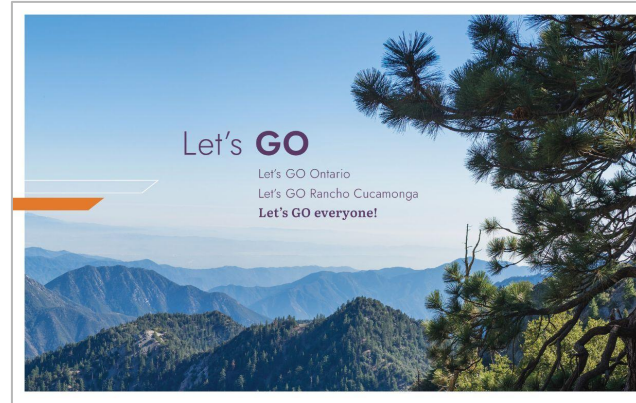
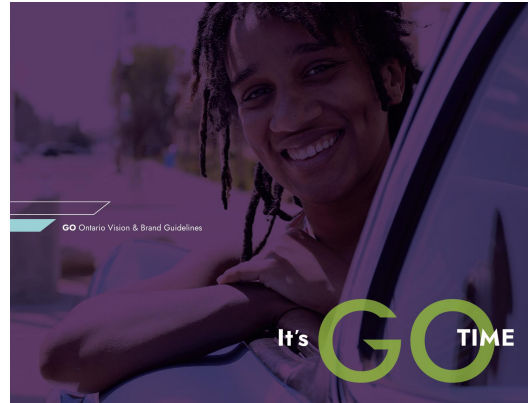
- Craft a new brand, name and identity based on research
- Raise awareness of the region's accessibility to all Southern California has to offer
- Develop and create strategic brand executions for leisure and business
- Design a new logo for Ontario Convention Center that is managed by GOCAL.
- Designed,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





Digital Campaign

Airport Signage Campaign





GO-CAL: 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.



GO-CAL.org

