

# Mendocino County Tourism Commission



PROPOSAL FOR

## MARKETING AGENCY SERVICES

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*The flashing and golden pageant  
of California,*

*The sudden and gorgeous drama, the  
sunny and ample lands...*

**SONG OF THE REDWOOD-TREE**  
**Walt Whitman**

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December 02, 2016

Brent Haugen  
Executive Director  
345 North Franklin Street  
Fort Bragg, CA 95437

Submittal via email to: [brent@visitmendocino.com](mailto:brent@visitmendocino.com)

*Subject: Request for Proposal for Marketing Agency for Mendocino County*

Dear Mr. Haugen,

Thank you for the opportunity to submit our proposal to provide professional marketing services for the effective promotion of Mendocino County as the premiere northern California destination for individuals and groups. As a team that has deep, local knowledge of Mendocino County, we have a unique understanding of the destination's character and can lend authentic passion to the task of telling of its story.

Our team brings unparalleled experience providing cities, counties, and other organizations with branding, marketing, and web development services that are collaborative, creative, and strategic. Our in-house creative team specializes in brand positioning and social marketing services, which we have successfully completed for a variety of agencies and organizations, including the City of Oakland, the City of San Jose, the USDA, UC Davis, and the County of San Mateo, among many others. Our branding and identity work illuminates core messages and triggers immediate recognition.

The distinguishing characteristics of our team include:

- Over 27 years helping public agencies effectively inform, educate, and involve communities, agency partners, and the media in projects and programs;
- Experts who specialize in branding and naming, creative development, messaging and marketing;
- Award-winning creative professionals who build brands and marketing campaigns that lead to direct action and results; and
- A talented web development team who is skilled in creating unique, interactive experiences and solutions.

As Project Director, I will provide the comprehensive oversight necessary to ensure that the best strategies are employed, the full resources of our team are applied, and your objectives are met. The enclosed proposal outlines our qualifications and the key steps we will follow to create an outstanding brand identity and marketing program that reflects the area's unique attributes and activities. If you have any questions about our proposal, you may reach me at (510) 285.6743 or via email at [r.quigley@circlepoint.com](mailto:r.quigley@circlepoint.com). We look forward to working with your staff and consulting personnel on this important effort.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rae Quigley", with a stylized flourish at the end.

Rae Quigley  
Project Director

# Firm Profile

Since 1987, Circlepoint has been a guiding force in helping our clients address complex issues and strengthen communities. Through our Communications and Environmental practice areas, we provide a dynamic combination of strategic advice and focused service. Based in Oakland with offices in Sacramento, San Jose, Orange, and Los Angeles, Circlepoint is a privately held California corporation and certified Small Business Enterprise (SBE). Each member of Circlepoint's team of 48 professionals is highly skilled in their field and dedicated to creating innovative solutions to complex issues and building a better future for communities.

For nearly 30 years, Circlepoint has developed and delivered communication strategies that address complex issues by informing, educating, and engaging diverse interests to solve community challenges. We help our clients navigate the ever-changing landscape of communications and media to engage stakeholders and motivate positive behavior change. Our purpose is to use engaging strategies and unparalleled creative work to challenge the status quo.

Circlepoint delivers full-service marketing support, from conceptual design to campaign strategy and planning through implementation and evaluation. Our promotional campaigns reach target audiences across multiple channels to change perceptions and motivate action. Our visual communications enhance a brand, convey messages, and create impact. We create print designs and illustrations that present ideas clearly to help audiences better receive and understand important information. Our branding and identity work illuminates core program messages and triggers immediate recognition, and our interactive materials support a project by inviting and enabling audiences to become active participants.

Circlepoint has developed unique and engaging campaigns for numerous public agencies, projects, and programs throughout California. We have had great success creating and implementing innovative marketing campaigns because we understand that marketing is not a "one-size-fits-all" service. We employ a tailored approach that motivates key audiences by appealing to their interests, preferences, and motivations. We reach audiences where they are by strategically mixing traditional media and outreach with new technology and creative promotions. We maximize a campaign's reach by utilizing partners on location and online to deliver messages directly to our key audiences. The result is an effective campaign that is uniquely crafted to raise awareness and effectively engage audiences.



## MARKETING

- Strategy/Research
- Behavior Change
- Agency Communications
- Campaigns
- Messaging



## CREATIVE

- Branding and Identity
- Advertising
- Collateral
- Video Production
- Guides and Publications
- Print Production



## INTERACTIVE

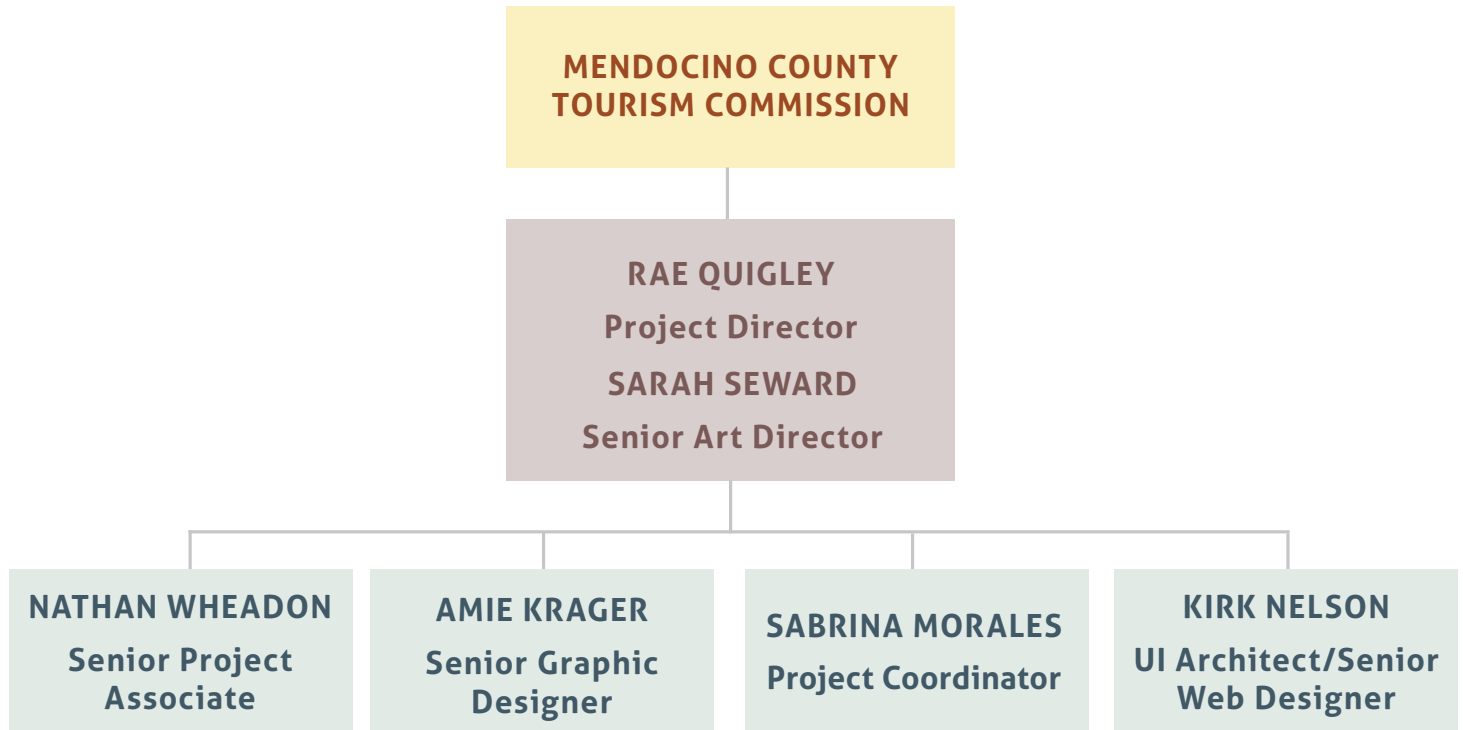
- Web Development
- Web Design
- UI/UX
- Social Media
- Online Engagement
- App Development
- SEO
- Hosting



## PUBLIC ENGAGEMENT

- Grassroots Outreach
- Multicultural Communications
- Media Relations
- Event Planning
- Facilitation
- Construction Communications
- Crisis Communications
- Media Training
- Interagency Coordination

# Organization Chart



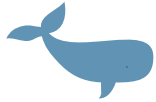
Circlepoint prides itself on the high caliber of our employees, and the work we do. For this proposal, we have assembled a six-person team to offer comprehensive creative services for the Mendocino County Tourism Commission. We have structured the team to be flexible enough to turn around projects on tight deadlines, and ebb and flow as work demands. We create and deliver creative content that reaches target audiences across all media, and with an Oakland-based staff, we could not be more excited for the opportunity to assist our community with these services.

Our team will be overseen by Rae Quigley who, with a decade of experience in the field, has produced highly successful creative-based campaigns throughout the Bay Area and California. Rae will work closely with Sarah Seward, our passionate Senior Art Director who has over ten years of experience in the creative field. Sarah will serve as the primary point of contact for the duration of the project, supported by a talented team of graphic artists, web designers and other marketing specialists.

On the following pages, a brief introduction to the Circlepoint team is included to demonstrate their acumen to the work requested and responsibilities that the Commission may request.

# Our Team

Our team has collaborated to achieve amazing things together, and we genuinely have a great time doing it! We are all inspired by the biodiversity of Mendocino County and decided to have little fun with it by selecting and sharing our Mendocino Spirit Animals with you!



SPIRIT ANIMAL:  
GREY WHALE

*The whale represents intuitive emotion, inner truth, and creativity.*

## RAE QUIGLEY, PROJECT DIRECTOR

Rae brings decades of branding and marketing experience to the table. She will provide strategic guidance and creative direction for all deliverables developed under this contract. She will work closely with Sarah to ensure all contract expectations are met.



SPIRIT ANIMAL:  
BROWN BEAR

*The bear is emblematic of grounding forces and strength, taking action and leadership.*

## NATHAN WHEADON, SR. PROJECT ASSOCIATE

Nathan will play a key role in crafting the campaign voice. He provides technical skills in social media, email marketing, online and print marketing, content creation, and branding. He will also lend strong research and copy-writing skills to the effort.



SPIRIT ANIMAL:  
SPOTTED OWL

*The owl represents the inspiration and guidance necessary to deeply explore the unknown and the magic of life.*

## SARAH SEWARD, SR. ART DIRECTOR

Sarah will serve as the primary point of contact for the Commission's staff and manage the project team and deliverables on a day-to-day basis. With her personal connection and artistic inspiration from Mendocino County, she will provide art direction, creative strategy, messaging, and graphic design services.



SPIRIT ANIMAL:  
RED FOX

*The red fox is responsive, sometimes cunning, this power animal is a great guide for solving tricky situations.*

## SABRINA MORALES, PROJECT COORDINATOR

With a bright disposition and impeccable attention to detail, Sabrina will ensure all project coordination runs smoothly. She will also contribute to research, editorial, and copywriting tasks.



SPIRIT ANIMAL:  
COYOTE

*The spirit of the coyote balances wisdom and playfulness.*

## AMIE KRAGER, SENIOR GRAPHIC DESIGNER

With strong skills in identity, interactive, print and environmental design solutions, Amie will provide creative graphic design support for all branding and marketing efforts.



SPIRIT ANIMAL:  
GREY FOX

*The spirit of the grey fox embodies sharp mental alertness and adaptability to roll with changing conditions.*

## TYLER DUNHAM, VIDEO PRODUCER

With a brilliant ability to read people and situations, Tyler is able to capture the essence of a passing moment on film. As part of our team, Tyler will produce awe-inspiring video assets that bring the story of Mendocino to life and share it's magic with viewers.



SPIRIT ANIMAL:  
WOODLAND DEER

*Deer spirits have the power to solve challenges with grace.*

## KIRK NELSON, SR. WEB DESIGNER

Kirk will develop any necessary web content including websites, interactive web advertisements and mobile applications.



SPIRIT ANIMAL:  
RED TAIL HAWK

*Hawks use the power of vision and intuition see situations from a higher perspective.*

## TOM STORY, PHOTOGRAPHER

With decades of experience shooting all over the world, Tom will harness his passion for destination photography and his personal love of Mendocino to produce stunning photography showing the lesser seen sides of the County.



## RAE QUIGLEY

### Creative Director

Rae builds trust with clients, cultivating meaningful partnerships and making their goals her own. Her experience in marketing and communications is wide-ranging—from strategizing with clients on how best to engage their audiences to providing sharp creative direction for communications across all media. She leads the communications team to develop and deliver unified branding programs and promotional campaigns that reach target audiences across multiple channels. Rae helps our clients stay current by employing the latest engagement tools and tactics, maximizing efficiency, and effectively engaging audiences online and offline.

#### RECENT SIMILAR PROJECTS

- Oakland Central Branding and Campaign, Downtown Oakland Association and the Lake Merritt/Uptown District Association
- Pacific Surfliner Marketing Services, Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency
- Peninsula Clean Energy Branding and Marketing, County of San Mateo
- Muni Forward Branding and Campaign, San Francisco Municipal Transportation Agency
- NCTPA Marketing and Public Relations, Napa County Transportation and Planning Agency

#### EXPERTISE

Marketing Strategy  
Messaging  
Campaign Development  
Project Management

#### EDUCATION

M.A., Visual and Critical Studies, California College of the Arts

B.A., Studio Art and Spanish, Hamilton College



## SARAH SEWARD

### Senior Art Director - Main Point of Contact

Driven by passion and optimism to design for the greater good, Sarah enjoys working with folks who get excited about the big picture. With 14 years of creative experience, Sarah has become a voracious consumer of all-things design. As a graduate of and now instructor at the Academy of Art University, Sarah's work embodies a unique blend of professionalism, innovative creativity, and academic rigor. She has collaborated with a number of agencies, partners and studios to work in a great many industries. Her skills include branding and identity development, concept development, interactive design and project management.

#### RECENT SIMILAR PROJECTS

- Oakland Central Branding and Campaign, Downtown Oakland Association and the Lake Merritt/Uptown District Association
- Pacific Surfliner Marketing Services, Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency
- Peninsula Clean Energy Branding and Marketing, County of San Mateo Muni Forward Branding and Campaign, San Francisco Municipal Transportation Agency
- "Bring Your Own Sac" Campaign, Sacramento Plastic Bag Ban, City of Sacramento

#### EXPERTISE

Creative Concept Development  
Identity/Branding  
Project Management  
Art Direction  
Interactive Design

#### EDUCATION

B.F.A., Graphic Design, Academy of Art University



## AMIE KRAGER

### Senior Graphic Designer

With a degree in Graphic Design and Anthropology, Amie has developed an understanding of how design can be a powerful aid in communicating important issues to specific audiences. She also enjoys creative problem solving while designing a product that is successful aesthetically and functionally. Her experience includes print work, branding and identity, illustration and information design, web layout, and environmental signage.

#### RECENT SIMILAR PROJECTS

##### EXPERTISE

Graphic Design

Print Material & Collateral

Brand Identity

Web Design Layout

Informational Graphics

##### EDUCATION

B.F.A., Graphic Design, Academy of Art University,

B.A., Anthropology, California State University, Chico

- Oakland Central Branding and Campaign, Downtown Oakland Association and the Lake Merritt/Uptown District Association
- Peninsula Clean Energy Branding and marketing, County of San Mateo Office
- Pacific Surfliner Marketing Services, Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency
- Muni Forward Branding and Campaign, San Francisco Municipal Transportation Agency
- NCTPA Marketing and Public Relations, Napa County Transportation and Planning Agency
- Muni Forward Branding and Campaign, San Francisco Municipal Transportation Agency



## KIRK NELSON

### Senior Web Designer

Kirk has over 10 years of experience designing and developing websites for clients in a diverse range of industries, including transportation, healthcare, advertising, consulting services, and the arts. He is skilled in print design, web site architecture, creative layout, hand scripting, and implementation of Content Management Systems. He is meticulous about user experience and imposes strict quality standards and adherence to accessibility standards in all his work. Kirk constantly educates himself on current web technology and development to stay abreast of web design and technology trends and best practices for mobile as well as web browsers alike.

#### RECENT SIMILAR PROJECTS

##### EXPERTISE

Implementation of Dynamic, Database-driven Websites

XHTML Integration with CSS, Javascript, MySQL and PHP

Website Conception Layout, User Interface and Navigation Design

##### EDUCATION

Computer Graphics and Animation MCAD, Minneapolis, MN

- Oakland Central Branding and Campaign, Downtown Oakland Association and the Lake Merritt/Uptown District Association
- Peninsula Clean Energy Branding and marketing, County of San Mateo Office
- Muni Forward Branding and Campaign, San Francisco Municipal Transportation Agency
- Napa Local Food Visitors Website, Napa County Agricultural Commissioner
- San Mateo Office of Sustainability Rebrand, San Mateo County



## NATHAN WHEADON

### Senior Project Associate

Nathan is a marketing and communications professional with expertise in project management, as well as comprehensive campaign planning, development and implementation. His technical expertise includes, social media, email marketing, online and print marketing, content creation, and branding. Nathan is experienced in business development, public engagement, graphic design, print and web media, public relations, customer service, events, contract management and staff management.

#### RECENT SIMILAR PROJECTS

- Oakland Central Branding, Downtown Oakland Association and the Lake Merritt/Uptown District Association
- Peninsula Clean Energy Branding Marketing, County of San Mateo Office of Sustainability
- Glendale Recycles Branding, The City of Glendale
- San Mateo County Office of Sustainability Branding and Website, San Mateo County
- Carpool Instead Marketing Campaign, Contra Costa Transportation Authority
- Marketing Coordinator, Costa Mesa Conference and Visitor Bureau

#### EXPERTISE

Copywriting

Writing for Web

Campaign Management

Branding

Marketing Campaigns

#### EDUCATION

B.A., Communications,  
California State University,  
Fullerton



## SABRINA MORALES

### Project Coordinator

Sabrina is a public outreach coordinator with five years of professional experience. She possesses excellent written, editorial, research, and verbal communication skills and has a strong ability to build rapport with target audiences. Her passion is collaborating with members of underserved communities to increase participation in public project processes and programs. Sabrina's expertise includes public outreach, event planning, database management, copywriting, and Spanish language fluency (written and verbal).

#### RECENT SIMILAR PROJECTS

- Oakland Central Branding, Downtown Oakland Association and the Lake Merritt/Uptown District Association
- Oakland Recycles Holiday Campaign, City of Oakland
- San Joaquin Rail Service Bay Area Marketing and Outreach, San Joaquin Joint Powers Authority
- Alameda County Transportation Commission Media and Public Relations
- ACEforward Altamont Corridor Communications and Outreach, Alameda Corridor Express
- OEWD Late Night Transp. Info Campaign, City & County of San Francisco

#### EXPERTISE

Public Outreach

Bilingual (English and Spanish)

Copywriting

Database Management

#### EDUCATION

M.A., Applied Anthropology  
San José State University

B.A., Cultural Geography, San  
José State University

# Subconsultants



## TYLER DUNHAM

Director & Producer, MakeWild Films

MakeWild Films combines beautiful cinematography with authentic storytelling to create lifestyle content that resonates with human emotion. Collectively, we have spent months exploring Mendocino and are thrilled to partner with Circlepoint for the opportunity to share a taste of the County's magic. With 10 years of experience combining marketing strategy with video direction and production, Tyler can seamlessly merge creative direction with understanding a project's impact. **MakeWild Film Reel:** <https://vimeo.com/makewild>

### EXAMPLES OF WORK

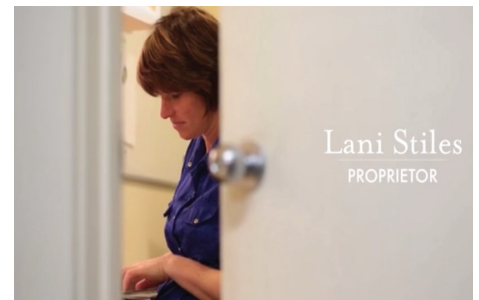


**What's For Dinner?**  
A Journey From Farm to Table

What's for Dinner?  
A Farm to Table Journey in Maine  
<https://vimeo.com/62948974>



An Introductory of Cellardoor Winery  
<https://vimeo.com/57873815>



Lani Stiles, Megunticook Market  
Camden, Maine  
<https://vimeo.com/91997121>



## TOM STORY

Photographer, Sunset Magazine

Thomas J. Story is a staff photographer at *Sunset Magazine*. He has spent the last 17 years traveling around the western United States, Canada, and Mexico, documenting all the wonders that make these areas so unique. He recently spent time along the California Coast, from Mendocino County to Laguna Beach, photographing a road trip story for *Sunset Magazine*. He spends a lot of time chasing the light, and most importantly, finding great views, interesting people, and details that make a place what it is.

### EXAMPLES OF WORK



# Team Experience

## CREATIVE PARTNERSHIPS



Circlepoint has decades of experience fostering creative partnerships. We understand that creativity is a collaborative process, and the strongest marketing programs are developed in partnership with client stakeholders and a team of consultants. In developing the Oakland Central brand and campaign, Circlepoint coordinated with a team of client stakeholders, a strategic communications consultant, the Uptown and Downtown Community Benefit Districts, City of Oakland, Visit Oakland, and a selection of local businesses.

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## DESTINATION MARKETING



Storytelling is at the heart of Circlepoint's well-honed approach to destination marketing. The proposed team for this effort has many years of experience capturing, distilling and communicating the story of what makes a place special. The 2016 campaign for Oakland Central, Craft is a Way of Life Here, captured the "maker-spirit" of Oakland in an intriguing manner that invited visitors to explore one of the key characteristics that makes Oakland so much fun to visit.

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## NON-PROFIT REBRANDING



Guiding non-profit clients through the rebranding process is one of Circlepoint's core competencies. Our team knows how to efficiently engage stakeholders; identify brand essence; develop creative, conceptually driven design; and successfully facilitate consensus. We have provided branding services for over 50 different organizations, including, Napa and San Mateo Counties, the City of San Jose, Caltrain, Stanford University, UC Davis, and the Sonoma Humane Society.

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## DIGITAL, PRINT AND BROADCAST MEDIA



Our team is experienced in developing and implementing strategies for digital, print and broadcast media. Our team excels at identifying the most effective channels for a particular audience; developing targeted, channel-appropriate creative; and reporting on return on investment (ROI). Our team was responsible for creating, placing and tracking digital, print and broadcast media for the Peninsula Clean Energy launch campaign, including earned media, multicultural advertising, targeted transit advertising, social media advertising, and video broadcast commercials that aired during major local sporting events.

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## INDUSTRY PARTNERS

Circlepoint subscribes to several industry partner newsletters and RSS feeds, including Destination Marketing Association International, CalTravel and Visit California. Our team has experience looking to these industry partners for best practices, educational resources and cross promotional opportunities. As part of our work with Oakland Central, we coordinated closely with Visit Oakland to leverage various cross-promotional and co-sponsorship opportunities. We also lead a collaborative effort with the City of San Francisco, four local transit providers and various hospitality and entertainment industry partners to brand and promote Bay Area late night transit service for late night employees.

## ONLINE PORTALS

Never underestimate the power of the portal. Our team understands the benefits of working with online portals to feature and share content. We have a deep familiarity with [www.VisitOakland.com](http://www.VisitOakland.com) and [www.DoTheBay.com](http://www.DoTheBay.com) portals. The Circlepoint team partnered with DoTheBay to develop the Happenings page of [www.OaklandCentral.com](http://www.OaklandCentral.com), leveraging their massive content base and portal framework, but tailoring it for our specific destination. The end results are a strong cross-promotional partnership and a frequently visited page on OaklandCentral.com featuring dynamically populating, up-to-date events information automatically.

## PHOTOGRAPHY & VIDEOGRAPHY

Circlepoint has planned, directed and executed many successful photo and video shoots. We have expertise in identifying the shoot goals and have developed strategies for collaborating closely with our clients during these exciting events. Our subconsultant teams, MakeWild and Tom Story, are the best of the best. We have a tremendous amount of fun working seamlessly as one team, and it shows in the visionary work we produce together. Most recently, Circlepoint has delivered successful shoots for Pacific Surfliner, Oakland Central, Peninsula Clean Energy and the San Francisco Municipal Transportation Authority.

## WEBSITE PRODUCTION

Our deep bench of professionals includes our in-house web team who are adept at developing websites from kick-off through launch. In the last two years, our team has developed and launched over 30 sites. Over the years, we have developed a unique web process to clarify site goals, develop meaningful user flows, streamline production and launch beautiful, effective sites that delight users and clients alike.

[www.Oaklandcentral.com](http://www.Oaklandcentral.com) | [www.PeninsulaCleanEnergy.com](http://www.PeninsulaCleanEnergy.com) | [www.HomeForAll.com](http://www.HomeForAll.com) | [www.MuniForward.com](http://www.MuniForward.com)

## TRADE MEDIA

Our team has worked with trade media on a variety of occasions, including giving a presentation on destination marketing at the California Downtown Association's 2016 West Coast Urban District Forum Conference; facilitating a messaging workshop at San Mateo County's 2016 Workforce Housing Conference; and developing cross-promotional radio spots for riding the Pacific Surfliner to San Diego Chargers games.

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# Approach

## BRING THE LOCAL LOVE

Circlepoint excels at creating impactful, attention-getting campaigns that speak to target audiences, are appropriate for chosen communications channels, and drive behavior change. The opportunity to partner with Visit Mendocino holds a particular appeal for our team members with long-standing personal ties to Mendocino County. We will bring our decades of experience in creative marketing programs to achieve the Commission's goal of enhancing the economic vitality of the community by increasing tourism revenue. To achieve this goal, we will develop creative strategies to effectively promote Mendocino County as a premiere northern California destination for individuals and groups and to strengthen the Mendocino County brand.

We know Mendocino County is truly the jewel of northern California. The Commission's services and resources position the County as a premier destination, and we understand the importance of effective branding and marketing to drive tourism revenue to the County's communities. As a team that has deep local knowledge of both coastal and inland Mendocino County, we have a unique understanding of the destination's character and can lend authentic passion to the task of telling of its story. In other words, we can bring the local love.

*As a team that has deep local knowledge of both coastal and inland Mendocino County, we have a unique understanding of the destination's character and can lend authentic passion to the task of telling of its story.*

*... In other words, we can bring the local love.*



*To demonstrate our enthusiasm for helping Visit Mendocino tell your story, we have provided speculative work that illustrates our initial thinking about possible visual directions. Throughout our proposal, you'll find examples of messages and channels tailored according to key target audiences. For example, transit advertising in San Francisco could help attract prospective millennial visitors in need of a break from the urban hustle.*

## PLANNING

Circlepoint will achieve the Commission's goals by developing an actionable, strategic marketing plan that provides a roadmap for implementation. The marketing plan will outline the innovative and attention-getting ways we will reach target audiences. This planning effort will include close collaboration with both Commission staff, the Coraggio Group and other Commission contractors and agencies. The key elements of the plan will include:

- Marketing Goals
- Strategies
- Target Audiences
- Messaging
- Media/Advertising Plan
- Timeline
- Measurements of Success

The plan will guide all marketing activities to ensure they elevate the Visit Mendocino and Visit Ukiah brands, benefit Commission stakeholders, and encourage target audiences to explore and return to Mendocino County. The plan will articulate our strategy for reaching returning and new visitors and relevant stakeholders through a tailored mix of tools and channels that engage them through their preferred and trusted forums, including traditional methods, new technology, and the human connection. More information on our recommended channels is provided in the following pages.

The plan will articulate how we will track and analyze the reach and effectiveness of marketing activities and report both detailed and concise summary information. In order to ensure the Commission's goals are being met, Circlepoint will evaluate activities in real-time and build feedback loops into our approach, providing opportunities to readjust strategies and tactics to maximize reach and effectiveness.

All media placements and other promotions will be closely monitored for performance and adjusted and optimized based on these metrics. The resulting media plan will ensure all marketing activities result in the greatest ROI.

## EXECUTION

The Commission needs branding and marketing strategies that differentiate Mendocino County from competing destinations and resonate with target customers in order to successfully increase visits. We have experience building unforgettable brands and developing marketing strategies that personalize the user journey for maximum impact. With deep roots in Mendocino County and offices in Oakland, San Jose, Sacramento, Orange, and Los Angeles, we understand the unique selling points of the destination and have insights to several of the County's customer populations.

We have experience developing branding and marketing for many clients and have outlined below the activities we will employ to rebrand Visit Mendocino and develop an integrated marketing strategy that positions the Commission for sustained success.

*We have experience building unforgettable brands and developing marketing strategies that personalize the user journey for maximum impact.*

This process is one that Circlepoint has undertaken with past efforts, ranging from branding and marketing for Oakland's Uptown and Downtown districts, to a full scale launch campaign for Peninsula Clean Energy, to program-level branding and marketing for Amtrak's Pacific Surfliner.

## REBRANDING

Circlepoint understands the Commission's vision of creating impactful, visual identities for both Visit Ukiah and Visit Mendocino. These updated brands will align with the Commission's organizational vision and be a key to achieving marketing goals.

Circlepoint will begin the brand development process by collaborating with Commission staff and identified key stakeholders to explore organizational values and mission with a visioning workshop. We will also develop vision boards to articulate potential visual directions for the brand. This phase is an important step in designing a comprehensive branding strategy that reflects the County's many distinctive offerings and confirms its unique positioning. To complement the visioning process, we will also conduct research to inform the brand development. We will look at any existing brand assets, media coverage, and the competitive landscape.

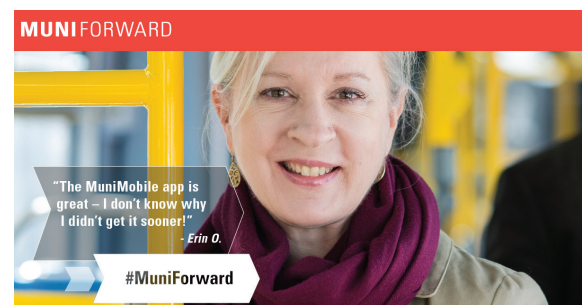
Our team uses the findings from the visioning process and research to develop thoughtful brand identities that will set Visit Mendocino and Visit Ukiah apart and make the brands known among key audiences. Logo development will involve producing preliminary logo comps for client input and feedback first and then refinements and revisions in an iterative process to arrive at the final logo and brand system. Once the brand identities are approved, Circlepoint will develop a style guide that outlines proper usage of the logos and other stylistic elements. This style guide will be a helpful resource for staff members, partners, and other stakeholders to know how the brand should be used to ensure consistency of messaging and style across all channels.

## CONTENT STRATEGY

Having worked regularly for public agencies and municipal commissions on tourism and other destination marketing campaigns, we are familiar with the unique needs of the public commissions. We bring a multi-decade record of creating unique content that generates enthusiasm and motivates customer action.

Circlepoint will create high-quality and locally-relevant content that informs key audiences about Visit Mendocino's outdoor/recreation, wine, food and romance adventures. We will produce a suite of unique materials in support of the overall marketing program. These materials will be developed within a framework that accommodates messaging variations targeting specific customer groups with tailored calls to action. We will develop content to use on marketing/advertising materials, print collateral, website updates, social media posts, press releases, and monthly e-newsletters.

*With life-long, personal connections to Mendocino County and offices in Oakland, San Jose, Sacramento, Orange, and Los Angeles, we understand the unique selling points of the destination and have insights to several of the county's customer populations.*



*Our content strategy for the faces of Muni was to humanize the brand and transit agency by seeking out real riders and operators to participate in a photoshoot and tell us about their experiences riding Muni. **Following the campaign, on-board rider surveys indicate rider satisfaction is at 10-year high.***

The cornerstone of our content strategy will be to incorporate individual customer experiences and stories into the overall Visit Mendocino brand. Because travelers tend to trust their fellow travelers, recommendations, insights and testimonials that come directly from fellow outdoor/recreation, wine/food enthusiasts comprise the optimal content mix for meeting concrete marketing goals. The page that follows includes some of our initial ideas for engaging target audiences to obtain and generate this powerful organic content.

*Our creative design approach and philosophy is to delight, engage, and move audiences in ways that inspire them to take action.*

## COLLATERAL & MARKETING MATERIALS

Our creative design approach and philosophy is to delight, engage, and move diverse audiences in ways that inspire them to take action. Circlepoint provides the entire range of creative and graphic design services. Our print designs leverage advanced skills in illustration, typography, and composition to ensure the piece grabs the attention of our target audience immediately. Our identity work illuminates core brand messages and triggers immediate recognition, and our interactive materials support engagement by inviting and enabling audiences to become active participants. We have developed effective promotional campaigns for our clients to reach the right audience at the right time with the right message. As part of a comprehensive creative strategy, our visual communications enhance the overall brand, deliver engagement, and create impact. Together, our team offers the full spectrum of resources needed to successfully reach your goals.

## WEB DEVELOPMENT

Circlepoint will work collaboratively with Commission staff to audit the existing Visit Mendocino website. Our team will provide recommendations to ensure the site experience focuses on the end user, is easy to navigate, is mobile-friendly as possible and optimized for maximum discoverability.



If the need for web redesign is identified, Circlepoint will develop a sitemap (a detailed outline of the entire site) and wireframe (a skeletal map of the homepage) for review and approval. Following any necessary revisions, Circlepoint will proceed with designing initial homepage re-design concepts and will present each concept's functionality and appeal. Once a concept is chosen, Circlepoint will work with Commission staff to organize and optimize all website copy and create a content and asset library for the site.

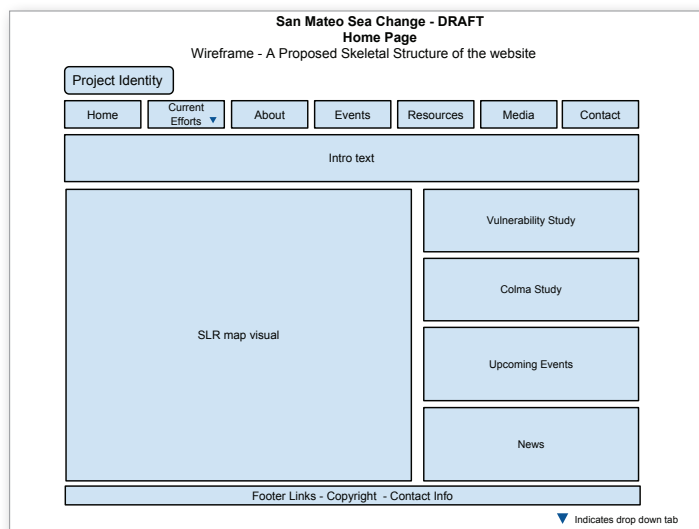
Circlepoint will provide a beta site for testing, troubleshooting and optimizing functionality under all browser and bandwidth conditions and allow time for the Commission to "test drive" and provide feedback. After vetting the site with Commission staff, Circlepoint will work to ensure a seamless transition from the beta site to live website status.

## EMAIL MARKETING

Email marketing may seem like a dated channel next to the sexiness of social media; untargeted newsletters are a waste of time, email pitches can be annoying, and blanket messages are downright spam. These tired approaches don't work. Our team has expertise in creating exciting, impactful email campaigns because we understand what does work — a value exchange — your valuable information for your prospect's valued time. Your subscribers need to know they can trust you, that you're not a soulless self-promoting spam-bot.

Inspired by local experience and authentic passion for promoting the extraordinary adventures Mendocino has to offer, our team will develop email content that deepens your relationship with target customers through effective subject line writing (which gets your messages opened); a distinctive voice (which gets your messages read); and delivering quality, niche-specific content your prospect needs and shares with others (which inspires referrals and word-of-mouth).

To make sure these powerful emails are read by the largest possible audience, Circlepoint will employ a variety of strategies for growing your email subscription list. One of the most effective and viral ways to expand your following is promoting weekend excursion giveaways or deals on social media in exchange for signing up for email promotions.



**we go**  
rideshare

## Hello, John

We at WeGo are always looking for ways to make ridesharing easier and more convenient. Ride-sharing helps alleviate traffic, reduce wear and tear on cars, and helps our environment as well. One way you can help us help your commute is by joining our social network on Facebook — creating a forum where people can discuss their WeGo experiences, given information to new riders, and find more carpool buddies. Find us on Facebook today!

**Like Our Facebook Page for an Easy Prize**

This week, we're going to raffle off \$10 gift cards to five lucky WeGo participants who "like" our Facebook page! Just go to [Facebook.com/WeGoContraCosta](https://www.facebook.com/WeGoContraCosta), click "like," and you'll be entered for a chance to win!

**WeGo Wednesdays: Goodies All Month**

I will be at the farmers' market this Wednesday by the BART station from 11am to 1:30pm, and I love meeting WeGo Rideshare participants! I'll have "Carrot Cash" good at the market and reusable shopping bags for people who share a ride that morning. Come by and say hi, ask any questions you might have about WeGo, and learn more about the program. Come see me every Wednesday this month!

**June's Competition: Two Ways to Win**

At the end of June we'll give away prizes to our top two ridesharing superheroes - the person who's taken the most rides, and the person who has the most carpool buddies! A \$50 GiftRocket card can be yours if you use Avego to share rides more than anyone else at the Centre, and a \$25 giftcard is your reward for having the largest pool of carpoolers - it's a great way to get to know your neighbors. Visit [WeGoContraCosta.com/Rewards](https://www.wegocontracosta.com/Rewards) for more information.

Turn on your Avego app and become a commute champion today!

## WEGO WEDNESDAYS

Share a ride on Wednesdays to earn \$5 in Carrot Cash to spend at the Farmers' Market! While you're there, stop by the WeGo booth to pick up a free reusable totebag!

Share a ride on Wednesday Win \$5 in Carrot Cash!

**Your Ridesharing Stats**

**Green Miles**

1147

**lbs CO2 Reduced**

1044

**Trips Taken**

This week	This month	Total
0	0	18

**Pool Size**

This week	This month	Total
0	0	3

**Your Weekly Medals**

Two Seater Midsize First Pool Pool Week

## SOCIAL MEDIA MARKETING

The Commission has already identified social media as an important piece of a successful marketing strategy for Visit Mendocino. With over 55,000 likes, now is the time to take your social media marketing to the next level. The Commission has rightfully identified a need for social marketing that is more personalized and engaging than traditional methods. To achieve this goal, we recommend executing strategies that provide opportunities for users to enrich the Visit Mendocino social feed with their voices and personal stories. Travellers trust fellow travellers and trusted third party recommendations (a friend of a friend for example) are one of the most effective ways reach new visitors with your message. To assist the Commission with increasing this powerful next level engagement, Circlepoint will develop a variety of social media marketing strategies described below.

**Like and Comment to Win Contest:** To organize a “Like and Comment to Win” contest, fans both like and comment on the post to double their chances of winning a prize. To generate some great user quotes, you can pose a question for your fans to answer with their comments, like “tell us what you love best about visiting Mendocino.”

**Photo Caption Contest:** Post an on-brand photo and see how followers get creative with their captions. The method is simple: comments with the most likes win a prize. Caption contests are popular and tend to bring out the fun and creative side of people. They are a wonderful way to create organic content.

**Social Media Scavenger Hunt:** Stash tickets for a two-night stay in Mendocino or other prize in popular locations around different target markets, and then tweet pictures of the locations. When one of your followers finds it, they tweet a picture of themselves with their prize and tag Visit Mendocino. This is a great way to reach your target markets (which we happen to generally have offices in!), create brand champions, and make it easy for users to contribute organic content to your social feeds.

**Hashtag Photo Contest:** To create even more variety in the Visit Mendocino social feed and gain new followers, we propose implementing a photo contest where you decide a theme, such as “Ready to unplug?” and users submit a photo relating to the theme and include a hashtag such as #MendocinoBound to enter to win a related prize such as a 90-minute spa treatment for two at a participating location. The photo with the most likes wins, so fans will be motivated to promote their own post.

**Facebook Story App:** Create a Facebook App that provides a form and incentivizes users to complete it and share their best memories of Mendocino. The form will be secure, include prompts to guide submission content, and encourage the upload of pictures. This is a great way for users that have had a very special experience in Mendocino, like a wedding, to share their story in their own words. Visit Mendocino can then repurpose the testimonial content and images from the submission to create mini, shareable features that promote personalized user stories to appeal to new audiences.



### **LIKE AND COMMENT TO WIN CONTEST**

*Branded social graphics showing scenes viewers can see themselves in tend to create excitement and earn the most clicks.*

## DIGITAL PAID MEDIA MARKETING

Circlepoint excels at helping our clients effectively reach their audience at different points across the digital landscape. Digital and social media advertising allows for sophisticated targeting of audiences. We will work closely with the Commission's Social Media Coordinator to employ Facebook, Twitter, Google Adwords, and YouTube pre-roll advertising to audiences who may not be aware of Visit Mendocino, but are likely to be interested. We can target audiences by geography, recreational affiliations, interests, and demographic information to reach our segmented audiences with the messages that resonate most with them.

**Social Advertising:** We have had great success using Facebook advertising to test and optimize campaign messages with different target customers and to generate significant traffic to a program's website. For Visit Mendocino, YouTube and Facebook video advertising would be effective ways to leverage stunning video content to attract new visitors by showcasing the beauty of Mendocino. We can also use Facebook's built-in tools to target millennials and baby boomers within key target geographies and Spanish-speakers who are interested in cultural events and "welltality." These are just two examples of targeting; this level of specificity will allow us to narrowly target the ad spend and deliver the messages that are most likely to resonate to each audience. We have run highly effective social advertising campaigns for many clients, including Oakland Central, Peninsula Clean Energy, San Francisco Muni, the cities of San Francisco and Sacramento, the USDA, and the Napa Valley Vine.

We will test messaging and artwork for all social advertising with preliminary rounds of ads that will enable us to optimize our approach continually based on our analysis of the resulting data (e.g., what results in the highest number of website clicks). This type of performance-based marketing will enable us to reach audiences in a targeted, cost-effective way.

**In-App and Mobile Advertising:** We also propose a strategic digital advertising campaign with key media outlets such as SF Gate online and Story Studio to leverage editorial advertising content and precision geo-targeted advertising to online users. This type of advertising strategy can include both print and digital advertising within a robust online platform that includes web browsers, apps and the parent publication's online site. Advertising assets will employ targeted messaging to capture specific audiences in the moment. For example, customers enjoying surf in Santa Monica might receive a call to action inviting them to explore uncharted waves of Mendocino's Lost Coast.

## PAID AND EARNED PRINT MEDIA

In order to ensure the Commission's advertising dollars are well-spent, we will partner closely with the Commission's public relations consultant to look at unique and meaningful media that enjoy strong connections with key customer populations. This includes the local media outlets in key geographic markets, trade newsletters,



recreational and travel guides, and newspapers targeted at the Latino community. In addition to advertising in local print and online publications, we also recommend placing ads in popular local lifestyle magazines in target geographies. In order to draw the most attention, we will look at placing advertorials (long articles written by magazine staff in exchange for compensation) in these magazines, rather than only display ads. The Commission has correctly acknowledged that many users resist traditional marketing and studies show up to 70% of users prefer to learn through content. Our advertorial strategy allows us to introduce Visit Mendocino content in a more authentic and compelling manner, one that focuses on the story of the destination, versus a sales pitch.

Leveraging existing media relationships, Circlepoint is able to create advertising packages that cover the spectrum of an outlet's reach in terms of media products. For example, iHeartMedia and Hearst Media have created unique advertising bundles for Circlepoint clients that get the right message in front of the right audience at exactly the right time.

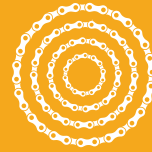
For the OCTA 2015 Bike Month, the Circlepoint team promoted Bike Month events and the pledging app with a diverse, multichannel advertising campaign spanning print and digital media, including Pandora radio ads, OC Catholic papers, and many of Orange County's local papers. Sign-up "ninjas" attended events and encouraged the attendees to take the Bike Month pledge.

## MAY IS NATIONAL BIKE MONTH!

¡Mayo es el mes nacional de la bicicleta!  
Tháng 5 là THÁNG TOÀN QUỐC ĐI XE ĐẠP!

OC RESIDENTS HAVE PLEDGED TO  
RIDE ENOUGH MILES TO BIKE  
HALFWAY AROUND THE WORLD.  
LET'S MAKE IT ENOUGH MILES TO BIKE  
AROUND THE WORLD!

**24901**  
MILES



**START A CHAIN  
REACTION**  
BIKE MONTH 2015

Go to [OCBikeMonth.com](http://OCBikeMonth.com) to pledge your participation in Bike Month. By pledging to bike during Bike Month, you will be entered in a drawing to win a coupon for a FREE bike from Jax Bicycle Center!



*The OC Register newspaper ad was part of a multichannel campaign to promote Bike Month.*



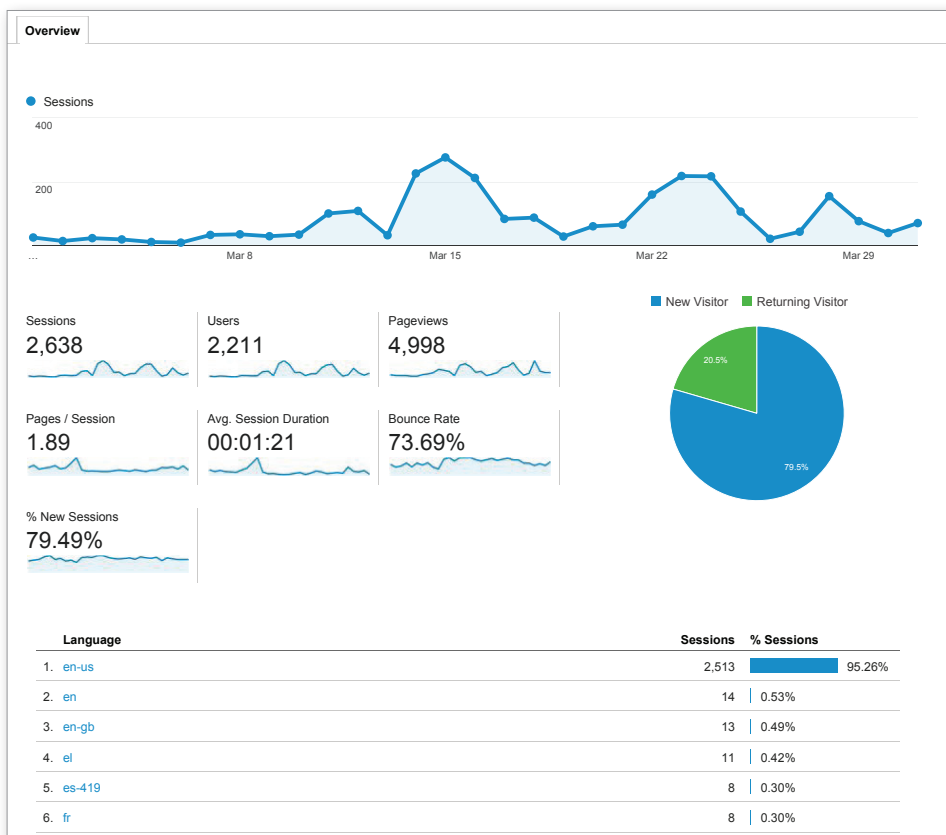
### ADVERTORIALS

Studies show up to 70% of users prefer to learn through content. Our advertorial strategy allows us to introduce Visit Mendocino content in a more authentic and compelling manner, one that focuses on the story of the destination, versus a sales pitch.

## REPORTING

Reporting on the effectiveness of the marketing effort is important so the Commission sees the results of its investment and has information to shape future decisions. At the onset of a project, Circlepoint will work with the Commission to establish an evaluation plan with effective methods for evaluating the success and progress of our efforts.

While increasing the overall demand for overnight visitation is a highly tangible goal, to meet it, regular evaluation of campaign elements will be key. Throughout the life of the campaign, we will engage in on-going tracking and evaluation and create reports with both detailed and summary information. Just as we have throughout other successful campaigns, we will track and analyze website traffic, usage, and patterns; social media conversations, engagement, and viral spread; advertising reach, impressions, and effectiveness; and other campaign indicators. Our team is very experienced at closely monitoring media placements and promotions for performance and adjusting those placements based on analytics. Tracking and reporting these indicators on a frequent and regular basis will enable us to make adjustments to strategies, tactics, and messages during the campaign. We can also conduct online surveys to acquire baseline data about awareness and attitudes before and after campaign efforts. We often continually adjust campaigns and media buys based on these metrics.



# SUCCESSFUL CAMPAIGNS



## OAKLAND CENTRAL

### CAMPAIGN GOALS

Circlepoint was hired to **develop a new brand identity and accompanying website showcasing Oakland's Uptown and Downtown Districts**. The challenge was to communicate the area's unique character and spirit in order to unite the communities and attract prospective property owners, businesses, residents, and visitors. Oakland Central needed to be a lifestyle brand that reaches far beyond the city-drawn boundaries of the Uptown and Downtown districts.

### APPROACH

**Building an Authentic Brand** The city's prolific namesake, the oak tree, was incorporated into the logo to help infuse the excitement of a new brand and campaign with a thread of authenticity and familiarity among locals. Through the use of photography and a diversity of voices and perspectives, the brand successfully brings together a multitude of values, cultures and demographics by focusing on what they have in common - they are all pumping life-blood into the heart of Oakland.

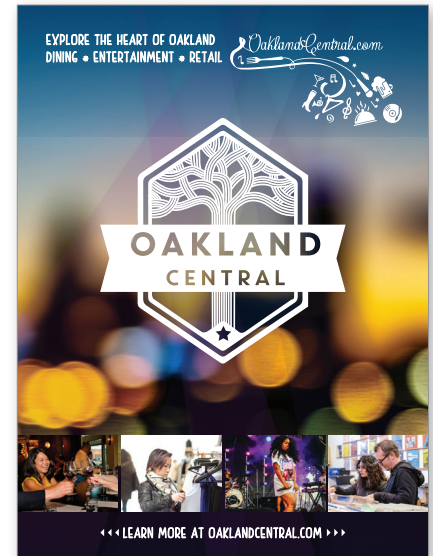
**Creating a Community-based, content rich platform** The brand's online presence at OaklandCentral.com and on social media has generated millions of impressions, engagements and a virtual treasure trove of original, community-sourced content. Our content development strategy has included a variety of insightful and useful features such as top 10 coffee shops, the best places to watch a Warriors games, and a "Pup Crawl" guide to the best dog-friendly watering holes. **By sharing compelling content, we've grown the following organically and steadily to nearly 4,000 followers.**

In addition to the organic content, we have placed paid ads to attract an untapped audience of potential Oakland Central fans. For example, when the 2016 West Coast Urban District Forum conference brought potential business and property owners from all over the US to Oakland, we developed a campaign specifically tailored to them promoting the benefits of doing business in Oakland and saw **click through traffic to the Do Business page on the website increase 200%.**





**Advertising and other promotional strategies** Spreading the word about Oakland Central has required multi-channel approach. In addition to social advertising media ad campaigns, we utilized a series of outdoor and grassroots advertising channels. With **Big Belly advertising**, we were able to increase brand recognition and help to beautify the neighborhoods by branding on-street waste receptacles. We took advantage of **remnant billboard space** near the Oakland Coliseum to get the brand out in front of thousands of Bay Area commuters and those arriving via Oakland International Airport. We also **developed a series of “Craft is a Way of Life” avenue banners** featuring local business owners and artists which helped increase visibility for the businesses not just on the streets, but virally through social media shares of the images. We placed **print advertising** with a variety of publications, including Oakland Magazine, San Francisco Chronicle and the SF City Guide which was distributed via almost every hotel in San Francisco. **The combined reach of these placements has garnered millions of impressions.**



Toward the end of 2016, we launched a strategic **digital advertising campaign with SF Gate online** and Story Studio to leverage editorial advertising content and **precision geo-targeted advertising** to online users within a massive online platform that included web browsers, apps and SF Gate. The campaign utilized targeted location-specific messaging to engage audiences in the moment. For example, people enjoying the San Francisco Embarcadero's seasonal ice rink received messages about the sunny beer gardens of Oakland being just a 10 minute ferry ride away. The total impact of the campaign **guarantees 1,500+ engagements and 1,000,000+ impressions.**



## RESULTS

**Outputs and Outcomes** To date, the Oakland Central campaign has gained over **4,400 social media followers**, **54,000+ page views** at [OaklandCentral.com](http://OaklandCentral.com), **3,300+ Facebook likes**, **4,000,000+ advertisement impressions**, **20 branded Big Belly cans**, **60 branded avenue banners** and dozens of local businesses, artists and organizations featured on the website.

What this translates to is successful brand recognition and growth. Oakland Central has remained rooted in authenticity, challenged misperceptions, earned critical local support and is poised to reach more audiences than ever in 2017.



Over the years there has been a lot of press about Oakland, but there is still a bigger story here, a story that's already being told by extraordinary artists, vibrant small businesses, community organizations, residents and the people who work in this area every day. In 2014, the districts were presented with a challenge: How do we tell that story of Downtown Oakland to the greater Bay Area and beyond?

Our answer: Oakland Central, a brand that unites our downtown from the Uptown Arts and Entertainment District to the Jack London waterfront, from Lake Merritt to Old Oakland and everything in between. [OaklandCentral.com](http://OaklandCentral.com), the website at the cornerstone of the new campaign, is the place to...GET THE SCOOP, FIND OUT WHAT'S HAPPENING, EXPLORE and GET AROUND DOWNTOWN, CATCH THE BUZZ, and FIND YOURSELF in the heart of Oakland!

Oakland Central is not a specific neighborhood, or a new name for downtown. It is the heartbeat of Oakland's central business district and a portal to all things Downtown Oakland.

When a visitor from Walnut Creek comes for dinner and needs to find a parking garage... When a couple is thinking about moving to Oakland... When a few friends BART over from San Francisco to attend a concert at the Fox Theater... When an employee stuck in an office tower craves a new and interesting place to eat... [OaklandCentral.com](http://OaklandCentral.com) is the place to discover the heart of Oakland.

We hope that this new website becomes a resource for you, your tenants and colleagues.

LEARN MORE AT ►►► [OAKLANDCENTRAL.COM](http://OAKLANDCENTRAL.COM)

BEING A PART OF OAKLAND IS VERY EXCITING FOR US AS WE SEE THE DEVELOPMENT OF NOT ONLY THE COMMUNITY, BUT ALSO THE FOOD SCENE. THERE IS SO MUCH PRIDE, LOYALTY, AND GROWTH HERE WE ARE JUST FORTUNATE TO BE A PART IT.

— Charlie Parker, Executive Chef, Haven

IT IS NO SECRET THAT THE BEST THING ABOUT OAKLAND IS HER PEOPLE. WE HAVE THE BEST CUSTOMERS AND A WEALTH OF SUPER CREATIVE LOCAL ARTISTS.

— Alyah Baker, Show & Tell

THE DIVERSITY OF OUR CITY IS HANDS DOWN THE BEST THING ABOUT DOING BUSINESS IN OAKLAND.

— Tracy Parker and Fernando Carpenter, VAMP vintage + art + music for the people

"Thank you for being such a strong partner in this effort—we literally could not have done any of this without you and the incredible Circlepoint team. You make us look good!"

—Tori Decker, Office and Operations Manager, Downtown Oakland Association

## PENINSULA CLEAN ENERGY

### CAMPAIGN GOALS

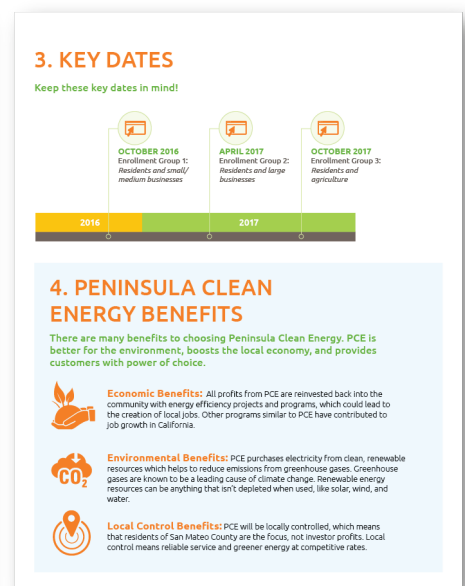
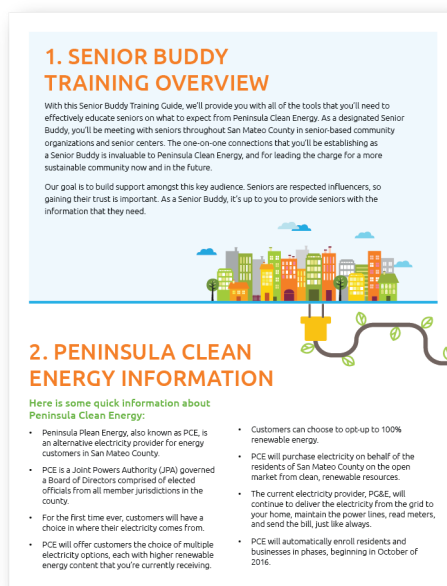
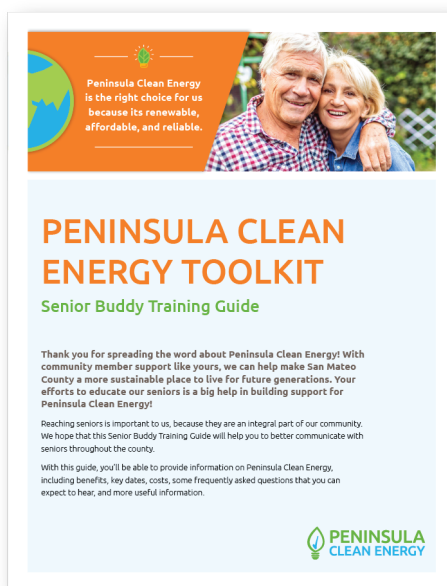
San Mateo County's Office of Sustainability (OOS) manages the Community Choice Aggregation (CCA) program in the County of San Mateo.

The OOS hired Circlepoint to develop a program brand, website, and integrated marketing strategy and campaign to aid in the successful adoption and launch of this new clean energy program.

### APPROACH

Circlepoint assisted the County to develop the Peninsula Clean Energy (PCE) name and accompanying brand identity. The branding process included surveying the County's CCA Advisory Committee before designing the logo and other graphic elements. After refining the brand through a collaborative process with key stakeholders, Circlepoint developed a comprehensive style guide outlining color palette, typography, and usage guidelines to ensure all project communications reinforce the brand.

Circlepoint also designed and developed the PCE website, [www.peninsulacleanenergy.com](http://www.peninsulacleanenergy.com). The website serves as a central channel to educate customers and stakeholders about how PCE works and what it means for them. The website is designed for optimal user experience, including mobile-friendly structure, streamlined navigational hierarchy, intuitive user flows, strategic use of infographics and seamless social media integration.



Circlepoint developed a full marketing and communications plan to educate the public before program launch. The plan included program goals, target audiences, messaging, print, digital and video advertising, and outreach materials, including brochures, factsheets, flyers, PPT presentation templates, e-blast templates and social media assets. Many of the advertising and outreach materials were developed with a multi-cultural approach that made sense for the county's diverse population. In alignment with this approach, development of the messaging included focus groups in four different languages to ensure translated materials would be culturally-appropriate and resonate with their respective audiences.

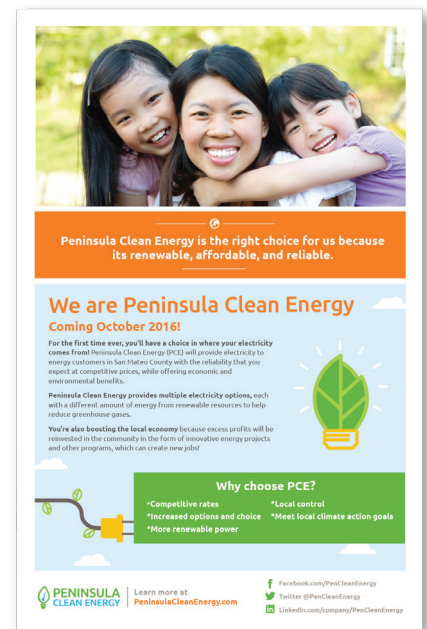
## RESULTS

### Outputs and Outcomes

The advertising campaign resulted in a 62% increase in website traffic. Facebook ads yielded more than 38,000 interactions, with a reach of more than 122,000 and 1.3 million impressions. YouTube video ads resulted in 17,795 website visits and nearly 180,000 impressions.

The most important key performance indicator and overall program goal was to keep the opt-out rate less than 15%. To date, the overall program opt-out remains less than 1%, far exceeding the initial goal. More than 500 customers have signed up to become Early Adopters, with the majority having done so through the website and nearly 1,000 customers have opted up to ECO100.

Through the first enrollment phase, Circlepoint's advertising, marketing, and outreach efforts have delivered results that far exceeded the Peninsula Clean Energy team and the County's initial goals. Furthermore, the success rate of Peninsula Clean Energy opt-ups and opt-outs have set a new high water mark for CCA programs throughout the state of California.



"I have absolutely loved working with you all over the last couple of years. I appreciate your immense patience (whether it be me missing deadlines, forgetting tasks or just learning how to do PR) as well as your creativity, energy and wonderful personalities. I'm glad I got to work with you through almost the entire lifecycle of this project. Now, two years later, PCE is about to officially launch and it wouldn't be possible without you! I look forward to all the amazing places the program will go. Thanks for all your help over the last couple of years!"

—Kirsten Pringle, Sustainability Coordinator,  
County of San Mateo, Office of Sustainability

## AMTRAK PACIFIC SURFLINER



### CAMPAIGN GOALS

With the diverse and expansive geographical area of the LOSSAN corridor, it has been challenging for the LOSSAN Agency to efficiently and effectively reach target audiences throughout the designated region. Circlepoint was hired to plan, **develop and implement market segmentation for destinations served, enhance perception, identify high potential groups to be targeted and create comprehensive marketing strategies for increased Pacific Surfliner ridership.** Circlepoint is working to develop an innovative approach to generate interest and trial use to reach LOSSAN's goals. The marketing efforts, when combined with public outreach and community events, will serve to strengthen the Pacific Surfliner brand.

### APPROACH

Circlepoint is working with LOSSAN to develop a comprehensive marketing campaign to improve recognition of the service and increase off-peak ridership. This includes integrating market research and surveys with best-practices and online analytics to produce a campaign using the most effective methods to reach target audiences.

### RESULTS

To increase awareness among local transit riders and leverage partnerships with local transit agencies across the LOSSAN corridor, Circlepoint developed materials to promote the new Transit Transfer program for Surfliner. This included creating a word mark for the program, a rack card, transit ads customized for a dozen different local agencies, social media ads, and email marketing content.

Circlepoint has also taken the lead on revitalizing the on-board café and cocktail menus for Surfliner. The Surfliner has recently added a wonderful selection of fresh and locally sourced items to their menu, ranging from Mary's chicken in fresh salads,



to local craft beers. To better showcase these attractive food and beverage options, Circlepoint organized and art directed two photo shoots with Sunset magazine photographer, Tom Story the generate new assets for the menu items and lifestyle photography for advertising materials. With the photo assets secured, our team developed a fresh look and feel for the food and cocktail menus, for both print and digital channels.

Circlepoint also developed radio advertising spots for Rock 105.3, reaching the San Diego market and 570 KLAC, reaching the LA market. Both spots promoted the recently revamped fresh and local food and beverages on-board as well as other great amenities the train has to offer. The call to action for San Diego spot focuses on taking the Pacific Surfliner from San Diego to the many Surfliner-accessible destinations along the coast. The LA spot promotes taking the Pacific Surfliner to San Diego for Chargers games.

## Make the Most of Your Trip!

Car #: Bike Car

Car #: Cafe Car

Car #: Business Class Car

**Learn how to make your ride even more comfortable:**

**Transfer to Partnering Transit Providers for Free!**

The Pacific Surfliner Transit Transfer Program is excited to allow Pacific Surfliner passengers to transfer to 35 connecting transit providers (including OCTA, LAQMTA, and SLOTT) for free by simply presenting your valid Pacific Surfliner ticket.

**The Café Car: Eat and Drink Local.**

Craft beer and other fine local products are now available from our revamped menu in the Café Car. (Need to add specific products now available).

**Upgrade Your Ride. Travel Business Class.**

Enjoy the exclusive amenities that come with traveling in Business Class — an affordable, enhanced experience offered on many of our trains across the country. While the specific features vary by train, many include extra legroom, complimentary non-alcoholic drinks and access to premium digital newspapers.



### Sea View CAFE

**Breakfast Fare**

- Breakfast Burrito ..... \$3.99
- Sausage & Egg Breakfast Sandwich ..... \$4.99
- Danish Yogurt Parfait ..... \$4.99
- Blueberry Muffin ..... \$2.75
- Cinnamon Roll ..... \$2.75
- Glazed Donut Plate ..... \$2.50
- Bagel & Cream Cheese ..... \$2.50
- Cold Cereal Assorted (includes milk) ..... \$2.50
- Quaker® Oatmeal Cup (includes milk) ..... \$2.50

**Snacks & Sweets**

- Cheese & Cucumber Tray ..... \$5.50
- Tostitos ..... \$4.00
- Tostitos ..... \$4.00
- Hummus with Pita Chips ..... \$3.99
- Guest Chocolate Chip Cookie ..... \$2.50
- Candy Assortment ..... \$2.50
- Chips Assortment ..... \$2.50
- Tiny Tasty Pretzels ..... \$2.50
- Jumbo Cheese Filled Pretzel ..... \$2.50

**Premium Sandwiches**

Are the Café Car extended for today's selections.

- Assorted specialty sandwiches and great hot food ..... \$6.50
- Hot or Cold Sandwich Assorted ..... \$6.50
- Sandwich Combo ..... \$6.50

**Fresh Fare**

Subject to seasonal availability, certain dishes feature locally sourced fresh chicken.

- Fresh Fruit Cup ..... \$2.99
- Featured Chicken Salad (with chicken) ..... \$4.99
- Featured Chicken Salad & Bean Salad ..... \$4.99

**Hot Fare**

- Angus Cheeseburger ..... \$5.75
- Jalapisco Cheeseburger ..... \$5.75
- Angus or Jalapisco Burger Combo ..... \$5.75
- Smilewich or our own with your choice of chips ..... \$4.99
- Hawaiian National® Kona Beef Hot Dog ..... \$3.50
- Hawaiian National® Kona Beef Hot Dog Combo ..... \$4.50
- Deliware® Pasta ..... \$5.00
- Mauritius® Chicken Pesto Barren Noodle Cup ..... \$5.00

**Beer & Wine**

Featuring local craft beverages.

Local wine selection available for all alcoholic beverage purchases.

- Prosecco Local Wine (12 oz) ..... \$5.00
- Sparkling Wine (12 oz) ..... \$7.00
- Cocktails Assorted (12 oz) ..... \$6.50
- Craft Beer (12 oz) ..... \$4.99
- Import and Craft Beer (12 oz) ..... \$4.99
- Domestic Beer (12 oz) ..... \$4.99

**Beverages**

- Water® Adult Softdrink ..... \$1.50
- Starbucks® Prepackaged® Food Coffee ..... \$3.50
- Red Bull® Energy Drink ..... \$3.50
- Pure Leaf® Teas ..... \$1.50
- Orange or Cranberry Juice ..... \$1.50
- Bottom Spring Water ..... \$2.25
- Sparkling Water ..... \$2.25
- Soft Drinks ..... \$2.00
- Coffee, Tea or Hot Chocolate ..... \$2.00
- Milk (12 oz) ..... \$2.00

**Sundries**

- Ambika Commemorative Playing Cards ..... \$4.00
- Earbuds ..... \$5.00
- LA Metro Blue/Red One-Day Pass ..... \$7.00
- San Diego MTS Blue/Red One-Day Pass ..... \$6.00

Menu items may contain any of the following allergens: milk, soy, eggs, nuts, and/or fish. \*Vegetarian friendly. \*\*Must be 21 to purchase or consume alcohol. Menu selections and prices subject to change without notice. All prices include sales and service taxes. HOLDING AND RESERVATIONS REQUIRED.

# SUCCESSFUL COLLABORATION

## OAKLAND CENTRAL

Collaboration is a core competency at Circlepoint. We thrive in a collaborative atmosphere and have been facilitating collaborations for almost 30 years. Our philosophy is not to collaborate with partners in spite of differing perspectives, but rather because we appreciate and honor differing perspective as key to creating successful campaigns.

While there are a good many collaborative efforts we could share, the effort Circlepoint initiated to bring separate stakeholders together for marketing Oakland Central was a very successful one. For Oakland Central to succeed we had to garner the support of a variety of different groups and agencies, including, members of the both the Uptown and Downtown Community Benefit District executive boards, officials from multiple departments at the City of Oakland, Visit Oakland's marketing head, the client's public relations and strategic communications consultants, local merchants and but not least, prominent members of the local community.

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*Our philosophy is **not to collaborate with partners in spite of differing perspectives, but rather because we appreciate and honor differing perspectives** as key to creating successful campaigns.*

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Each one of these groups had their own criteria for what a successful branding and marketing effort would include. These ideas ranged from filling commercial buildings with tenants to protecting small businesses from rising costs of gentrification to creating a vibrant, sustainable community where artists can thrive. Circlepoint embraced this opportunity to facilitate an engagement process where each party had a voice, each group contributed to the development of the brand and signed off on the goals of the campaign. This process included making sure a representative each of these groups participated in the visioning process. Whether they participated in the group visioning workshop or we reached out to them for in-depth stakeholder interviews, each representative was given an opportunity to describe their vision for a successful brand and campaign.

Circlepoint fostered transparency by compiling the findings of the visioning processing and presenting them back to the group. Many were surprised to find they all had more in common than originally thought. These finding fueled a very thoughtful brand exploration yielding multiple creative concepts we then presented to the group for real-time feedback and discussion. By framing the concepts with a presentation and addressing concerns and questions real-time, we were able to efficiently narrow the designs and refine the final selection for group consensus.

The subsequent campaign followed these same guiding principles of inclusion and collaboration, fostering a well-rounded campaign that has continued to successfully meet the goals of our diverse group of stakeholders.

FOR MORE INFORMATION PLEASE CONTACT  
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