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Advertising / Image / Awareness Campaign for the City of Chula Vista

February 21, 2017

THIS IS CHULA.

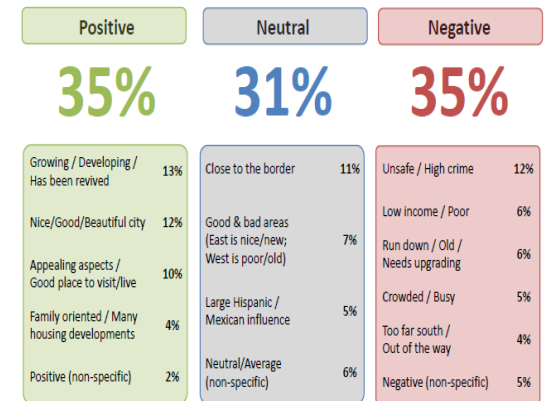


EXPLORE **CHULAVISTA**.COM



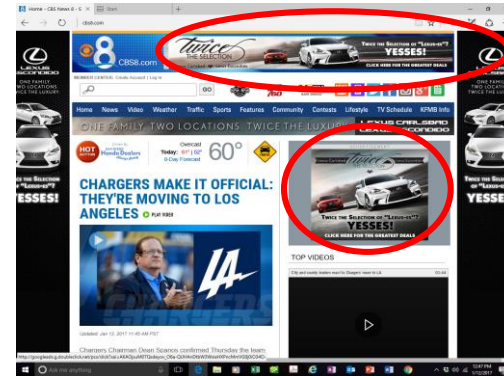
Advertising / Image / Awareness

- Conduct Assessment/Research (2014 Survey)
- Develop Messaging and Creative Campaign
- Develop Media Buying Plan
- Implement the Campaign
- Track and Measure Results



Media Buying Plan

- **Mediums selected:** Outdoor and digital
- **Geographic target:** San Diego County (excluding South San Diego)
- **Call to action:** www.ExploreChulaVista.com



Creative Campaign

We have a lot to be proud of and nothing to apologize for.

So, let's be bold!

- Leverage the community's genuine sense of pride.
- Messages must be short, witty and bold, to ensure retention.
- Use striking imagery to steal attention and evoke emotions.
- Ensure that campaign can be effectively executed throughout all media.
- Must be relevant and adaptable for effective engagement by all partners.



THIS is Chula.

In Spanish, Chula Vista translates to ‘beautiful view,’ an apt name for such a beautiful place.

This is Chula aims to honestly portray Chula Vista for what it is: a city bursting with excitement, warmth and community.

This is Chula erases misconceptions and replaces them with refreshing and clear imagery of Chula Vista.



THIS IS CHULA.



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EXPLORE **CHULAVISTA**.COM



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Miramar Road & 163

THIS IS CHULA.

EXPLORECHULAVISTA.COM

A billboard advertisement for Chula Vista. The top half features the text "THIS IS CHULA." in large, bold, purple letters. Below the text is a vibrant image of a concert or festival scene with a crowd of people, a stage with bright lights, and a person in a yellow outfit. At the bottom of the billboard, the website "EXPLORECHULAVISTA.COM" is displayed in a yellow box. The billboard is mounted on a black metal structure.

Peterbilt

A red oval sign with the word "Peterbilt" written in white cursive script. The sign is mounted on a white pole.



El Cajon

THIS IS CHULA.

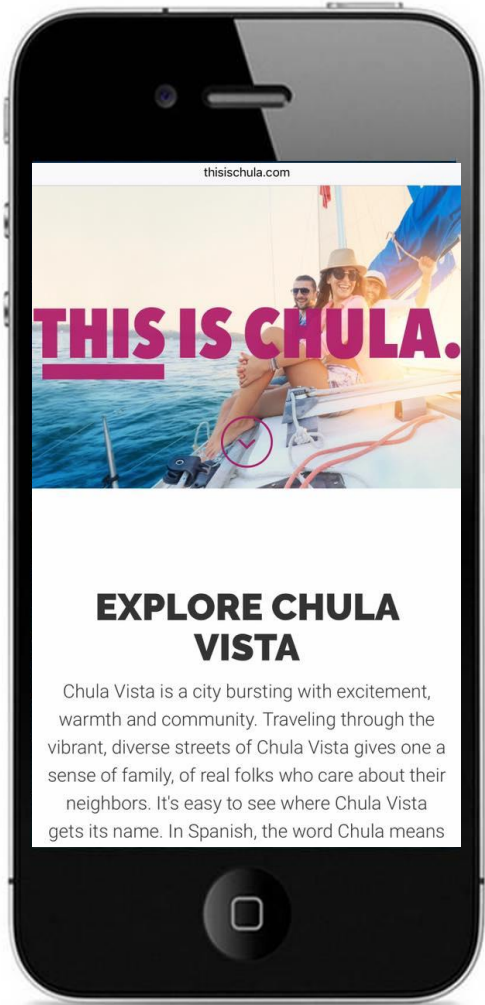
EXPLORECHULAVISTA.COM


The billboard features a vibrant green background with a yellow sunburst graphic in the center. On the right side, a group of people is shown enjoying a yellow inflatable raft on a body of water. The text 'THIS IS CHULA.' is written in large, bold, pink letters, with 'THIS' underlined. Below the graphic, the website 'EXPLORECHULAVISTA.COM' is displayed in a white box.

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ALTERDO

www.ExploreChulaVista.com




 **THIS IS CHULA.** EXPLORE GET SOCIAL CONNECT

EXPLORE CHULA VISTA


Chula Vista is a city bursting with excitement, warmth and community. Traveling through the vibrant, diverse streets of Chula Vista gives one a sense of family, of real folks who care about their neighbors. It's easy to see where Chula Vista gets its name. In Spanish, the word Chula means beautiful; and from warm celebrations at the local brewery, to a child's wide eyes in an aquarium, there is beauty around every turn.

This is life. This is community. **This is Chula.**




ADVENTURE

From gorgeous sunset hikes, to barreling down a waterslide at the Aquatica waterpark, Chula Vista is the place to be for the wild at heart.




ENTERTAINMENT

Chula Vista has fun for everyone. Check out local tunes at HarborFest, get funky at Sleep Train Amphitheatre, and explore life under the sea at the Living Coast Discovery Center.




DINING

Get ready to tempt those taste buds. Chula Vista has the best in international eateries, great dining and exceptional craft breweries. So go ahead, indulge yourself.




SPORTS & RECREATION

Chula Vista has something for the



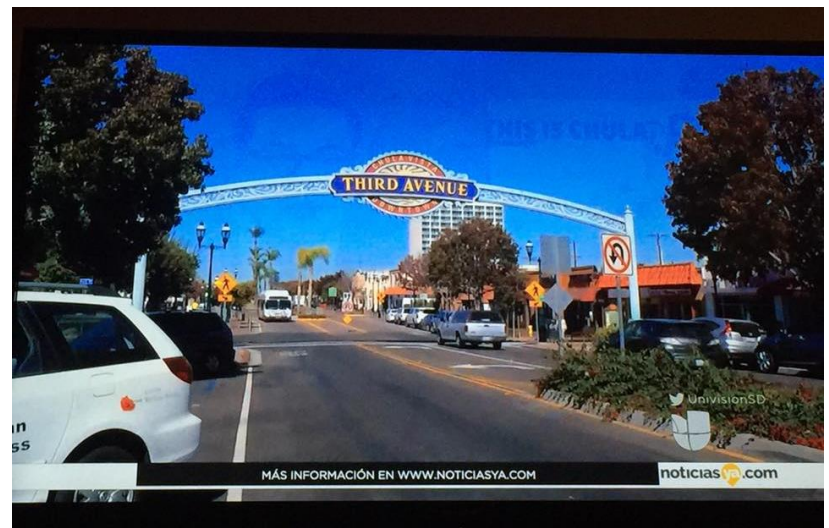
ARTS & CULTURE

Chula Vista is an electric and eclectic



FAMILY & PETS

Whether you're strolling around a





City of Chula Vista Government

@ChulaVistaCity

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City of Chula Vista Government

February 16 at 1:16pm

The City of Chula Vista has launched an advertising and awareness campaign called "THIS is Chula." which is designed to engage and encourage people to take another look at the city. Residents and visitors throughout the San Diego region will experience a view of Chula Vista that is aimed at increasing awareness and correcting any misperceptions about the city, the second largest in San Diego County.

The campaign includes billboards and digital advertising featuring the "THIS is Chula." message with photos of Aquatica waterpark, and imagery for craft breweries on Third Avenue, the Chula Vista waterfront, and concertgoers at Sleep Train Amphitheatre.

"Many people are not aware that Chula Vista has a marina, 60 parks, miles of trails, and is among the safest large cities in the nation," said Mayor Mary Casillas Salas. "This campaign updates the public with the latest developments in our vibrant and thriving Chula Vista communities."

Want to learn more? Visit ExploreChulaVista.com and discover all that our community has to offer.

Throughout the campaign, the city will be posting #THISisChula. moments via social media. Follow along and tag your favorite #THISisChula moment.

<http://www.chulavistaca.gov/H.../Components/News/News/1262/17...>

#CVArts #ChulaVista #HealthyCV #EconomicDevelopment #THISisChula



Like Comment Share

You, Carmen Kasner, Rachel Friedel Kulis and 150 others

Chronological

46 shares

View 8 more comments



William Novak Chula has a great vibe! Very laid back compared to the northern burbs. A ton of modern new growth in the SE corner...I love my Chula! Chula Vista, it's the place to be!

City Hall in Chula Vista, California

4.3

Invite friends to like this Page

Recommend this Page to friends
Let friends know about interesting Pages

Welcome to the official City of Chula Vista Facebook page! Learn about city services, events and the latest news or visit www.chulavistaca.gov/.



10,275 Likes
Rachel Friedel Kulis and 54 other friends like this



2,288 people have been here.
Cindy Burke and 19 other friends

About See All



276 4th Ave
Chula Vista, CA 91910

(619) 691-5031

Typically replies within an hour
Message Now

www.chulavistaca.gov/

City Hall · Government Organization

Liked by This Page



County of San Diego



Chula Vista HarborFest

Measuring Success

- Analytics and reporting tracked daily, weekly and monthly on digital ad campaign, website traffic and social media.
- Measure impression / CTR / CPM totals against industry standards.
- Qualitative feedback on increased awareness and reversed misperceptions.
- 2017 Awareness Survey to measure improvement from 2014 perceptions.

#THISISCHULA

