

FINAL DELIVERABLE

PACIFIC GROVE CHAMBER OF COMMERCE

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FINAL DELIVERABLE OBJECTIVE

How do we best market the Pacific Grove identity to spur tourism in the area?



**PACIFIC GROVE
IDENTITY**



Data Analysis

Assessing the demographic trend and keywords associate with Pacific Grove

01

04

Challenges

Effective Branding Strategies

Shaping and Promoting the Brand You Want

02

05

Ideas for Pacific Grove

Examples of Effective City Branding

Benchmarking PG branding strategy

03

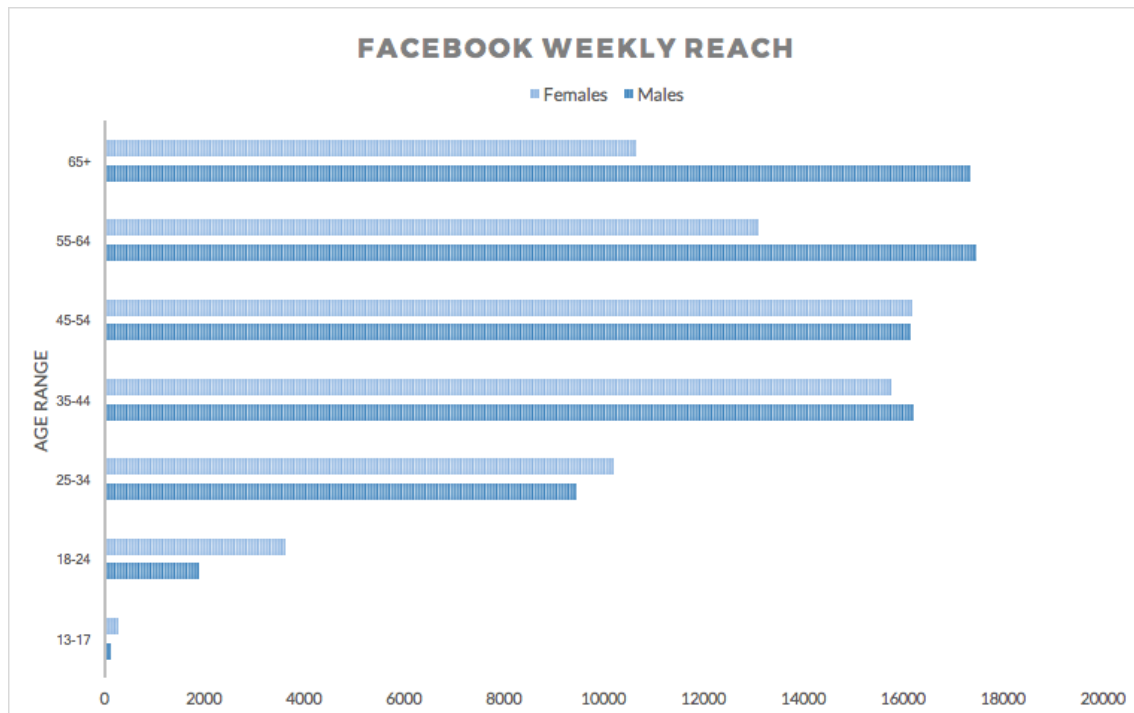
06

Conclusion

AGENDA

FACEBOOK ANALYTICS

Defining a Target Demographic



Primary Demographic

Gender: Males

Age Range: 55-65+

Secondary Demographic

Gender: Males & Females

Age Range: 35-54

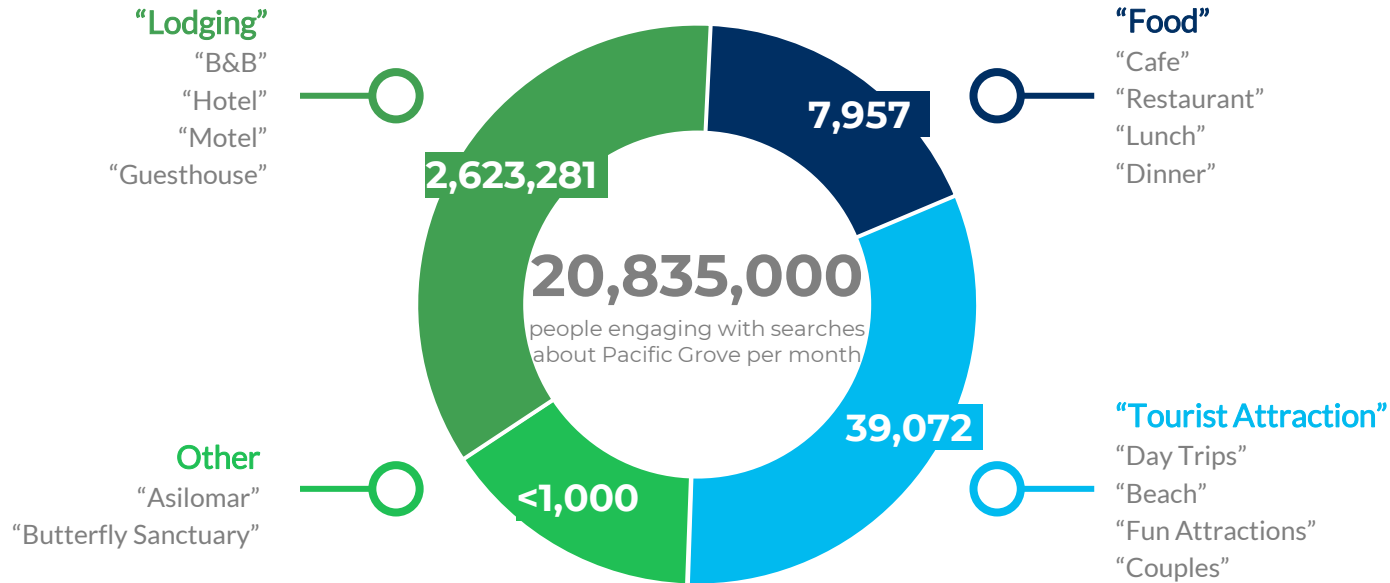
FACEBOOK ANALYTICS

Defining a Target Demographic



KEYWORD ANALYTICS

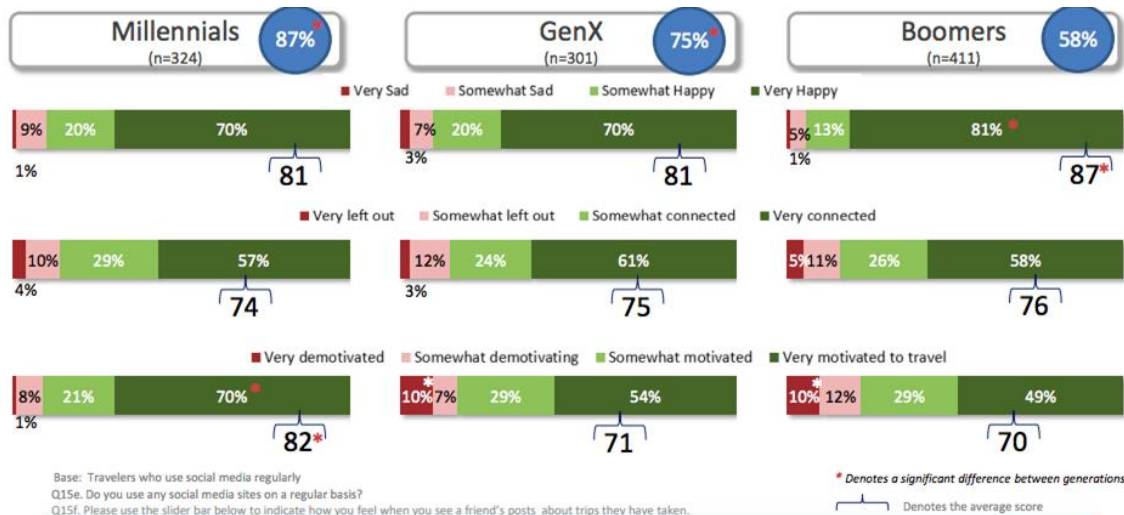
Defining a Target Demographic



TRAVEL TRENDS

Tracking the trends for target audience

FEELINGS ASSOCIATED WITH FRIENDS' SOCIAL MEDIA TRAVEL POSTS



Source: AARP Travel Research 2018 Travel Trends

“Relax & Rejuvenate”

This group transcends both the millennial and baby boomer divide. Both groups are looking to escape the stress of work and everyday life, focusing on relaxation rather than seeking adventure.

Slightly motivated by Social Media

Millennials (70%) more so inspired by social media posts than Boomers (49%)

EFFECTIVE BRANDING STRATEGIES

Shaping and Promoting the Brand You Want

Too many cities “passively accept the image bestowed on them by the media, disgruntled ex-pats, or frustrated and disenfranchised residents.”

Only in the last decade have cities and towns “become much more conscious of branding as an effective strategy for altering their trajectory. Instead of jumping onto an existing narrative about their city, more are learning to shape it and promote eventual growth and revitalization.”

<https://www.forbes.com/sites/steveolenski/2017/10/23/how-to-rebrand-a-city/#726a84f03bdf>

SELF ASSESSMENT

What do we want to be known for?

How can we stand out from the crowd
and be more competitive?

What thoughts and feelings do we
want to come to mind when people
are exposed to our name?



EXAMPLES OF SUCCESS



Albuquerque



**Entrepreneurial
hub and maker
space**

Denver



**Cannabis and
tech startup hub**

St. Louis



**Tech and
innovation hub**

CHALLENGES

- 86% failure rate among city branding campaigns
- Impossible to please everyone
- Brand promise and actual experiences should match each other
- Stakeholders market the city with different and sometimes even opposite arguments
- Politics: each new government changes the brand image



CALIFORNIA COASTAL TOWN TAGLINES

- Carlsbad - Village by the Sea
- Coronado - The Crown City
- Del Mar - Where the Turf Meets the Surf
- El Segundo - One Mile From the Beach, One Mile From LAX, a Million Miles From L.A.
- Half Moon Bay - Pumpkin Capital
- Huntington Beach - Surf City, USA; Soul of SoCal
- Oceanside – Tan Your Hide in Oceanside; Take Pride in Oceanside; Classic California
- Pacifica - Fog Capital of California
- Santa Barbara - The American Riviera

PG KEYWORD TRENDS

Paradise

Escape

California

Coastal

Peace

Adventure

Secret

Cozy

Nature

Sanctuary

Beach Town

Get Away

IDEAS FOR PG's TAGLINE

- California's Coastal Retreat
- Escape to Paradise
- Coastal Peace of Mind
- Sanctuary by the Sea
- California's Best Kept Secret
- Connect with Nature
- Escape. Rejuvenate. Connect.
- A California Oasis
- A Coastal Retreat
- California's Ocean Retreat

RECOMMENDATION

- ***California's Best Kept Secret***

Capitalize on Pacific Grove's quiet, relaxing atmosphere. Turn the low profile brand into a positive attribute.

- ***California's Coastal Retreat***

Promote PG as an overnight destination & weekend getaway. Capitalize the market trends of escape, retreat, getaway.

- ***Coastal Peace of Mind***

Capture the essence of "escape," "rejuvenate," "retreat"