CASE STUDIES

BRAND CAMPAIGN

CASE STUDY

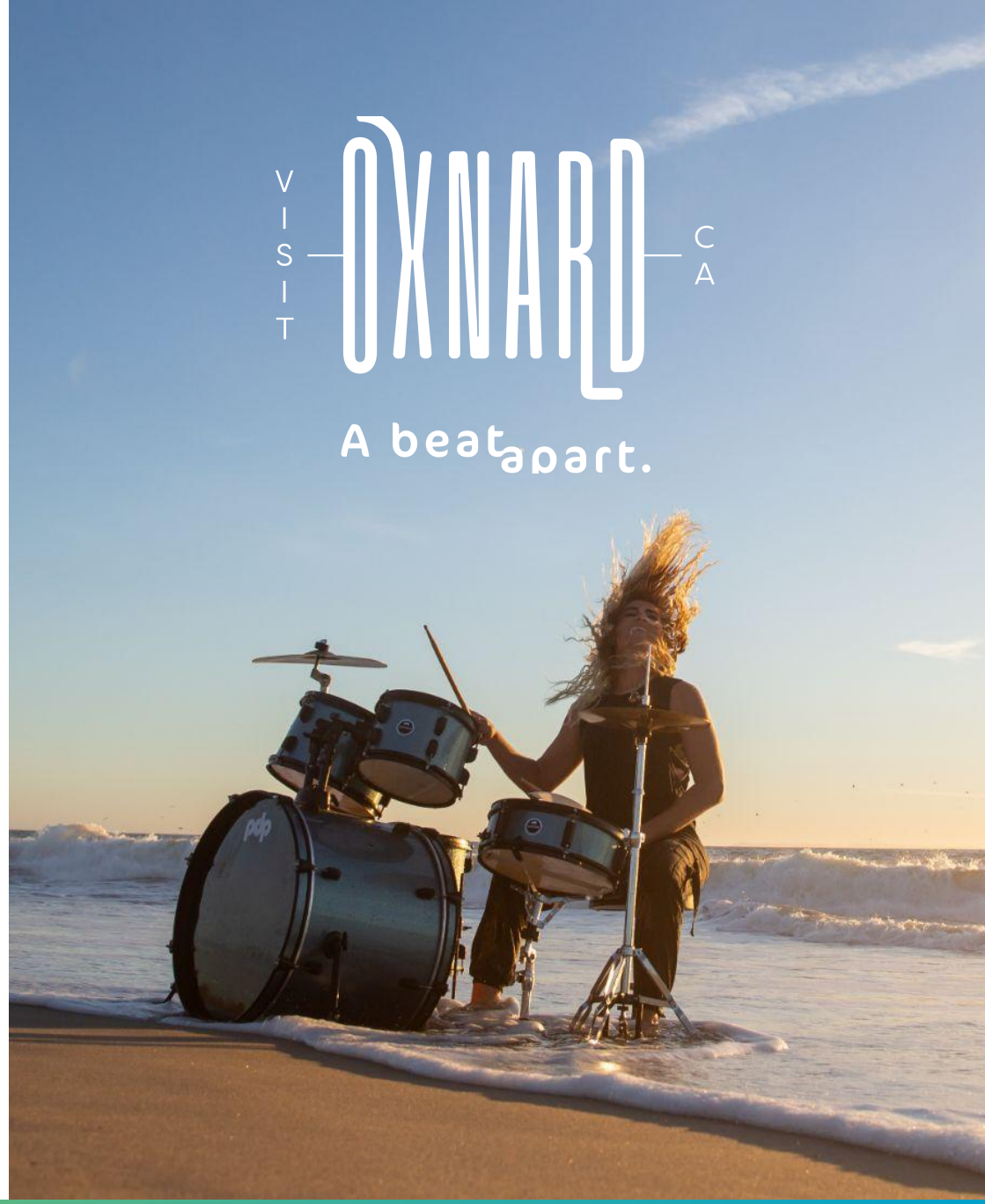
Partnered with Visit Oxnard to strengthen its destination story and increase traveler engagement.

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)

Winner 2025 Viddy Platinum Award for Best Tourism Brand

RESEARCH + CREATIVE STRATEGY

CASE STUDY

You be you

Visit Palm Springs



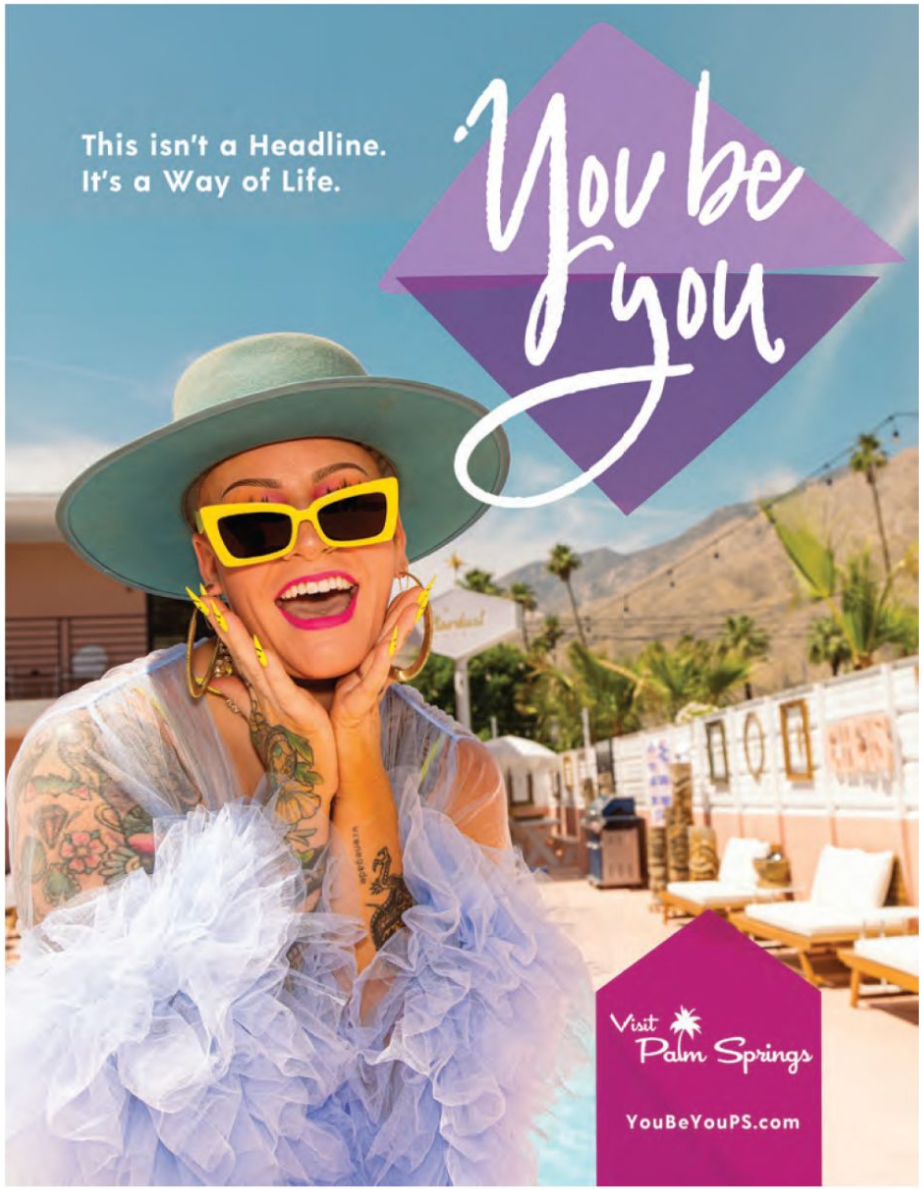
THE CHALLENGE

- 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

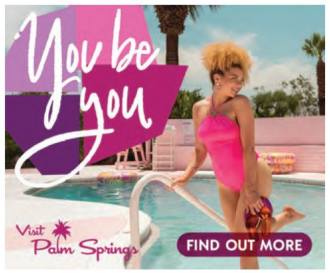


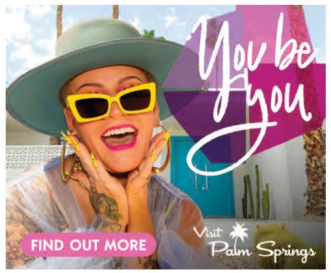
THE SOLUTION

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

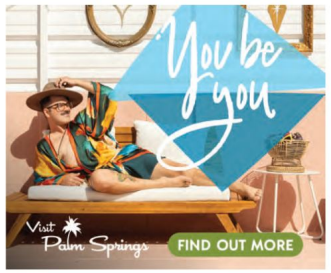
Media investments were designed to:

- 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













THE 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.

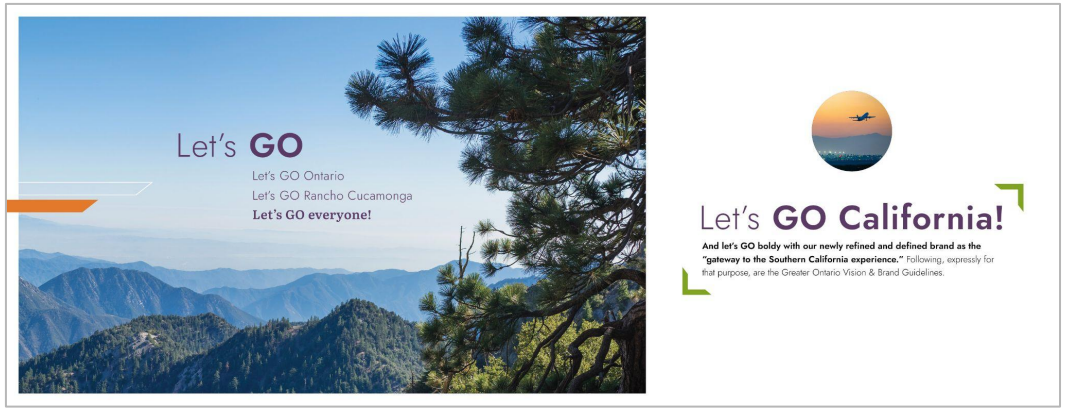
GOCAL
GREATER ONTARIO CALIFORNIA

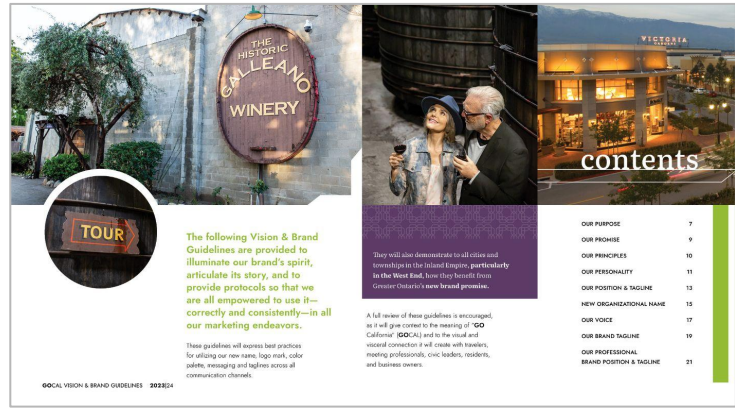
ONTARIO
CONVENTION CENTER



IDENTITY **DESIGN**

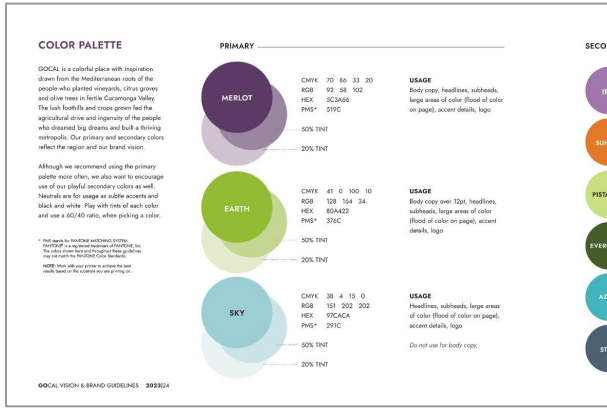






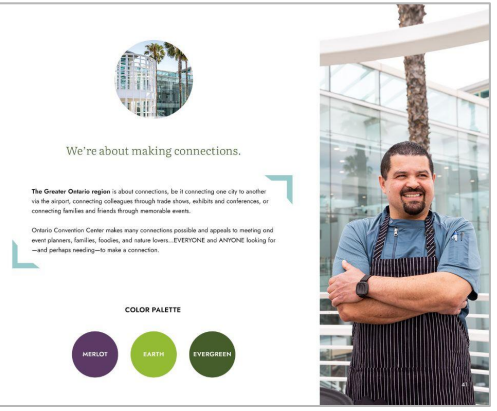












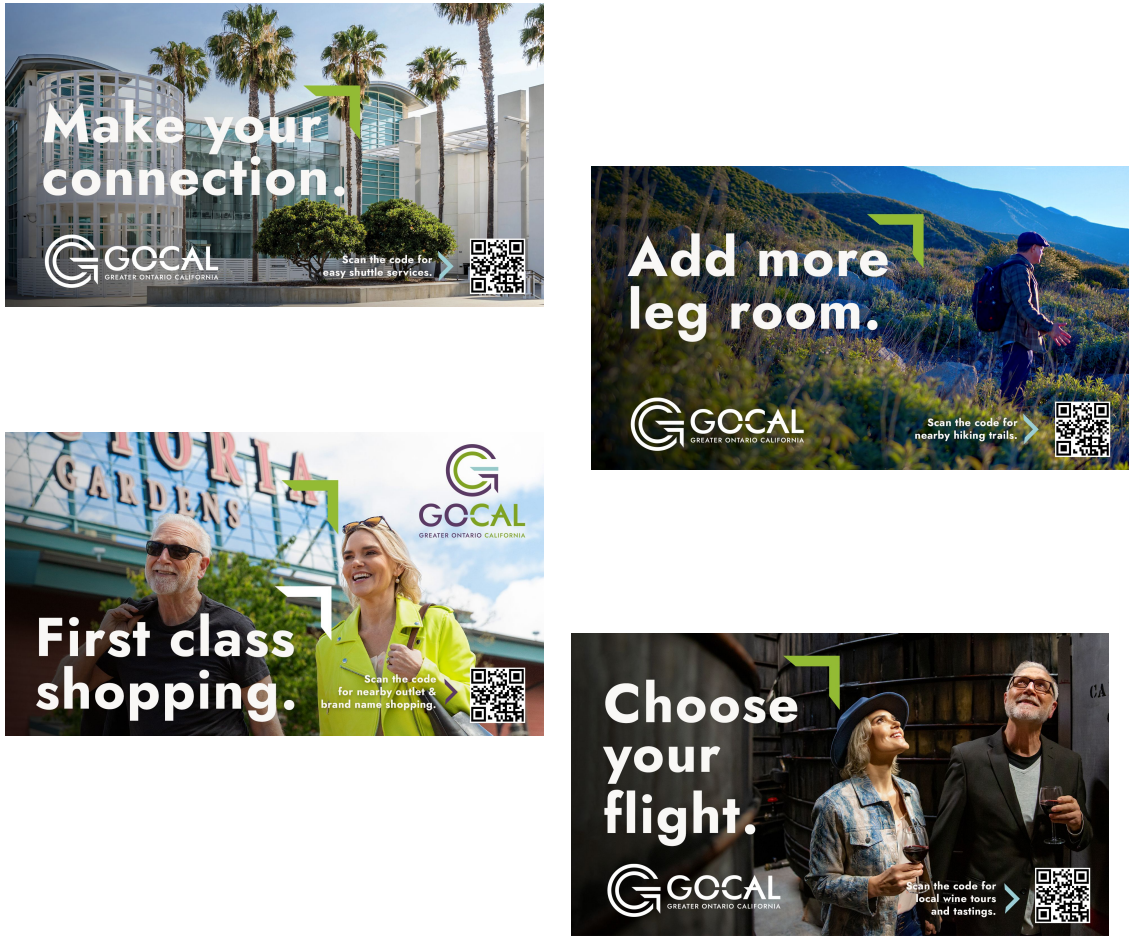


BRAND **EXECUTION**

Digital Campaign



Airport Signage Campaign



BRAND **EXECUTION**









BRAND CAMPAIGN

CASE STUDY

THE CHALLENGE

The City of La Quinta has plenty to love.

The challenge was making it unmistakably La Quinta. Surrounded by some of California's most recognized desert destinations, the City needed more than a tourism campaign. It needed a distinctive identity that could bring its community, businesses, visitor experiences, and economic ambitions together under one brand and shared feeling.

La Quinta
GEM OF THE DESERT





THE SOLUTION

We turned the City's initials into something everyone could connect with: **LQVE.** Built around the idea of Do What You LQVE, the brand celebrates the people, places, and experiences that make La Quinta special. Simple, memorable, and uniquely its own, LQVE became more than a campaign. It became a shared expression of community pride and a flexible platform for telling the City's story.

From tourism and Shop Local to economic development, arts and culture, outdoor recreation, holiday celebrations, and sustainability, LQVE gives every initiative its own voice while keeping the City connected through one recognizable identity.











BRAND **EXECUTION**







LOVE LOVE LOVE LOVE LOVE

PRIMARY COLORS

EXPLORE

JOY

PASSION

ADVENTURE

SECONDARY COLORS

DANCE

ZEST

CALM

NEUTRALS

THE RESULTS

The City didn't just approve LQVE. It embraced it.

The brand earned unanimous support from City Council, the City Manager, and the La Quinta Chamber of Commerce Board. And its appeal quickly extended beyond advertising, with branded merchandise generating demand and sales at local events and out-of-market activations.

What began as a branding initiative has grown into something bigger: a citywide identity that people can recognize, connect with, wear, share, and make their own. Because when a city gives people something to LQVE, the possibilities go well beyond its visitors.



DO what you LOVE

La Quinta CALIFORNIA

BRAND **EXECUTION**









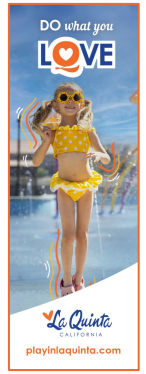












CASE STUDY

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.



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

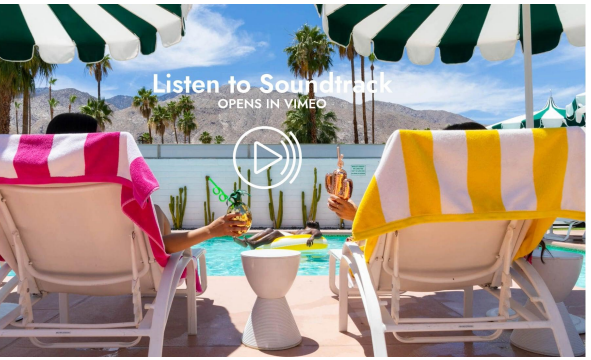
Here's what the media delivered across Cable TV, KTLA, and CTV, May through August, for the current program year.

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.





VISIT MESA
CITY LIMITLESS®

BRAND & IDENTITY
CASE STUDY

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.

RESEARCH AND FOCUS GROUPS

1. Conducted 40 stakeholder interviews with local hospitality professionals, planners, city leaders, and Visit Mesa staff.

2. Held a 3-day online focus group with 15 consumers from feeder markets to gather insights on Mesa's image and refine brand elements.

3. Hosted an in-person focus group with tourism and meeting pros to further improve the brand concept, tagline, logo, and color palette.

4. Reviewed existing research, including Mesa's branding survey, social media data, airport exit interviews, marketing plans, and collateral.

visitmesa.com

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.

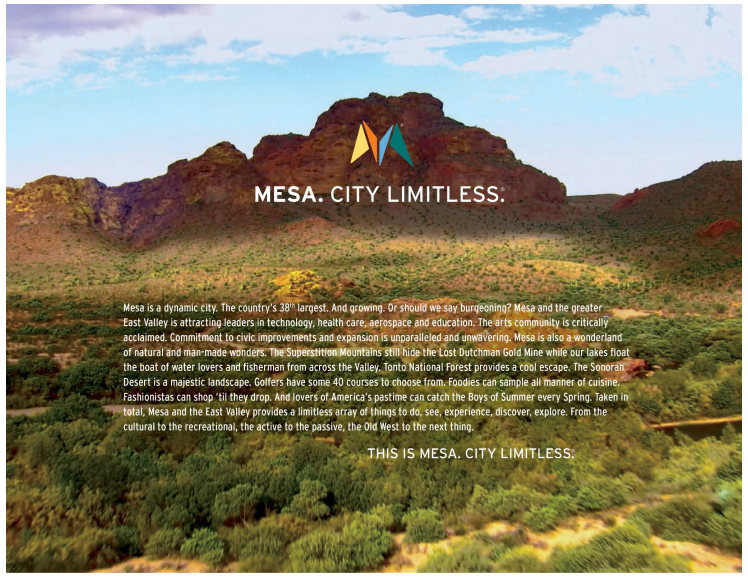
Brand messaging tells the story of Mesa as being creative, multifaceted, and offering a uniquely warm community experience with agrarian and recreational offerings that differentiate it from the Great Phoenix market. It is also a burgeoning education hotbed, enticing expansion market for economic development and offers tremendous value for leisure travelers.

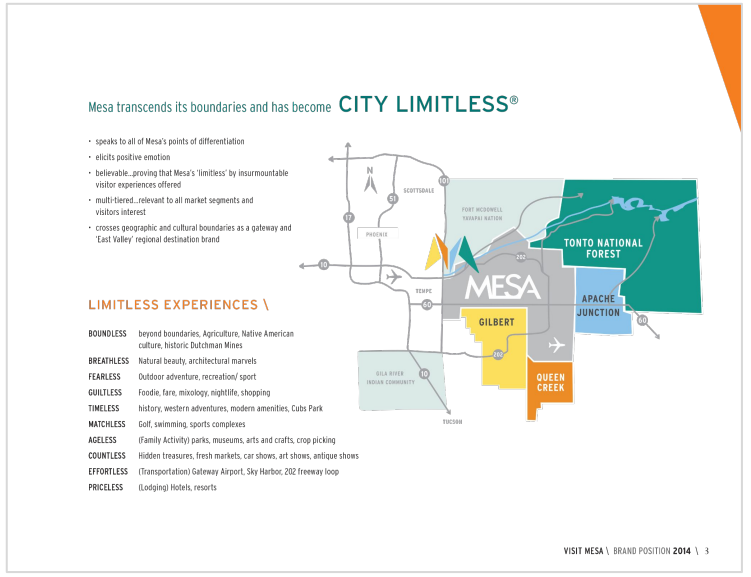


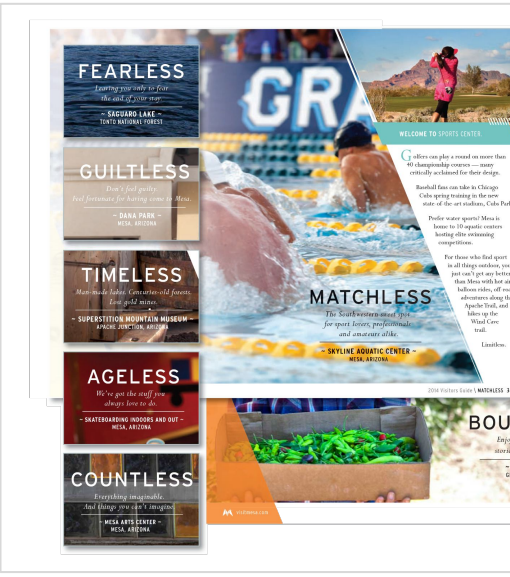
SERVICES PROVIDED

- Brand audit
- Brand pillar definition
- Brand positioning, story and visual approach
- Brand identity package
- Brand graphic standards
- Brand announcement strategy and deployment
- Brand video direction, production with custom song

IDENTITY GUIDE







LOGO VARIATIONS \

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

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

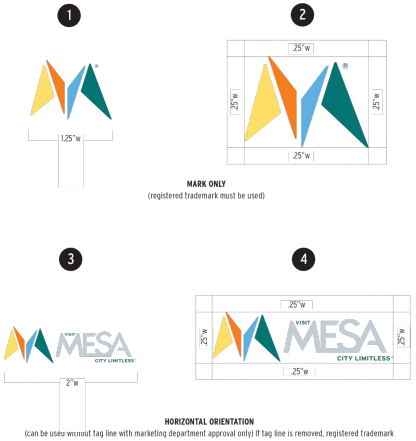
• On-line/digital advertising media (i.e. banners, skyscrapers, towers, e-mail)

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

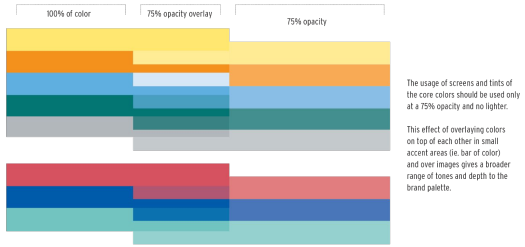
2. Allow for ample clear space (free of text and/or graphics) around the logo as shown. A minimum of .25".

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".



visitmesa.com \ 8



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

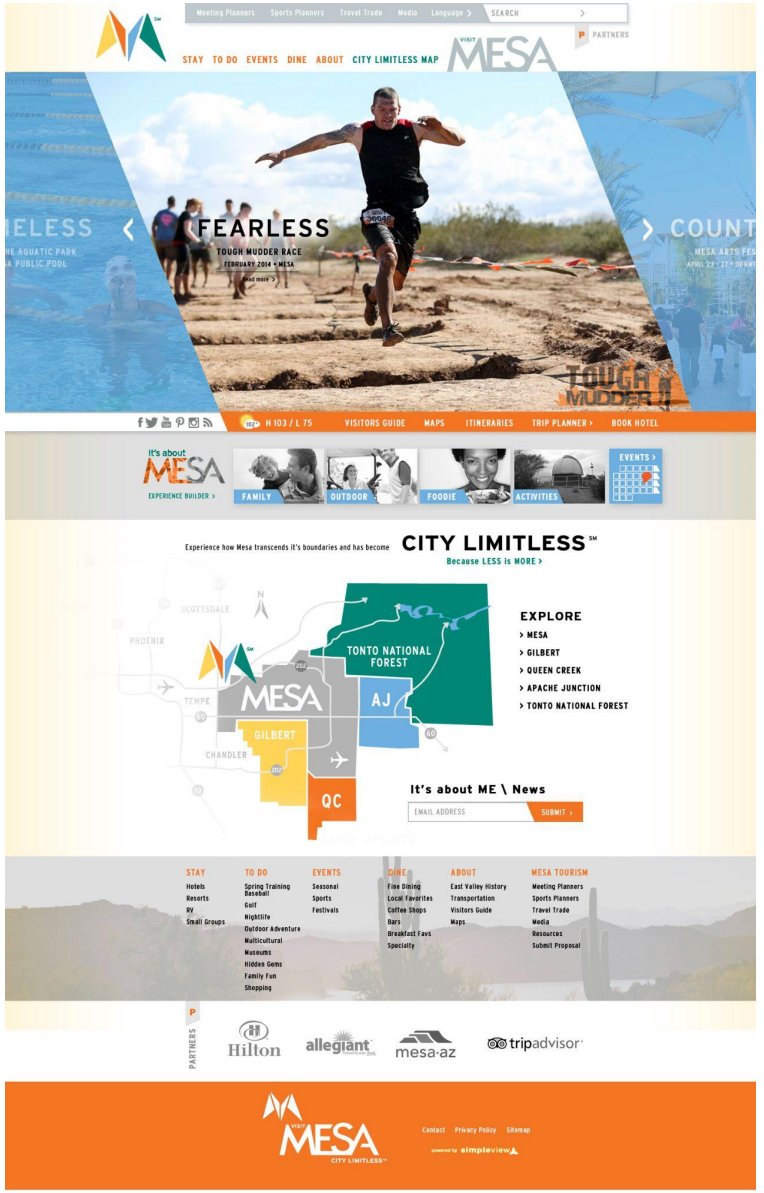
VISIT MESA \ COLOR PALETTE 2014 \ 15



VISIT MESA \ SAMPLES 2014 \ 21

WEBSITE RESKIN







ONE WEST
TOURISM ALLIANCE

BRAND & IDENTITY
CASE STUDY

In a bold evolution of regional tourism leadership, **DMA West embarked on a transformative branding initiative to unify and amplify the collective voice of Western destinations.** With the guidance of JNS Next, this effort culminated in the creation of One West Tourism Alliance, a brand designed to embody unity, identity, and the collaborative spirit of the Western U.S. travel landscape.

THE CHALLENGE

The goal was clear: **create a name and identity that speaks directly to the heart of its members**— destination organizations across the Western U.S., while standing out with originality and staying grounded in shared roots. The process required balancing fresh thinking with deep respect for the region's heritage and interconnected goals.

onewesttourism.org

THE STRATEGIC PROCESS

To bring this vision to life, JNS Next facilitated a multi-faceted brand development approach, which included:

- **Hosting a brand workshop** with 12 key thought leaders representing diverse destinations within the membership.
- **Analyzing insights** from a prior Coraggio Strategic Workshop to align on values and direction.
- **Providing iterative feedback** on naming conventions, logo development and brand architecture.
- **Championing emotional clarity and storytelling** to guide the organization away from abstract, ambiguous concepts.
- The emphasis remained on **clarity**, **emotional resonance** and a **powerful sense of identity** that all members could embrace.

ONE WEST
TOURISM ALLIANCE

ABOUT

United in Strength

One West Tourism Alliance unites over 150 destination marketing organizations and industry partners across the Western U.S. With a shared commitment to collaboration, innovation, and growth, we harness our collective power to elevate the future of tourism in the West.

Empowering Western Destinations

One West delivers the tools and connections that matter. Cutting-edge education, timely research, and a strong network of peers. Together, we empower members to amplify their impact and champion the unique stories of their destinations.

One Vision. One Voice.

More than a rebrand, One West is a unified identity and a bold step forward. We exist to strengthen Western tourism through shared purpose, strategic support, and a collaborative spirit that drives real results—for our members, our communities, and the travelers we inspire.

THE BRAND

ONE WEST TOURISM ALLIANCE

Unity in Identity

"One West" symbolizes cohesion, an unmistakable statement of collective strength across Western destinations. It reflects a united front where collaboration isn't just encouraged; it's foundational.

Inclusivity and Shared Purpose

Incorporating ***"Tourism"*** affirms a common mission: to elevate regional travel through a shared commitment. The name speaks to movement, growth, and a unified path forward.

Alliance as a Core Principle

"Alliance" underscores partnership and mutual support. It communicates a commitment to collective success, not just individual achievement, amplifying the power of collaboration in the travel and tourism industry.

Memorability and Simplicity

The name ***One West Tourism Alliance*** is intuitive, strong, and easy to recall. It immediately communicates the brand's geographical focus and collaborative



One West Tourism Alliance stands as more than a name. It's a movement.
A collaborative force driven by the spirit of the West, ready to shape the travel narrative together. ***Every member belongs. Every voice matters.*** And every story contributes to something greater.

BRAND PILLARS AND EMOTIONAL RESONANCE

A Shared Narrative

One West tells a collective story in every campaign, initiative, and win contributes to a broader tapestry.
Members are co-authors of a tale that celebrates resilience, creativity, and regional pride.

Belonging and Purpose

Members feel a deep connection to the alliance, recognizing their work as vital to a larger vision. The name and identity foster a sense of ownership, pride, and purpose.

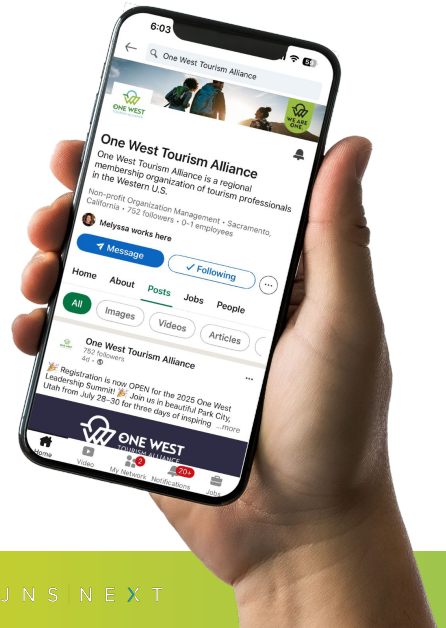
Strength in Unity

Together, One West members represent a powerful force in the travel landscape. The brand reinforces that the sum is greater than its parts, and shared action creates amplified impact.

IDENTITY **DESIGN**

INSPIRATION: PLATEAUS, MOUNTAINS, VALLEYS, SUN — a metaphor for the destination marketer's journey. Plateaus offer perspective and represent shared growth after stagnation. Mountains and valleys reflect the highs and lows of progress—climbing toward goals and finding richness in the low points. The rising sun signals renewal, energy, and forward motion

The merging of "O" and "W" symbolizes unity and communication, a collective journey powered by collaboration.
The mark is versatile, working both independently and in multiple lockups with WE ARE ONE tagline.



ONE WEST
TOURISM ALLIANCE

ONE WEST TOURISM ALLIANCE

reversed - white

ONE WEST TOURISM ALLIANCE

primary

grass #4A9644
spring #9ABD40
pacific #68B8C9

secondary

denim #6598C7
grape #877AA5
maize #EBC73F

neutrals

stone #6D6F71
chamois #ECE5D4

action

vermilion #EA5950

REGISTER TODAY

WE ARE ONE.

Font:

Brother 1816

ABCDEFGHIJKLMNOPQRSTUVWXUZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%&?

RESULTS

Creating One West Tourism Alliance marks a pivotal alignment around shared identity, collective purpose, and an emotionally resonant brand. It is a platform not just for representation, but for storytelling, advocacy, and growth.

Through strategic facilitation, stakeholder engagement, and intentional storytelling, JNS Next helped ensure that every aspect of the brand reflects its members' values, voice, and vision.

BRAND REFRESH
CASE STUDY

DISCOVER LONG ISLAND® NEW YORK

THE OPPORTUNITY

Long Island was well known, but its beaches, vineyards, downtowns, businesses and communities were often experienced as separate stories. Discover Long Island needed one brand idea to connect them and create a stronger emotional relationship with visitors and residents.

THE BRAND

Launched in 2019, **Where You Be-Long** became more than a campaign. It created a framework for communications, marketing and advertising built around welcome, connection and local pride.

When travel changed during COVID, the idea became even more relevant. The brand gave Discover Long Island a flexible platform to speak about community, culture and belonging without losing consistency.

In 2023, the **You Be-Long** video campaign brought the promise to life through local business owners sharing personal stories about the people and places that shape Long Island.



REAL WORLD **IMPACT**

DISCOVER LONG ISLAND NEW YORK

JNS NEXT

Today, Long Island welcomes more than

10 million visitors annually.

In 2022, visitors generated a record

$6.6 billion in travel spending

and more than $800 million in state and local tourism taxes.

Discover Long Island also achieved:

- More than **1 million website users**
- A **290% increase** in users from 2022
- A **62.6% engagement rate**
- More than **500 press placements**
- Over **800 million media impressions**
- **95,000 Instagram followers**

