Emotional Touchpoints that Enable Storytelling

How the research that Huntington Beach used drove a bottom up strategy for storytelling and a top down branding system that yielded huge results in engagement.

PRESENTATION BEGINS

10:00

Emotional Touchpoints that Enable Storytelling

How the research that Huntington Beach used drove a bottom up strategy for storytelling and a top down branding system that yielded huge results in engagement.

Grounded in Research

Research Methodology

- ✓ Benchmark awareness, familiarity, appeal and likelihood to visit
- ✓ Explore our brand associations, perceptions and attributes
- ✓ Gauge competitive landscape and identify strengths and weaknesses
- ✓ Identify growth opportunities

Destination Analysts

+

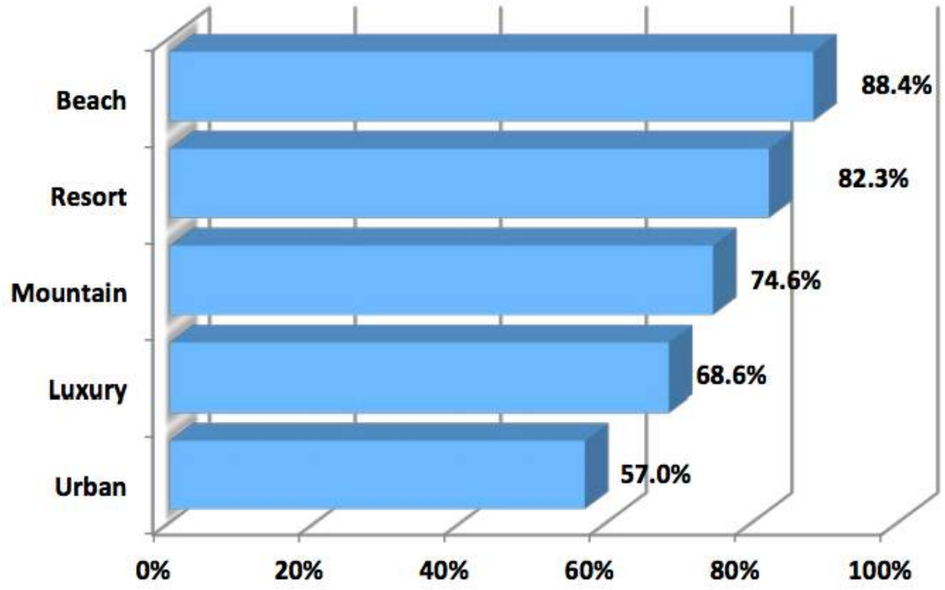
theatkinsgroup

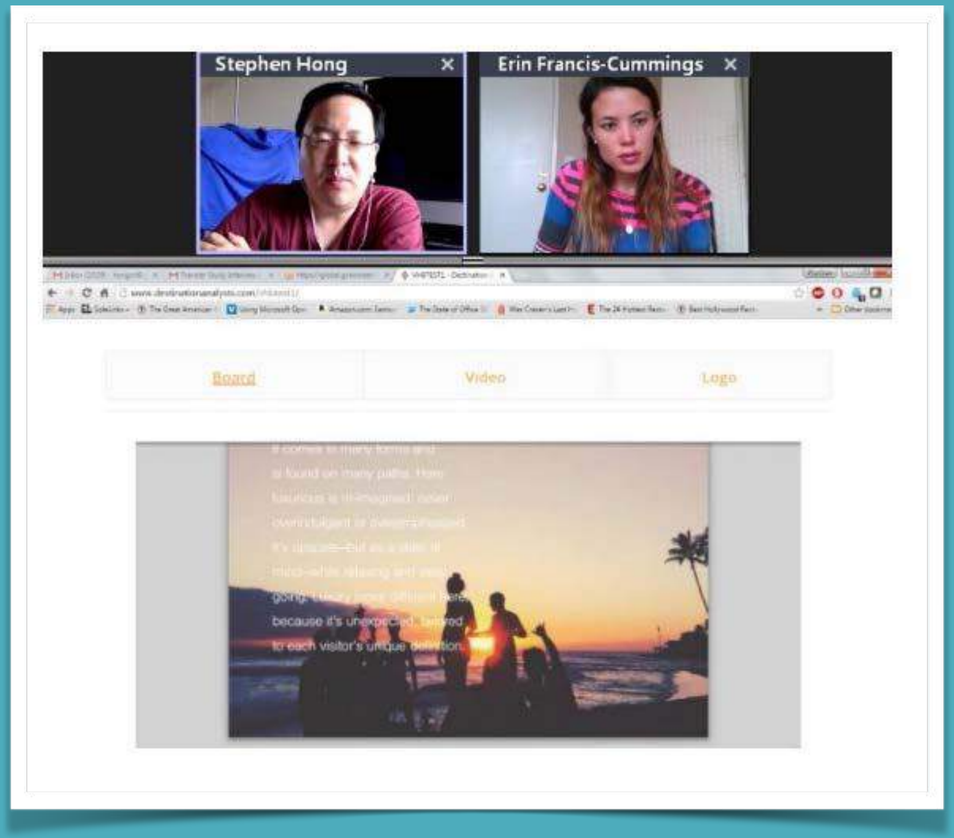
Awareness / Recall

	200 miles from HB	Phoenix	Texas	Northwest	Las Vegas	San Francisco	New York	Meeting Planners
San Diego	63.0%	76.5%	62.2%	67.2%	68.8%	67.6%	60.9%	87.7%
Los Angeles/ Hollywood	55.0%	53.4%	62.5%	69.4%	63.4%	72.2%	63.9%	64.9%
Anaheim/Disneyland	43.6%	37.4%	22.0%	47.2%	49.5%	50.4%	18.5%	21.1%
Santa Barbara	16.6%	7.1%	4.6%	9.6%	7.1%	22.2%	5.5%	17.5%
Malibu	11.6%	8.2%	6.6%	9.6%	7.8%	8.8%	12.6%	3.5%
Santa Monica	15.5%	7.5%	5.0%	5.9%	14.2%	10.6%	6.7%	3.5%
Huntington Beach	**13.5%**	**10.3%**	**4.6%**	**6.3%**	**14.9%**	**5.6%**	**6.3%**	**7.0%***
Palm Springs	11.6%	5.0%	2.3%	8.9%	4.4%	6.3%	4.2%	8.8%
Long Beach	7.7%	7.8%	3.5%	5.2%	9.2%	7.7%	6.3%	0.0%
Laguna Beach	12.4%	5.7%	3.5%	3.7%	8.1%	2.1%	2.1%	13.7%
Newport Beach	10.2%	6.4%	3.1%	2.2%	7.5%	2.5%	1.7%	8.8%

Research / Insights

- ✓ Mostly familiar with offerings of HB
- ✓ Familiar with Surf City USA
- ✓ We need to tell them WHY
- ✓ Key Competitor: San Diego
- ✓ Opportunity markets: Texas and Pacific Northwest, including San Francisco




Stephen Hong
Erin Francis-Cummings
Board
Video
Logo

Romantic

Excited

Happy

Grateful

Relaxed

Rejuvenated

Research / Key Findings

Huntington Beach is seen as a beach town embodying classic California, which is beautiful, walkable, fun and relaxing.

In their words…

The epitome of “the West Coast attitude, shaped by weather…where they are winning at work-life balance”

Creating the Brand

Persona matched to Pillars

Luxury Traveler

Family Travelers

Beach Goer

Outdoor & Active

Meeting Planner

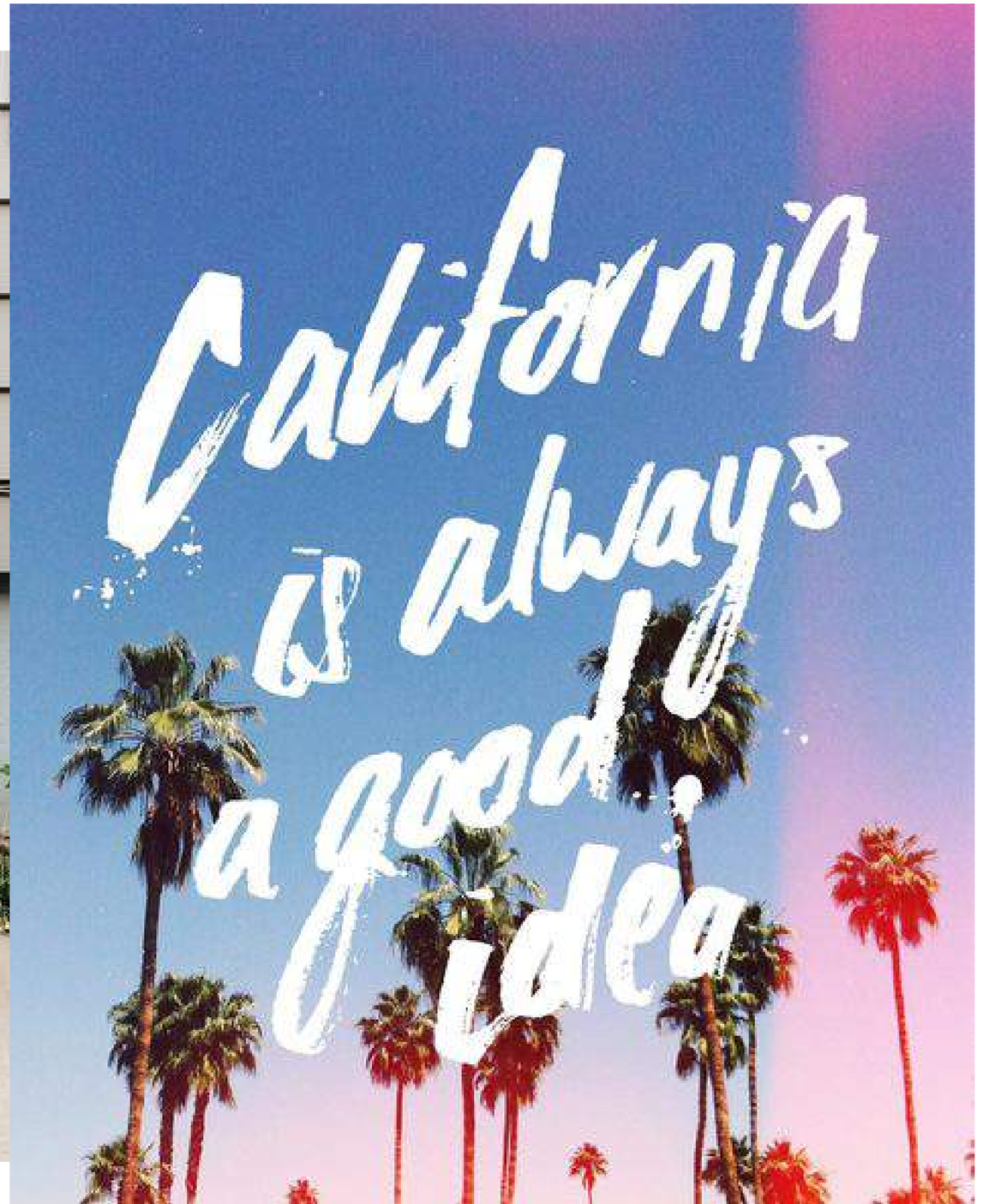
What makes us, us

Attitudes & Personality

VISIT HUNTINGTON beach

1) **WE ARE FIERCE**

The original surf culture, all grown up: a culture and heritage we're fiercely passionate about. We are entrepreneurial, inventive, but still inspired and welcoming. Here you'll find all of the hustle, and none of the bustle. We're not everything to everyone, but for those who seek the soul of SoCal, Huntington Beach is perfect—a vacation you don't need-a-vacation-to-recover-from vacation.


California
is always
a good
idea

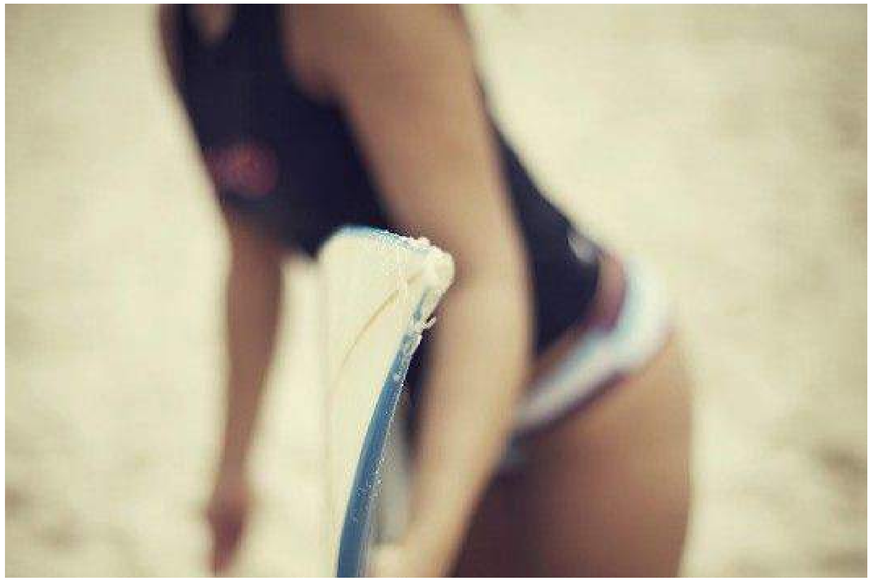
C O

OPEN ALL NIGHT

RADICAL PARADISE

L O

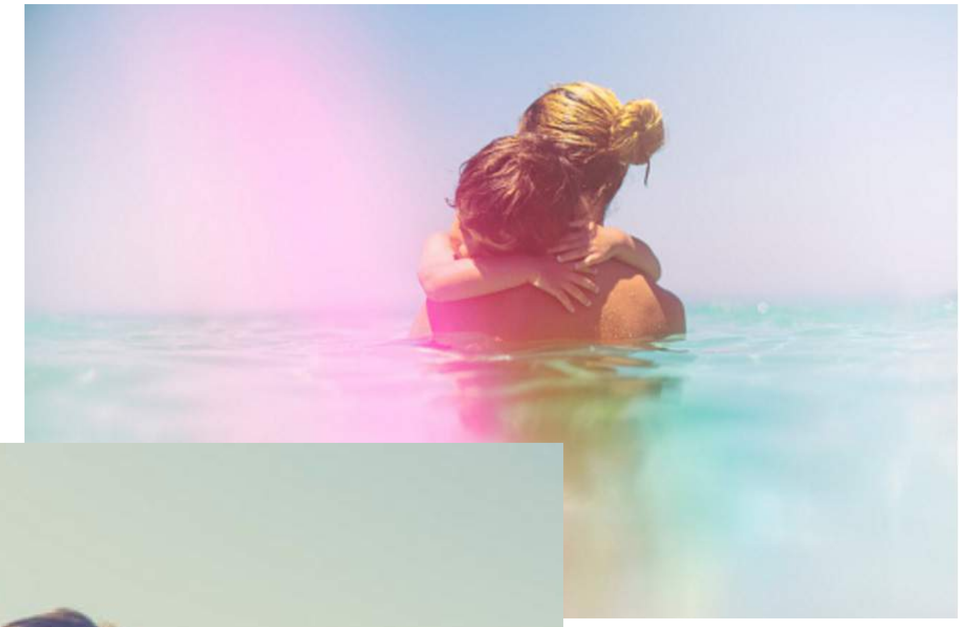
CLOSED IN THE MORNING



Seek
the Sun

2) **WE ARE WARM**

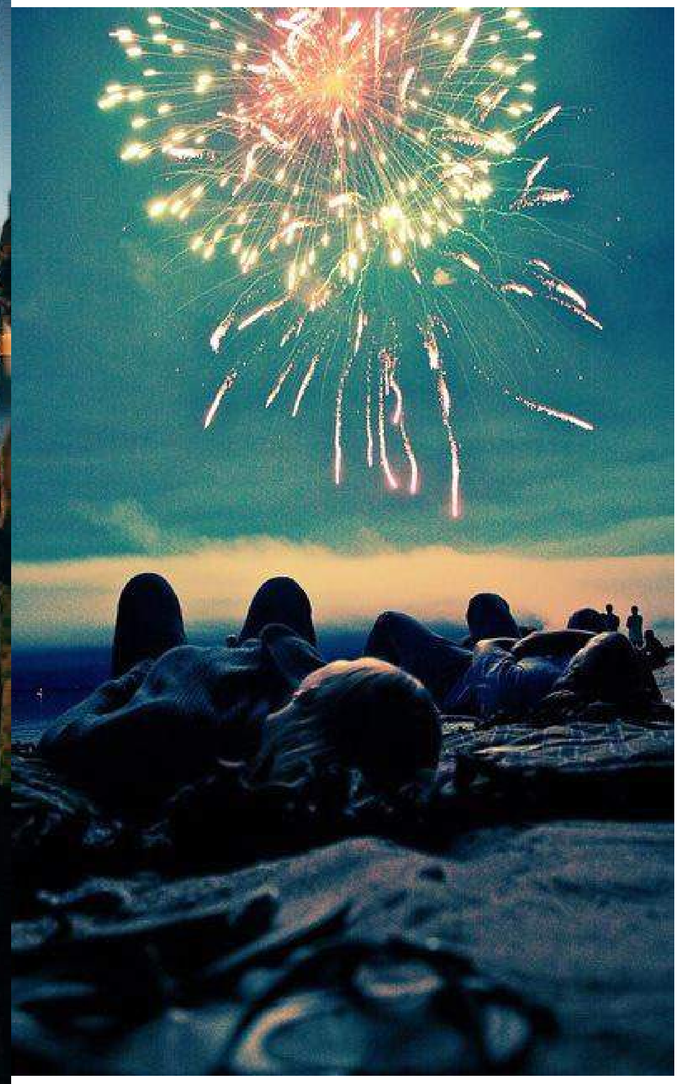
Families thrive here. Activity-loving, beach-going, adventure-seeking, surf-riding family. Because this is what forever summer feels like: peaceful, not passive; active, not busy; always welcoming, and never boring. We're optimistic and full of hope.



Salty styles,
70's Hues

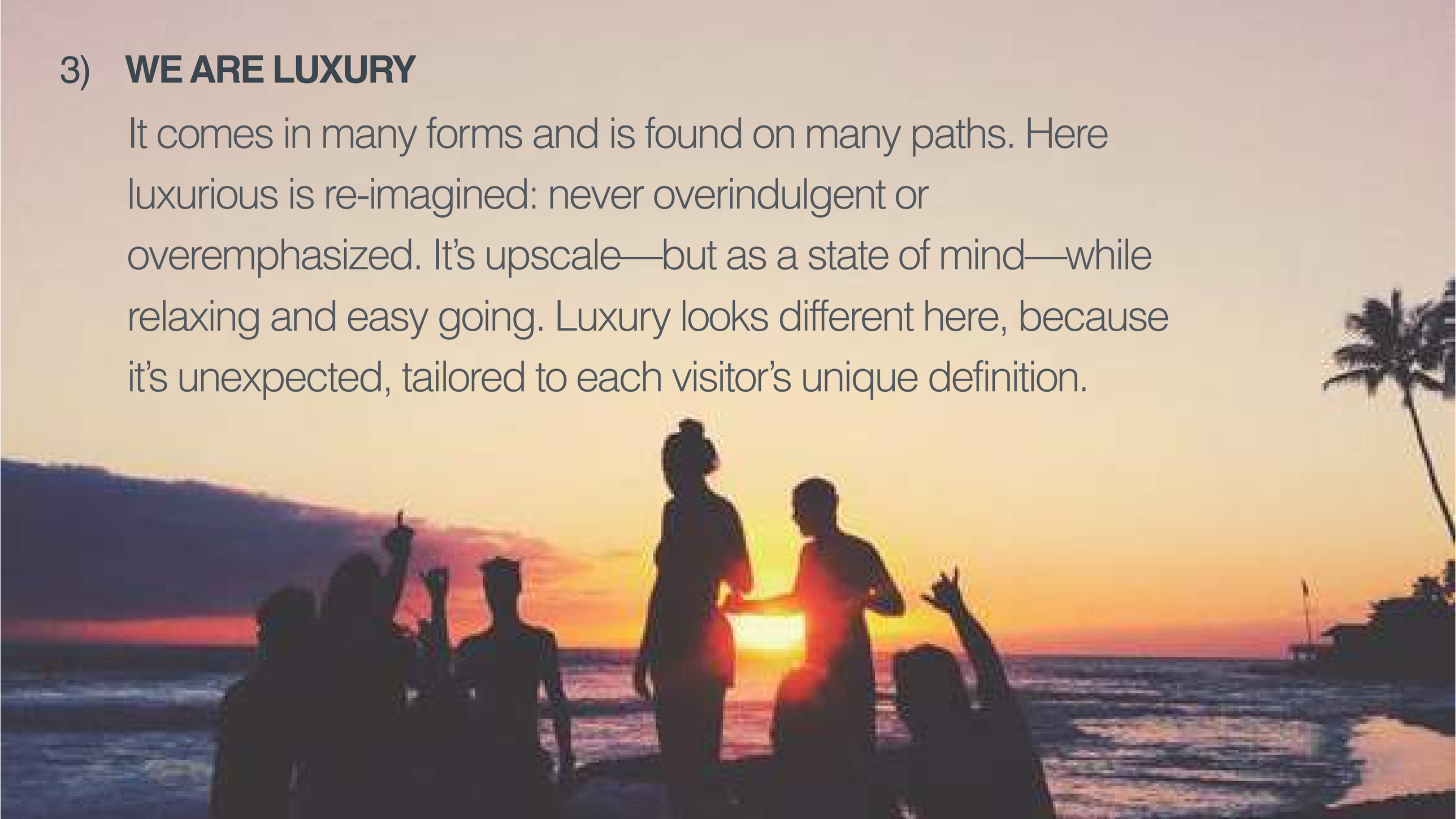
Just Breathe
SHOP 365
ACTIVEWEAR

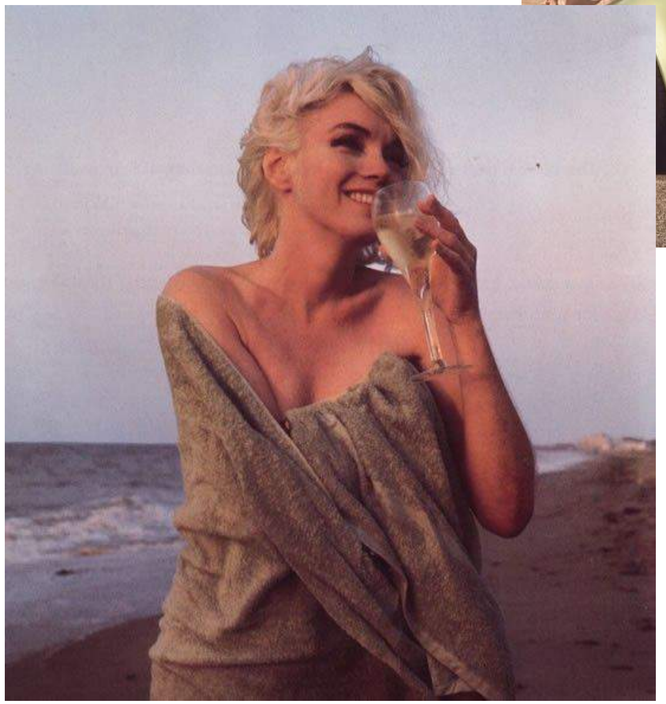
HELLO SUNSHINE

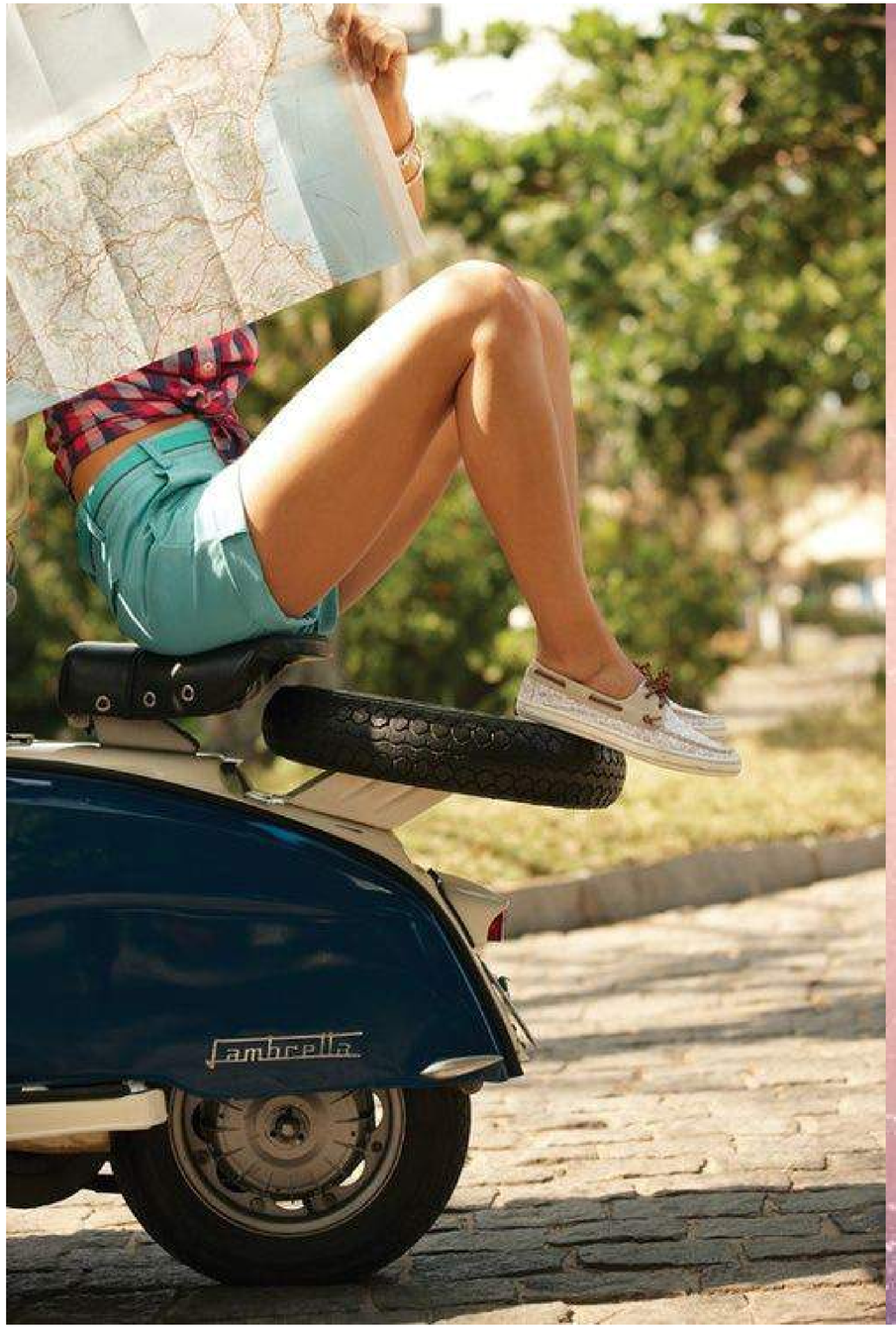


3) WE ARE LUXURY

It comes in many forms and is found on many paths. Here luxurious is re-imagined: never overindulgent or overemphasized. It's upscale—but as a state of mind—while relaxing and easy going. Luxury looks different here, because it's unexpected, tailored to each visitor's unique definition.

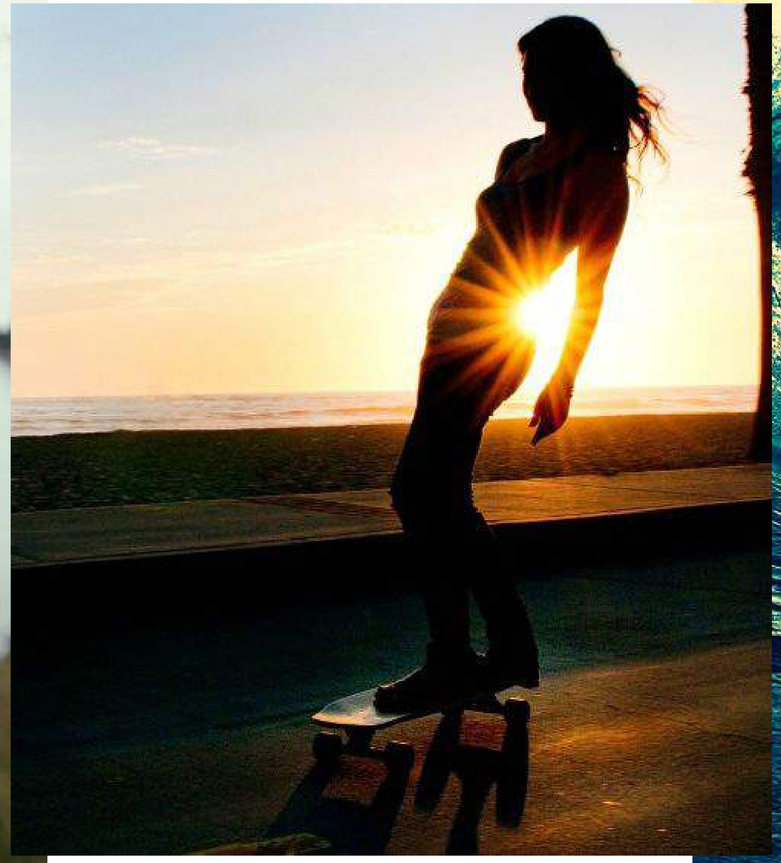


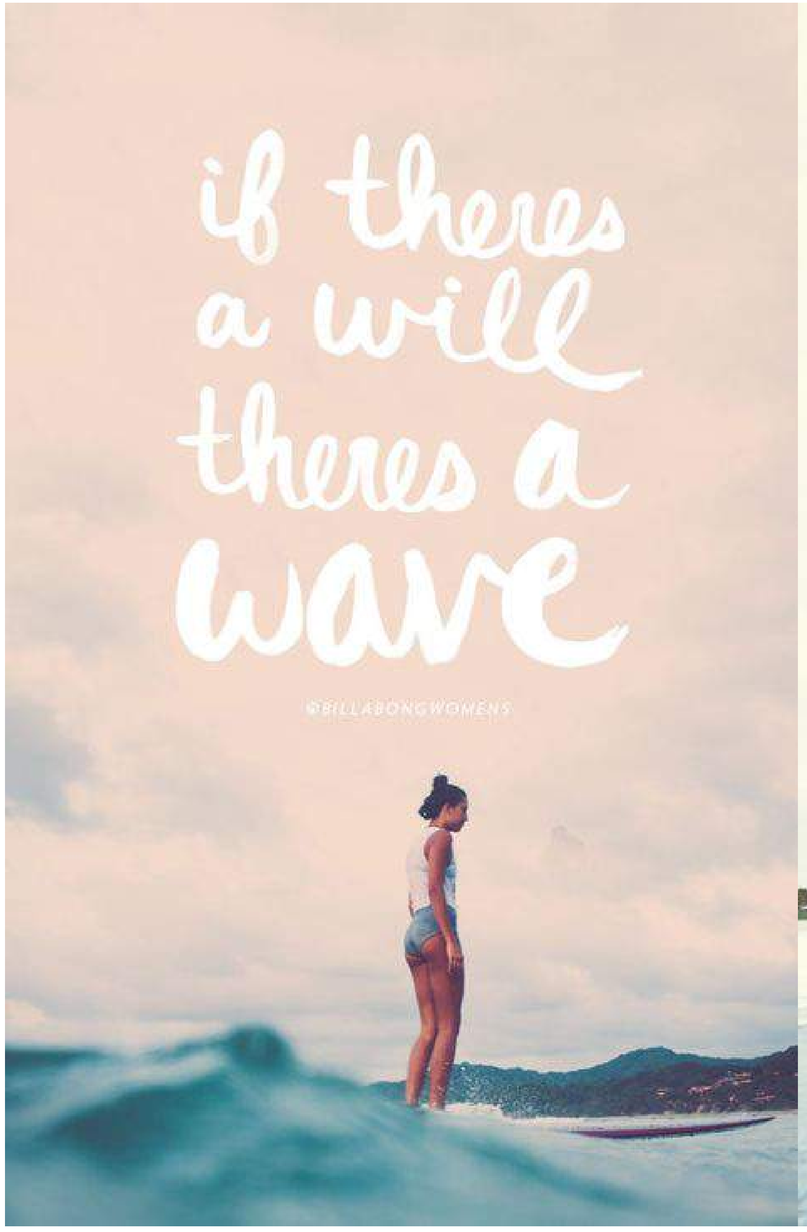


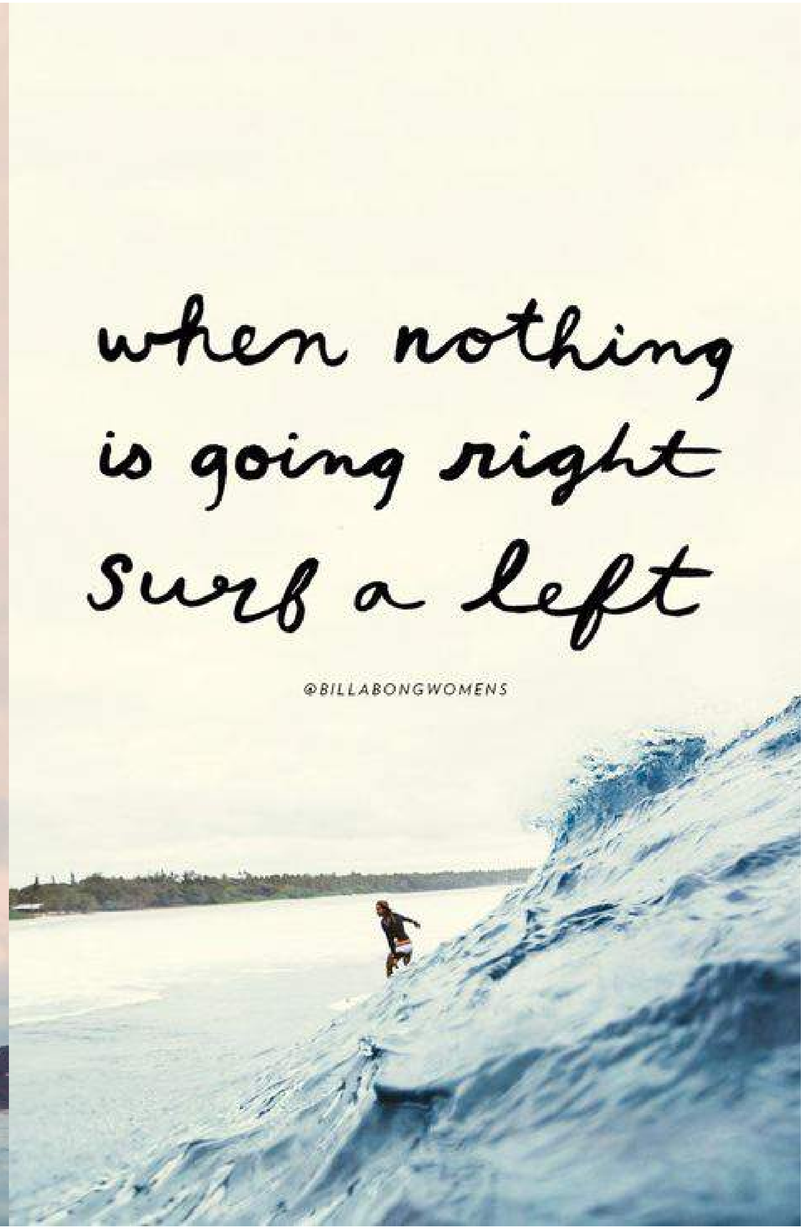

Lambretta

travel

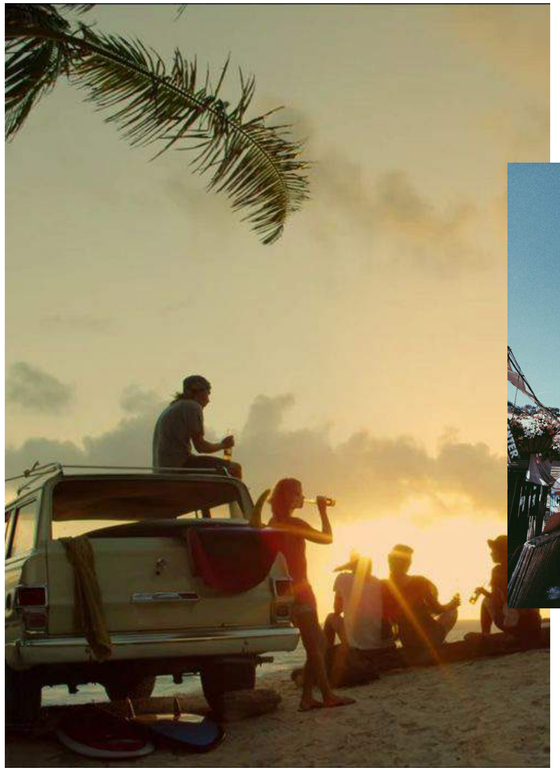
Can't
Knock
the
Hustle

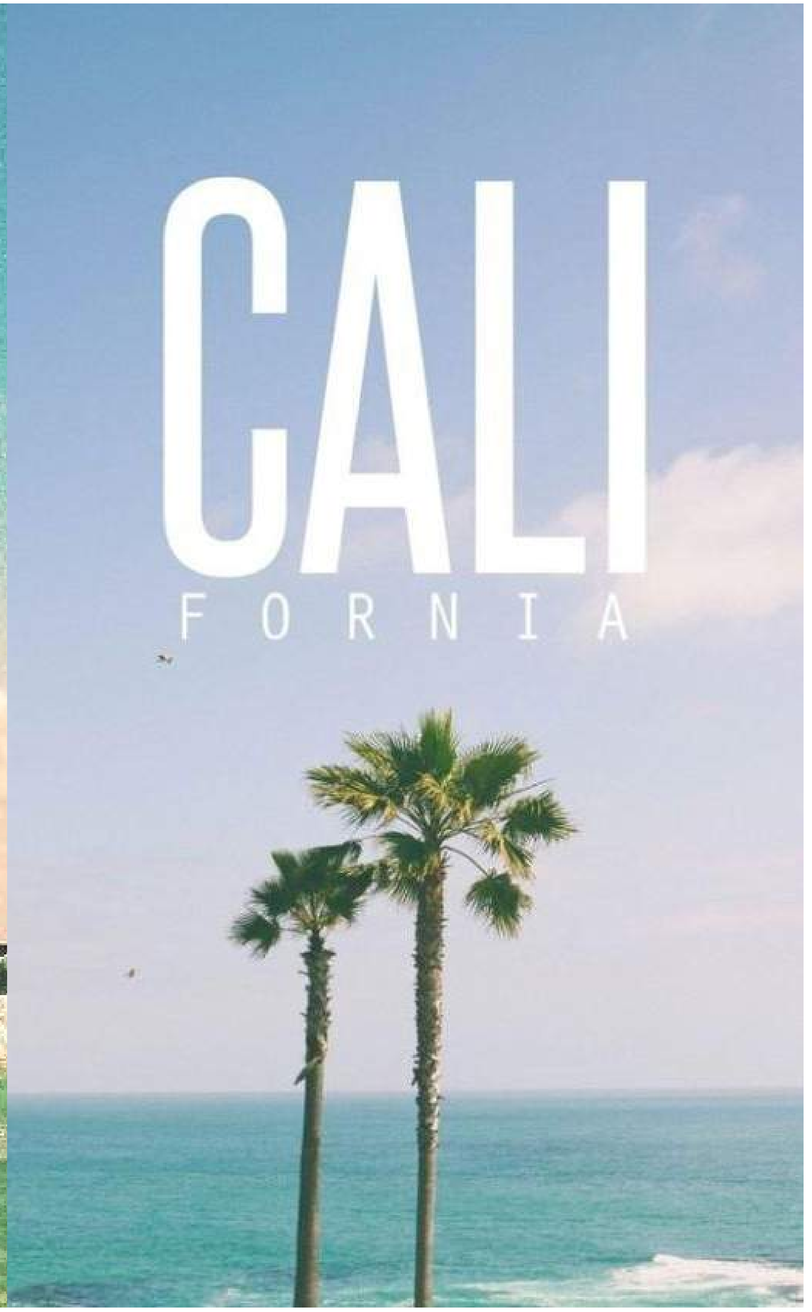



if theres
a will
theres a
wave
@BILLABONGWOMENS


when nothing
is going right
Surf a left
@BILLABONGWOMENS

Oh, summer




CALI
FORNIA

BRAND POSITIONING

Huntington Beach: forever summer, flawless weather, non-stop waves, perfect for surfing or just watching, surrounded by an active community of life enthusiasts. Luxurious? Absolutely, yet we're proud of our unhurried, laid back, and welcoming culture. For those looking to find something totally unexpected, we're the hub and the Soul of SoCal - we are Surf City USA.

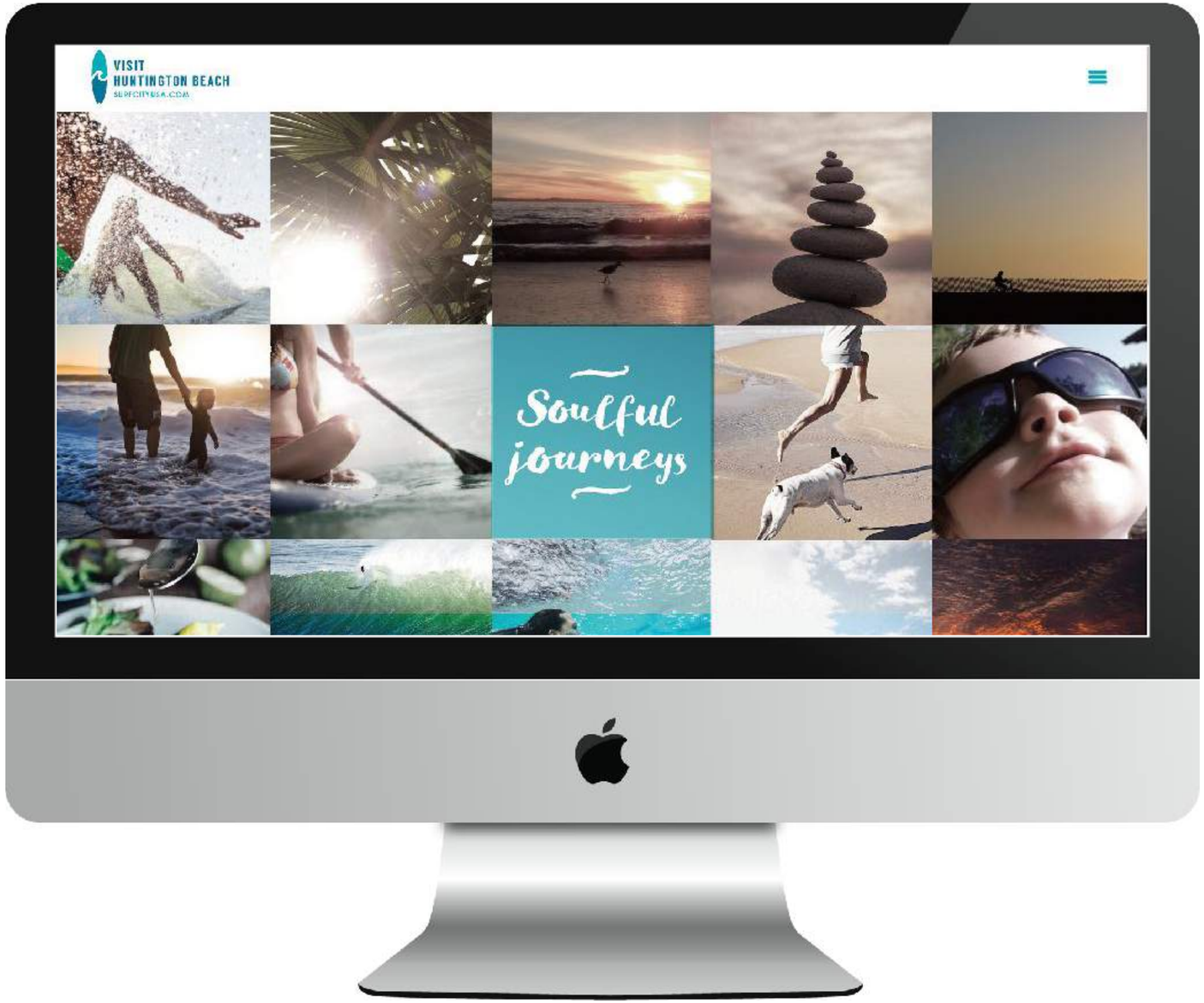
VISIT HUNTINGTON BEACH

SURF CITY USA®

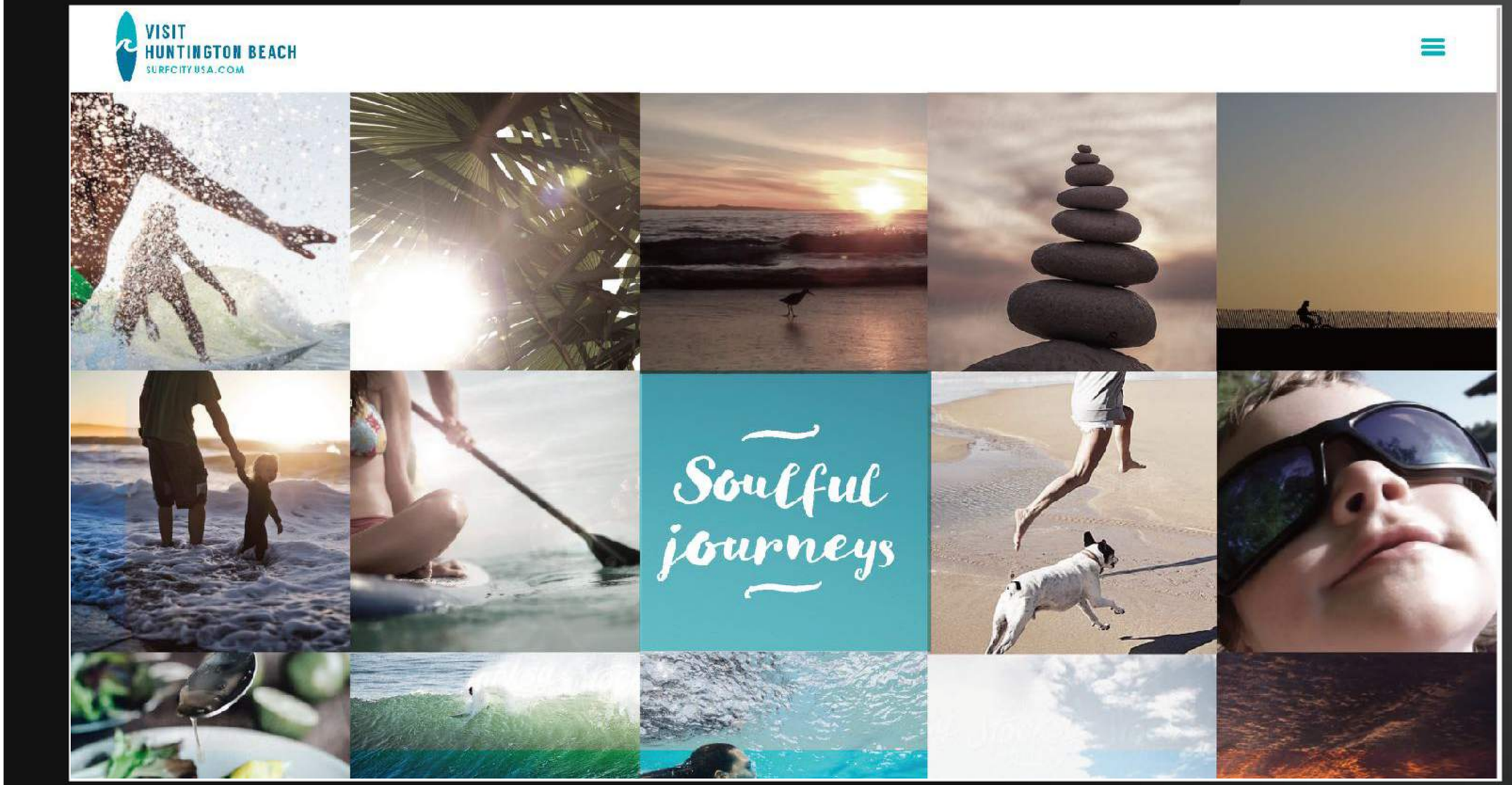
An incredibly unique and diverse color palette, honoring what makes us Huntington Beach

Activating the Brand

Soulful Journeys



VISIT
HUNTINGTON BEACH
SURFCITYUSA.COM


VISIT
HUNTINGTON BEACH
SURFCITYUSA.COM
Soulful
journeys

WE ARE

SOUL SEARCHERS

Concept

We will follow 3 groups of Soul Searchers.

- An older couple representing Laid Back Luxury.
- A younger couple representing Action Sports.
- And a Family, representing…families.

All will be true Surf City USA brand champions.

These GoPro pros will document their trips. **Every soulful moment**.

We will follow their journey online, all the places they go, and all the things they do.

And we will tag each place, event, and activity.

We will then create an every growing library of rich soulful content.

The soulful wave

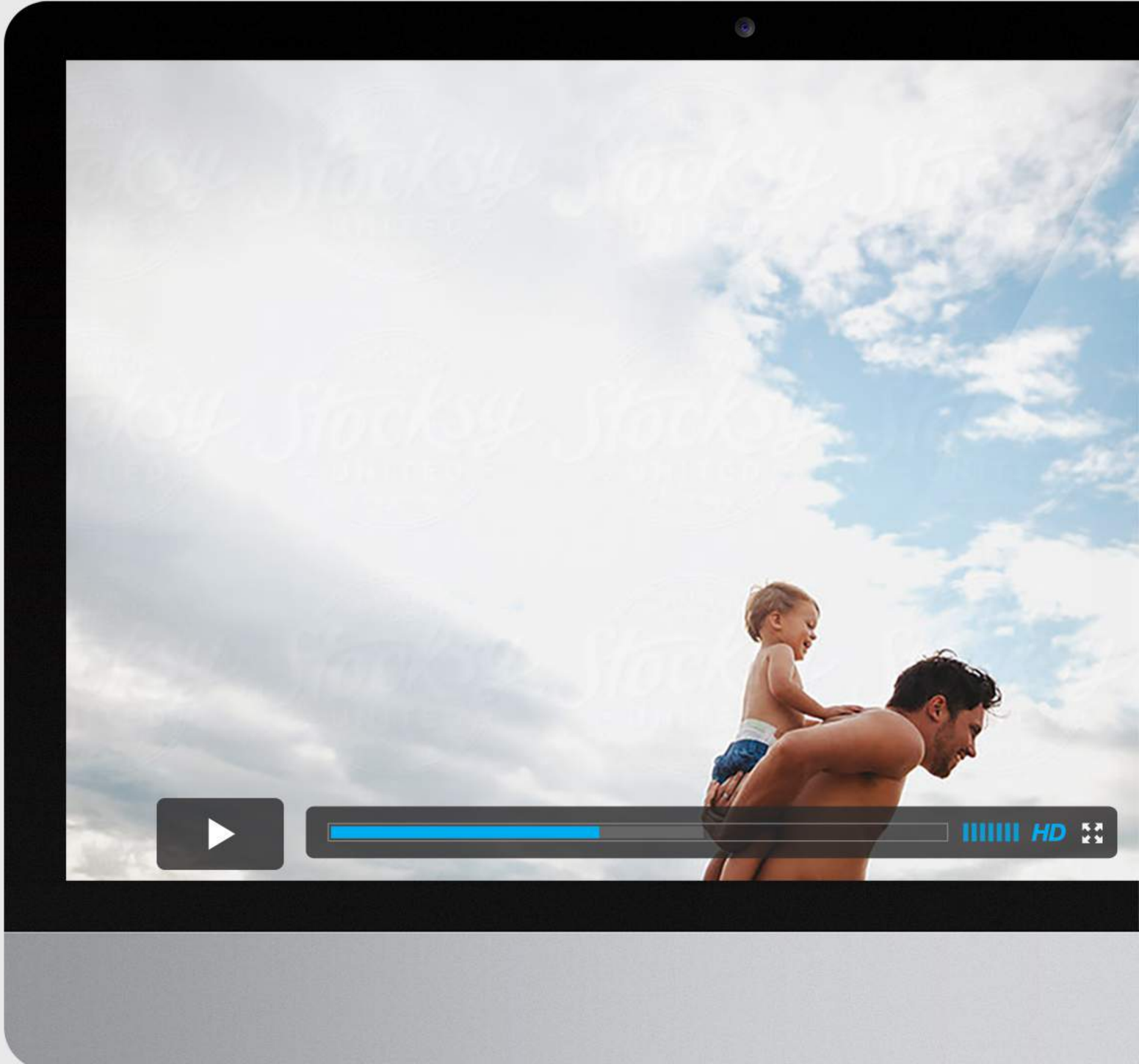
ACTION SPORTS

The enlightened stay

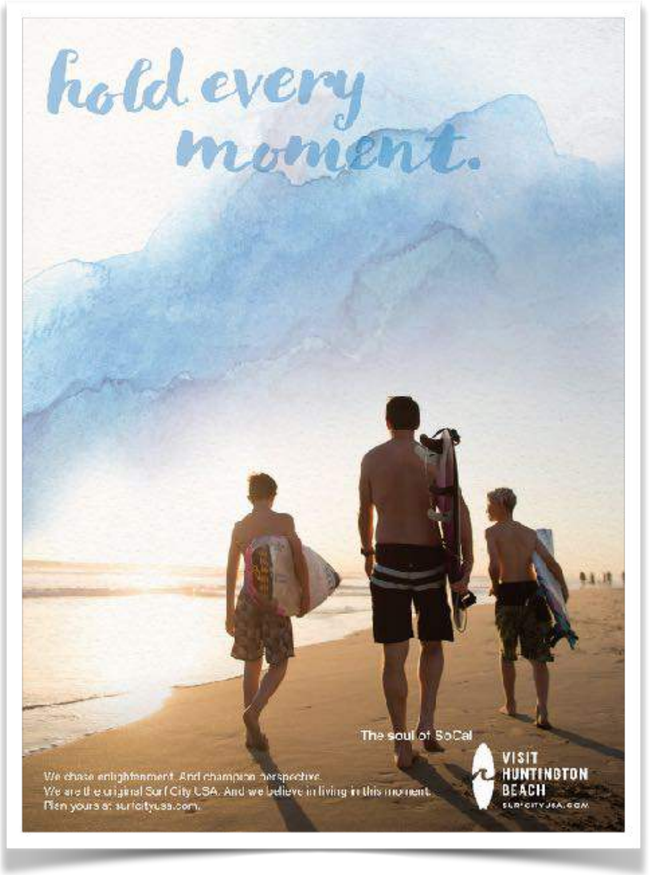
LAID BACK LUXURY

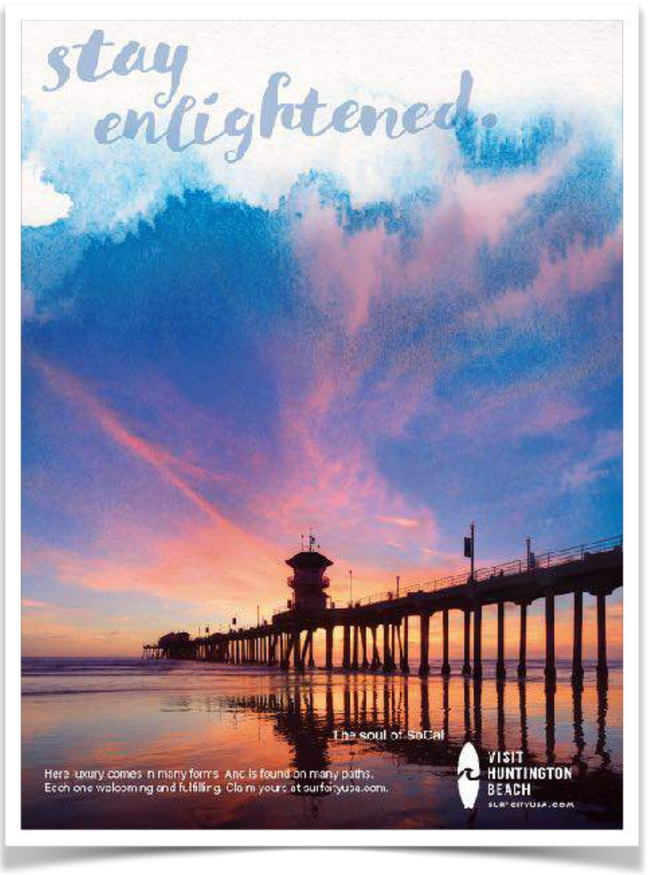
To the wonder

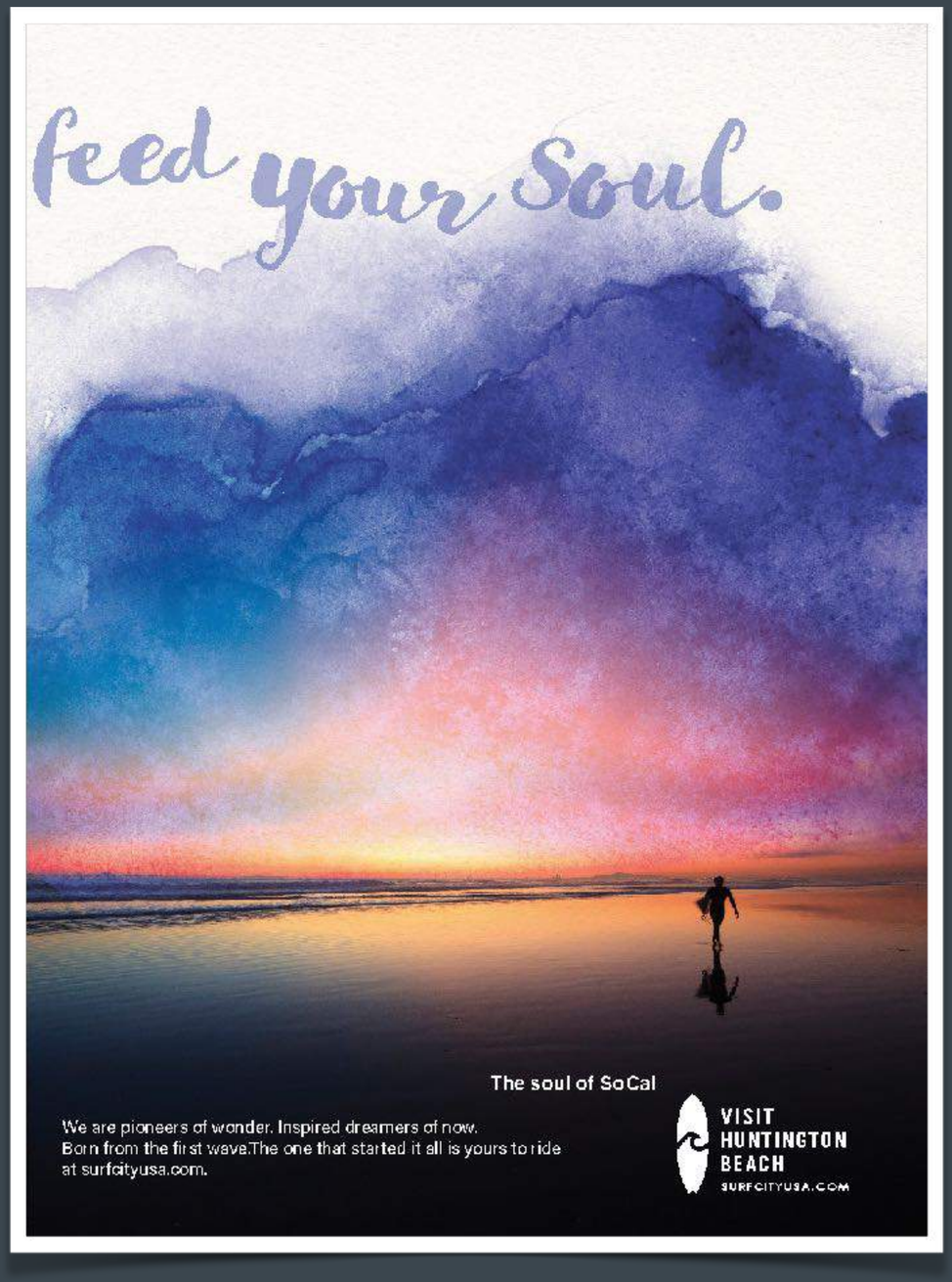
FAMILY



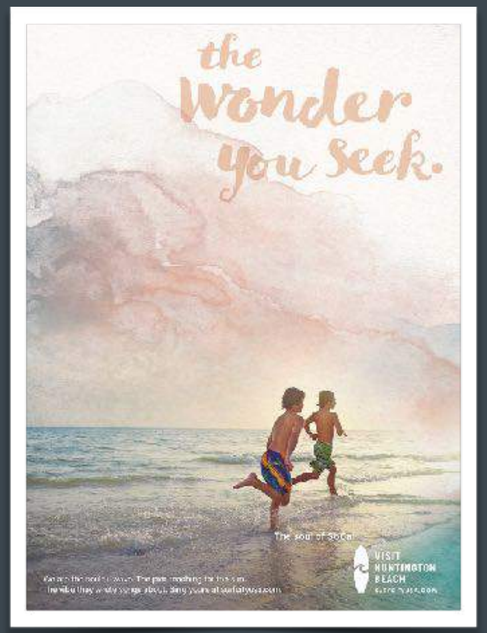
Print Advertising

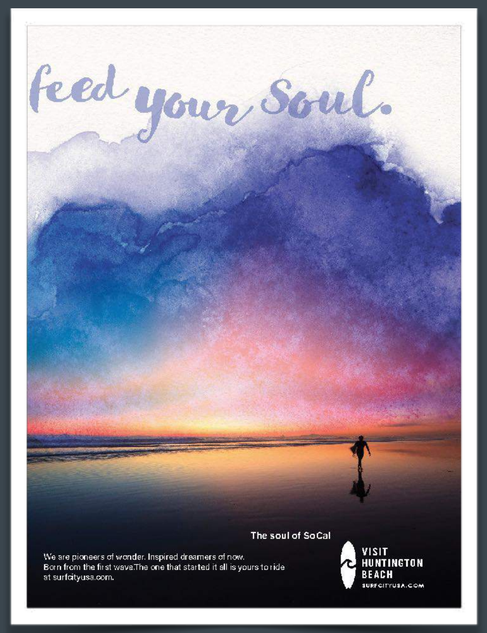


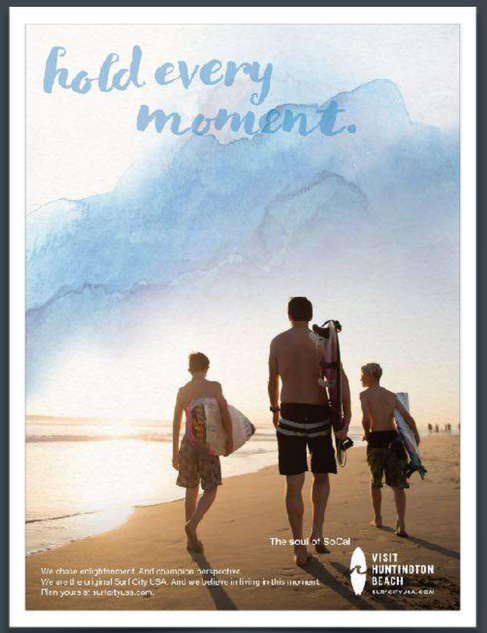


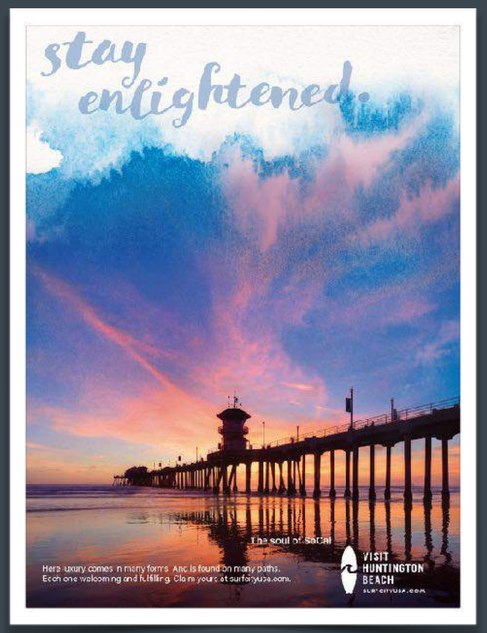


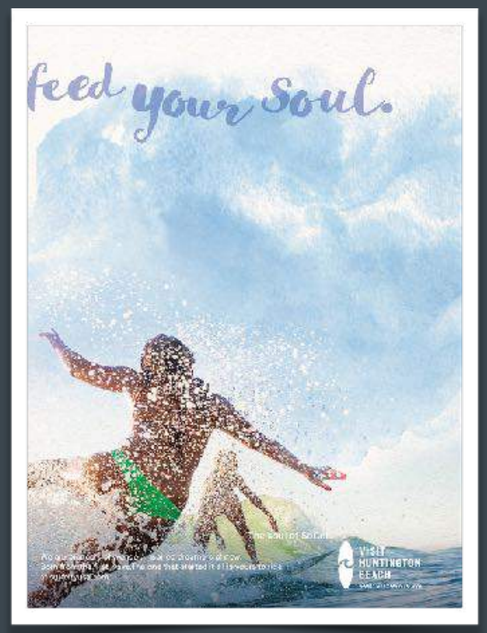
We are pioneers of wonder. Inspired dreamers of now. Born from the first wave. The one that start it all is yours to ride at surfcityusa.com

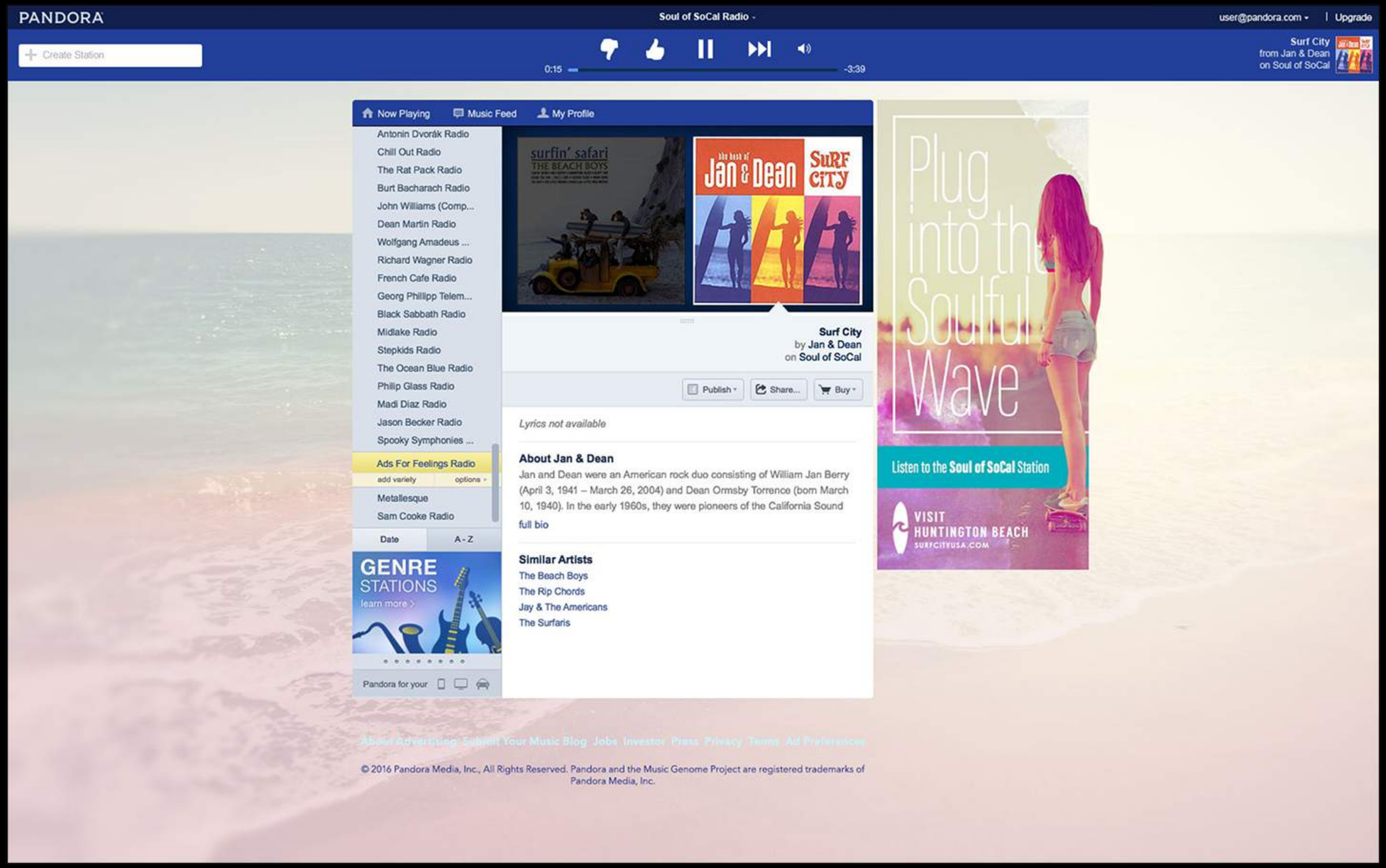

the Wonder You Seek.
The soul of SoCal
VISIT HUNTINGTON BEACH


feed your Soul.
The soul of SoCal
We are pioneers of wonder. Inspired dreamers of now.
Born from the first wave.The one that started it all is yours to ride
at surfcityusa.com.
VISIT HUNTINGTON BEACH
SURFCITYUSA.COM


hold every moment.
The soul of SoCal
We chase enlightenment. And champion perspective.
We are the original Surf City USA. And we believe in living in this moment.
Then yours at surfcityusa.com.
VISIT HUNTINGTON BEACH

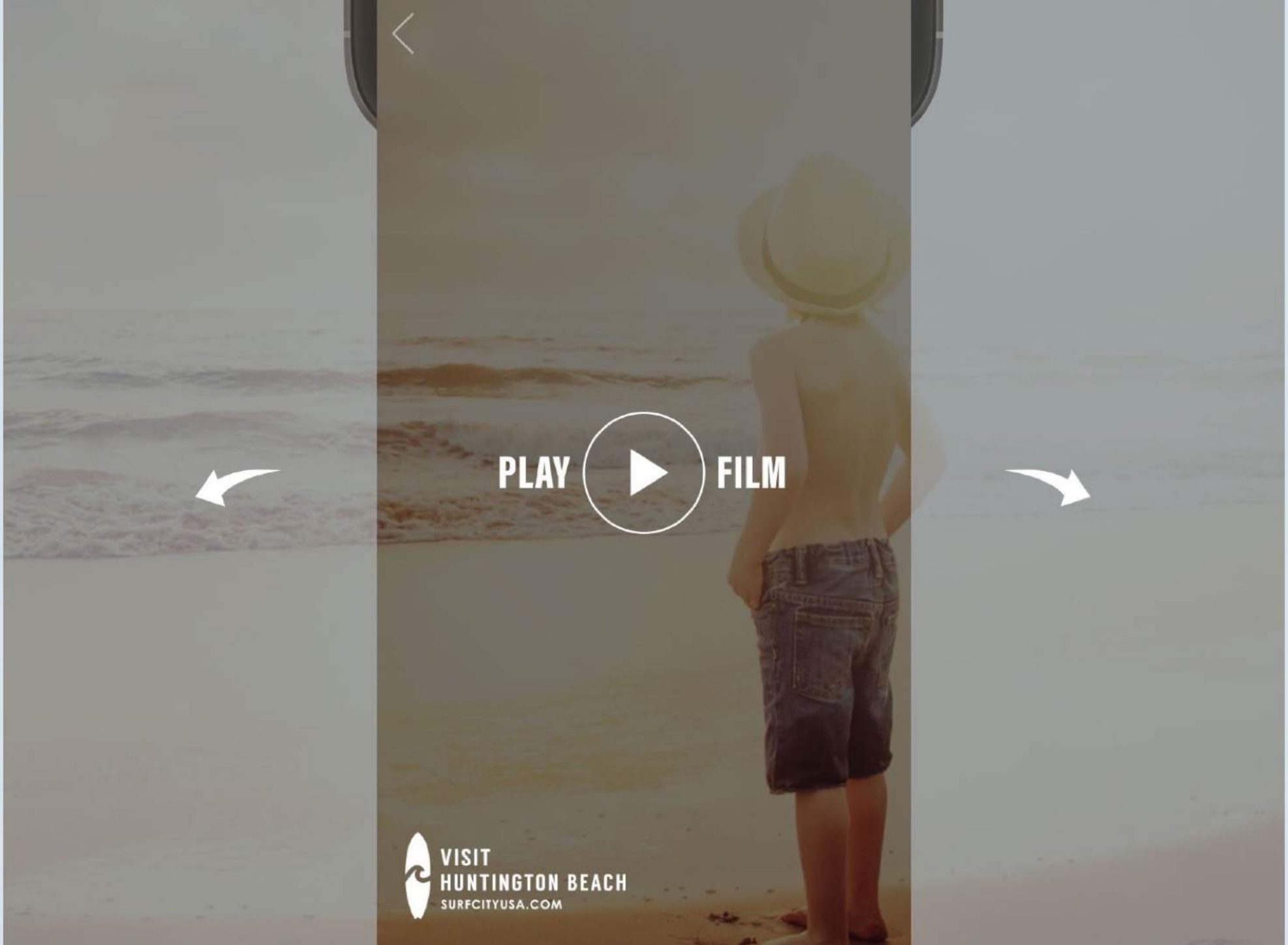

stay enlightened.
The soul of SoCal
Here, luxury comes in many forms. And is found on many paths.
Each one welcoming and fulfilling. Claim yours at surfcityusa.com.
VISIT HUNTINGTON BEACH

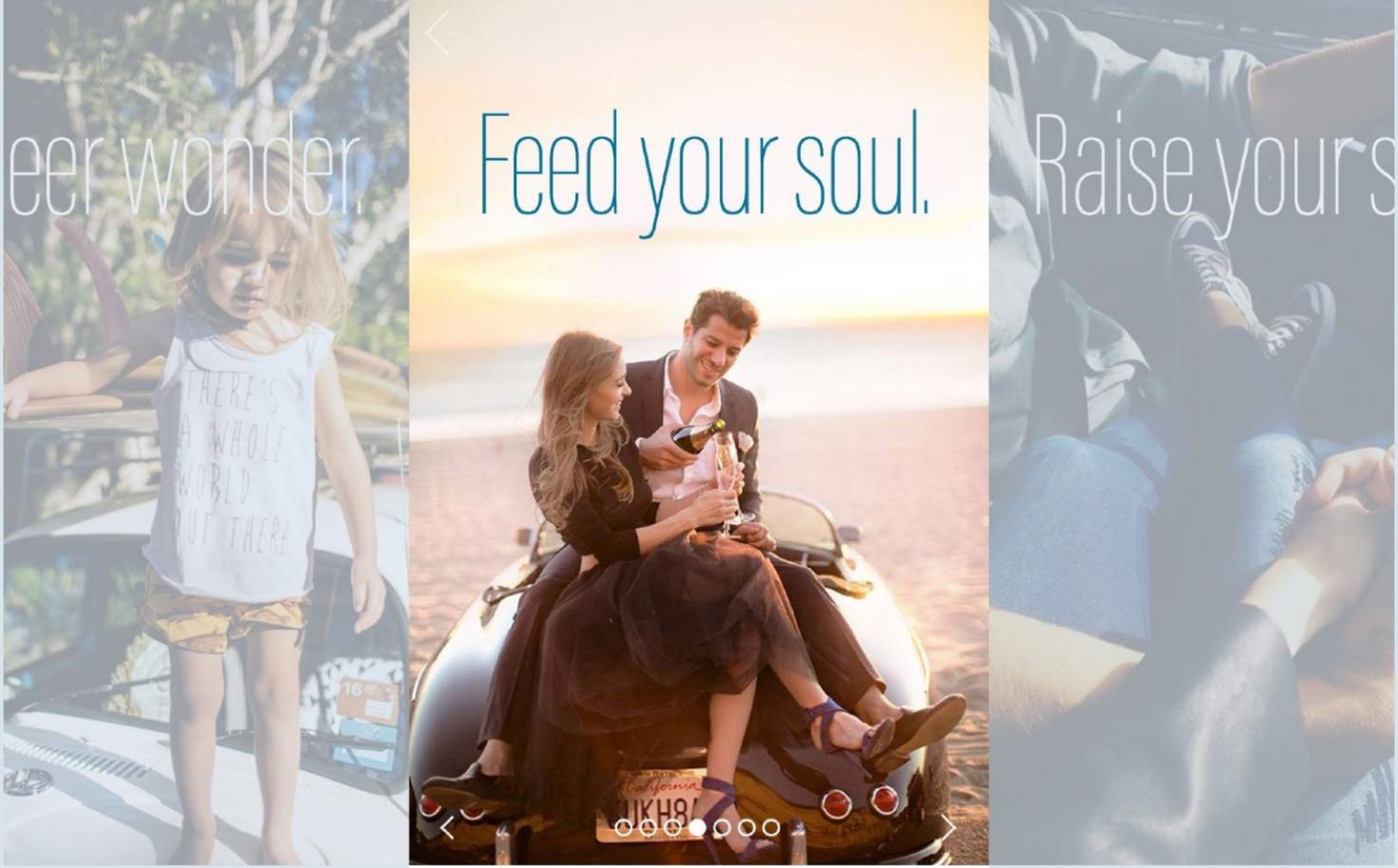

feed your Soul.
VISIT HUNTINGTON BEACH


PANDORA
Soul of SoCal Radio
user@pandora.com
Upgrade
Create Station
0:15
-3:39
Surf City
from Jan & Dean
on Soul of SoCal
Now Playing
Music Feed
My Profile
Antonin Dvorák Radio
Chill Out Radio
The Rat Pack Radio
Burt Bacharach Radio
John Williams (Comp...
Dean Martin Radio
Wolfgang Amadeus ...
Richard Wagner Radio
French Cafe Radio
Georg Phillipp Telem...
Black Sabbath Radio
Midlake Radio
Stepkids Radio
The Ocean Blue Radio
Phillip Glass Radio
Madi Diaz Radio
Jason Becker Radio
Spooky Symphonies ...
Ads For Feelings Radio
add variety
options
Metallesque
Sam Cooke Radio
Date
A - Z
GENRE STATIONS
learn more
Pandora for your
surfin' safari
THE BEACH BOYS
Jan & Dean
SURF CITY
Surf City
by Jan & Dean
on Soul of SoCal
Publish
Share...
Buy
Lyrics not available
About Jan & Dean
Jan and Dean were an American rock duo consisting of William Jan Berry (April 3, 1941 – March 26, 2004) and Dean Ormsby Torrence (born March 10, 1940). In the early 1960s, they were pioneers of the California Sound
full bio
Similar Artists
The Beach Boys
The Rip Chords
Jay & The Americans
The Surfaris
Plug into the Soulful Wave
Listen to the Soul of SoCal Station
VISIT HUNTINGTON BEACH
SURFCITYUSA.COM
About Advertising Submit Your Music Blog Jobs Investor Press Privacy Terms Ad Preferences
© 2016 Pandora Media, Inc., All Rights Reserved. Pandora and the Music Genome Project are registered trademarks of Pandora Media, Inc.
MacBook

VISIT
HUNTINGTON BEACH
SURFCITYUSA.COM

THE
JOURNEY
YOU SEEK
IS HERE


PLAY
FILM
VISIT
HUNTINGTON BEACH
SURFCITYUSA.COM


eer wonder.
Feed your soul.
Raise yours
VISIT
HUNTINGTON BEACH
SURFCITYUSA.COM
SPECIAL PACKAGE DEALS AVAILABLE
BOOK TRIP NOW

VISIT
HUNTINGTON BEACH
SURFCITYUSA.COM
Soul of SoCal
PLAY FILM
VISITING VHB
MEETING IN VHB
MacBook

Earned Media Coverage

LATE NIGHT
WITH
JIMMY FALLON

Discussion

Get this presentation:

Email: ryan@theatkinsgroup.com

Twitter: @ryanathompson