

GBGB

... escape the common vacation.

BRANDING

Merging identity with strategy.

BRANDING

Who is *GBGB*?

With properties designed to pamper, GBGB specializes in indulging their guests' every need.

Each of their chic, elegant hideaways are rich with character, style and a sense of home. Guests can quickly tell they're in a GBGB home, readily stocked with robes, cocktail standards and an atmosphere built around relaxing.

BRANDING

Why *GBGB*?

- A private, elegant escape
- Premium properties
- A higher standard of luxury
- Uniqueness of character
- Amenities: pool, flatscreen TVs, comfy robes.
- Affordability

BRANDING

Brand positioning strategy

GBGB offers the kind of private escape we associate with the Golden Age of Hollywood - a quiet, tasteful bungalow equipped with all the amenities.

With a stylized interior design and an efficient flow from room-to-room, these spots were built for premium relaxing.

Amidst a busy resort backdrop, one stuffed with crowded atmospheres and noisy environments, GBGB provides the more individual escape - a private, soulful alternative allowing for “a higher class of relaxation”, one available at uniquely affordable rates.

Targeted social media and online advertising aimed at specific and responsive clientele types.

BRANDING

Brand Positioning Factors

Attributes

- Greater isolation
- Fun, tasteful design
- Affordable

Positioning

- Relaxing, soothing
- A place to pamper yourself
- Welcoming

Proof Points

- Experience in marketplace
- Highly rated
- Return guests

Personality

- Sincere & inviting
- Dedicated
- Excited

BRANDING

Analysis

- Conclusions were drawn making logical choices based on market research and an understanding of the field from a consumer's point of view.
- Greater isolation was seen as a key difference in Palm Springs, as most other options are considerably less private. The modern and fun feel of the decorating set it aside from other rental properties so this is emphasized. Affordability is an attribute based on very reasonable rates in the face of some considerably higher ones at comparably luxurious options.

BRANDING

Analysis

- The concepts were considered for broad use purposes, with appeal for key demographics like couples, retirees and gay and lesbian potential guests. This branding approach can provide a natural match for most travel-related blogs, magazines and social media.
- The 'escape' concept is intended to specifically appeal to those with a college-education. Most frequently these individuals are in higher-stress jobs which don't always follow a standard 40-hr. work week. Younger college graduates, specifically under 40, are more likely to splurge on entertainment expenses, and as such put a premium on their time away from work. The message is to convince them to turn their standard vacation into a more fun and unique experience.

BRANDING

Analysis

- Focusing on the unique experience was determined to be appealing across a broad selection of demographics, encompassing both semi-annual travelers and those who are frequent 'jet-setters.' GBGB provides a break from the normal excursion, even for the most seasoned travelers.
- Matching with the fun but elegant personality of the current properties, a simple and stylish approach seemed natural. Messaging therefore should be consistent with the tone and voice, with images and text that evoke a sense of leisure, whimsy, class, style and even appropriate irreverence.

BRANDING

Market Analysis Summary

Recognized for its natural beauty, chic boutiques, luxury spas, and rocking music festivals, tourism is a key component of the Palm Springs economy. Visitor spending is an important generator of local employment and economic activity as well as state and local tax revenue. The Greater Palm Springs Convention and Visitor's Bureau estimates that one out of every four jobs in the area are sustained by the tourism industry. Employment in the Accommodation and Food Services sector and the Arts, Entertainment, and Recreation sector has shown strong growth over the past few years. These tourism related industries have far outpaced the rate at which overall employment has grown in Palm Springs, emphasizing the importance of tourism to the region's economy.

Tourism in the Palm Springs is driven by the sum of its offerings, but over the past decade, the region has become increasingly well known for its annual music festival. The Palm Springs Music and Arts Festival hosted nearly 300,000 attendees in 2013, an increase of more than ten times the total attendance at the inaugural festival in 1999. The music festival expanded to two weekends of three days each in 2012 to accommodate growing demand. The estimated daily attendance figures have continued to climb, tending to track patterns in the overall economy.

BRANDING

Target Audience

The Chill Seeker, the Sun Seeker
Target those into surfing, water sports

LGBT travelers
One of the fastest growing segments of travel market

Music Lovers via The Coachella Valley Music & Arts Festival, Stagecoach
Visiting regularly throughout the calendar year.

Film buffs, sports fans, history enthusiasts , outdoor types
Couples in love

BRANDING

Crowded local options



Luxury is their premium selling point.

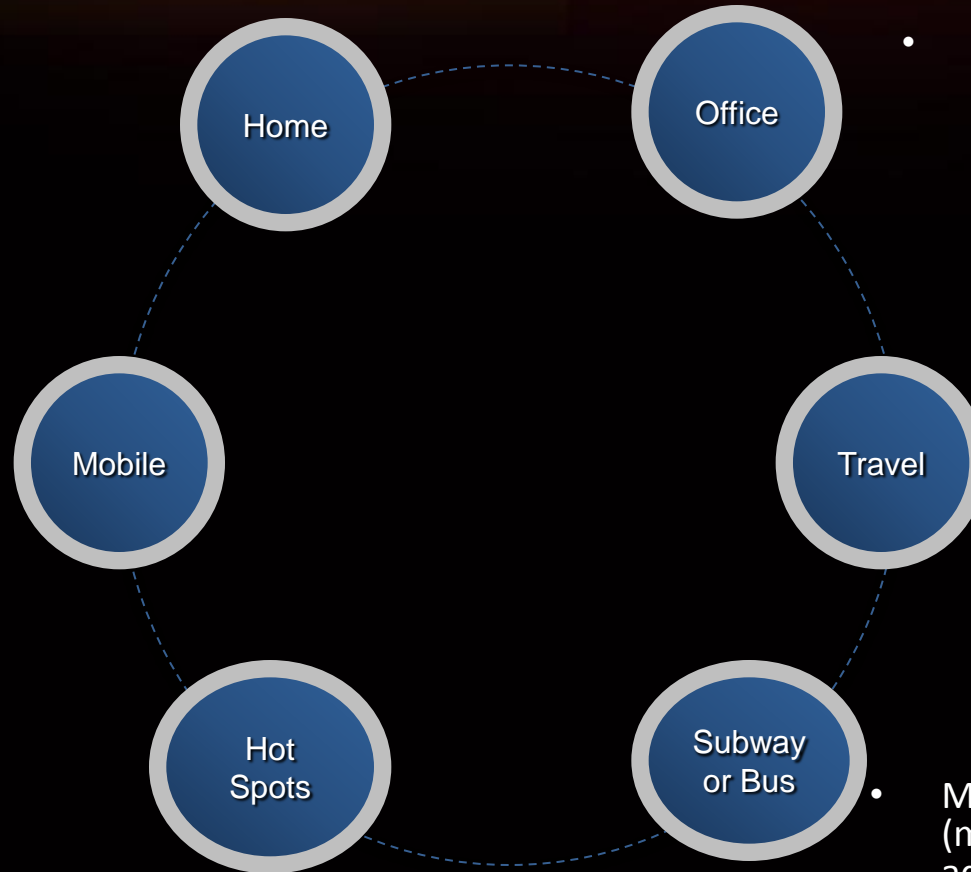


BRANDING

Touch Points

- Media: Word of Mouth, positive reviews

- Media: Internet
- (travel blogs, social media, news outlets)



- Media: Word of Mouth, tasting menu

- Media: Smartphone (app to countdown to vacation).

- Media: In store display

- Media: Smartphone (mobile apps), Outdoor advertising (subway takeover, bus wrap)

BRANDING

Why ‘Escape’”

The ‘escape’ concept in text and imagery juxtaposes the normal workweek grind against a GBGB weekend.

It’s an action word that conveys a sense of hope and change. It’s a fun and exciting way to display how GBGB is a departure from the typical. Adventure is suggested, but of a sophisticated variety, one that suits with your demographic.

Imagery might include martinis and upscale entertainment options nearby. Most of the demographic is married, with the ‘escape’ being a couple’s adventure – a break from *their norm*. *It can be evoked both romantically and individually.*

High income earners greatly value their downtime. A chic, private hideaway reflects a higher sense of luxury. An escape from the pressure, and humdrum.

The same approach can apply to LGBT customers, an escape from the cookie-cutter hotel experience.

BRANDING

Translating into brand voice

Topics, imagery and text should align with a sophisticated getaway, an escape from the typical weekend.

Action words like escape, getaway, hideaway, excursion, holiday and retreat each help paint a more vivid picture.

Imagery can evoke a sense of sophistication, relaxation and “having the time of our lives.” Simultaneously, depicting the humdrum of the workweek (or typical weekend) can also be used to demonstrate the GBGB difference.

BRANDING

Twitter / Facebook Strategy

Remaining conversational and off-topic keeps the feeds more closely followed, less tuned-out vs. continual pitching.

Hashtags generate additional traffic, linking tweets to larger groups and topics. (#SmoothJazz, #Weekend)
Currently hashtags should not be included in Facebook postings.

Utilize images with personality, an extension of your style, approach, beliefs, and sense of humor. Photos significantly increase share response. Same approach with embed videos or links to articles.

Associate the feed with clientele's concerns, local points of interest (musical festivals, area attractions, major golfing news) & an atmosphere of the never-ending weekend.

Define and share your style through images, topics, humor



BRANDING

Extending Brand Activation

Encourage guests to link photos from their visit on social media.
(including Pinterest, Instagram)



Giveaway of branded GBGB wine glasses.



Holding an event or promotional discount for premium guests.

Clear mapping online to indicate proximity to key attractions,
festivals, nightclubs, dining options and transportation hubs.

Seek cross-promotional relationship with radio partners, travel
agents, online travel blogs.



BRANDING

The Never-Ending Weekend

The romance and adventure at a GBGB rental spot should appear seemingly unending, at least from the perspective of social media.

Keep the atmosphere of fun and excitement alive through regular postings about happenings nearby, and reminders of the chic elegance offered with GBGB.

Spotlight big local events in the present or future tense, with an eye toward couple activities, LGBT travel and golf enthusiasts.

Remind that the fun happens year-round, both on-season and off.