

New Venue Launch Plan

Naming & Positioning



October 11, 2022

Presented by **LOMA MEDIA**

PROJECT OVERVIEW

MISSION

Execute an awareness campaign, launch plan and marketing materials for the debut of a new entertainment venue located at the Del Mar Fairgrounds.

VENUE

- The entertainment venue has a capacity of approximately 2,000.
- It has been envisioned as primarily a music venue that will host an eclectic range of artists and events plus other 'non-music' events ideal for a venue of this size and style.
- It will draw audiences from all over the region, with some emphasis on North County. While it is a coastal venue and will leverage that value, it will be inclusive to all regional audiences.

KEY OBJECTIVES

- Name the entertainment venue
- Create and build regional awareness of the new entertainment venue's mission and location
- Generate excitement and anticipation among the general public
- Build media affinity and relationships
- Support sponsor solicitation efforts
- Create conditions for long-term marketing of the venue

Target Audience (primary, secondary): Although we are targeting broad, inclusive audiences, the primary vibe should appeal to 25-54 demo interested in exciting entertainment options (especially music).

LAUNCH PLAN

The Plan incorporates three Phases:

Phase I – **Name & Positioning** (September thru Oct 11, pending name approval)

Phase II – **Socialization & Awareness** (mid-October through mid-January)

Phase III – **Ongoing venue promotion and marketing** (post mid-January)

Loma's current mission is focused on execution Phases I & II, with development of Phase III.

PHASE I: NAMING AND POSITIONING

August 15 – September 15

- Initial Market research
- Development of word mark concepts
- Acquisition of potential domain names

September 16 – October 3

- Down-selection (3 finalist names)
- Refined Market Research
- Development of word marks and supporting positioning elements

October 4 –11

- Refinement of marks and supporting elements
- Venue name is chosen by the Board

VENUE NAMING OPTIONS



Concept 1:

THE SOUND
SURFSIDE

Concept 2:

THE
CAVE
SURFSIDE

Concept 3:

THE BREAK
Surfside

THE SOUND

SURFSIDE

Words of Inspiration

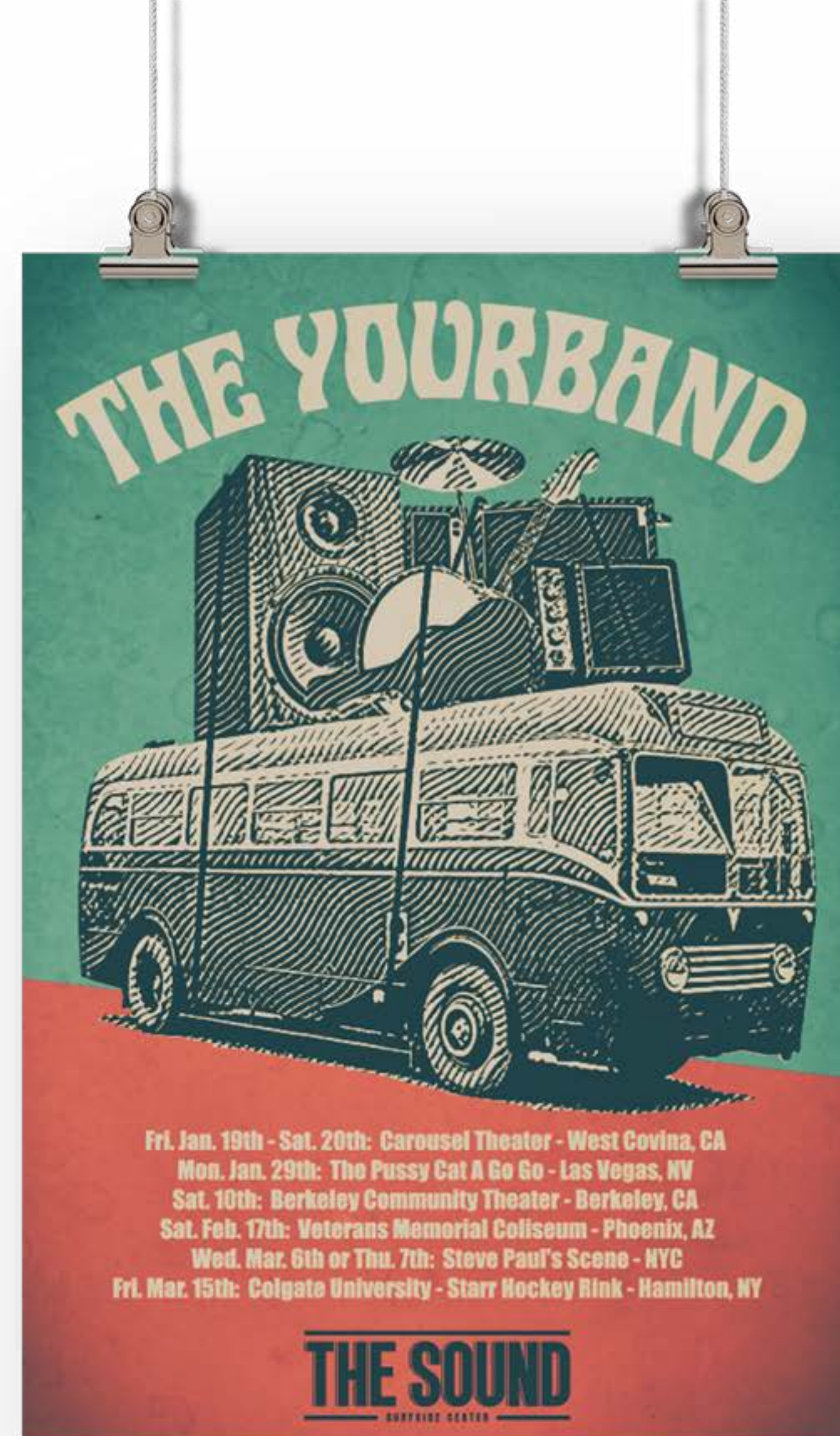
Meaning of Word - Vibration that Travels Through the Air

Direction - Vintage and Retro

Reference - Vintage Club Setting

Theme - Indie and Nonconformist





Example of the Logo on a Music Poster

THE CAVE SURFSIDE

Words of Inspiration

Meaning of Word - Small Sheltered Body of Water

Direction - Simple and Modern

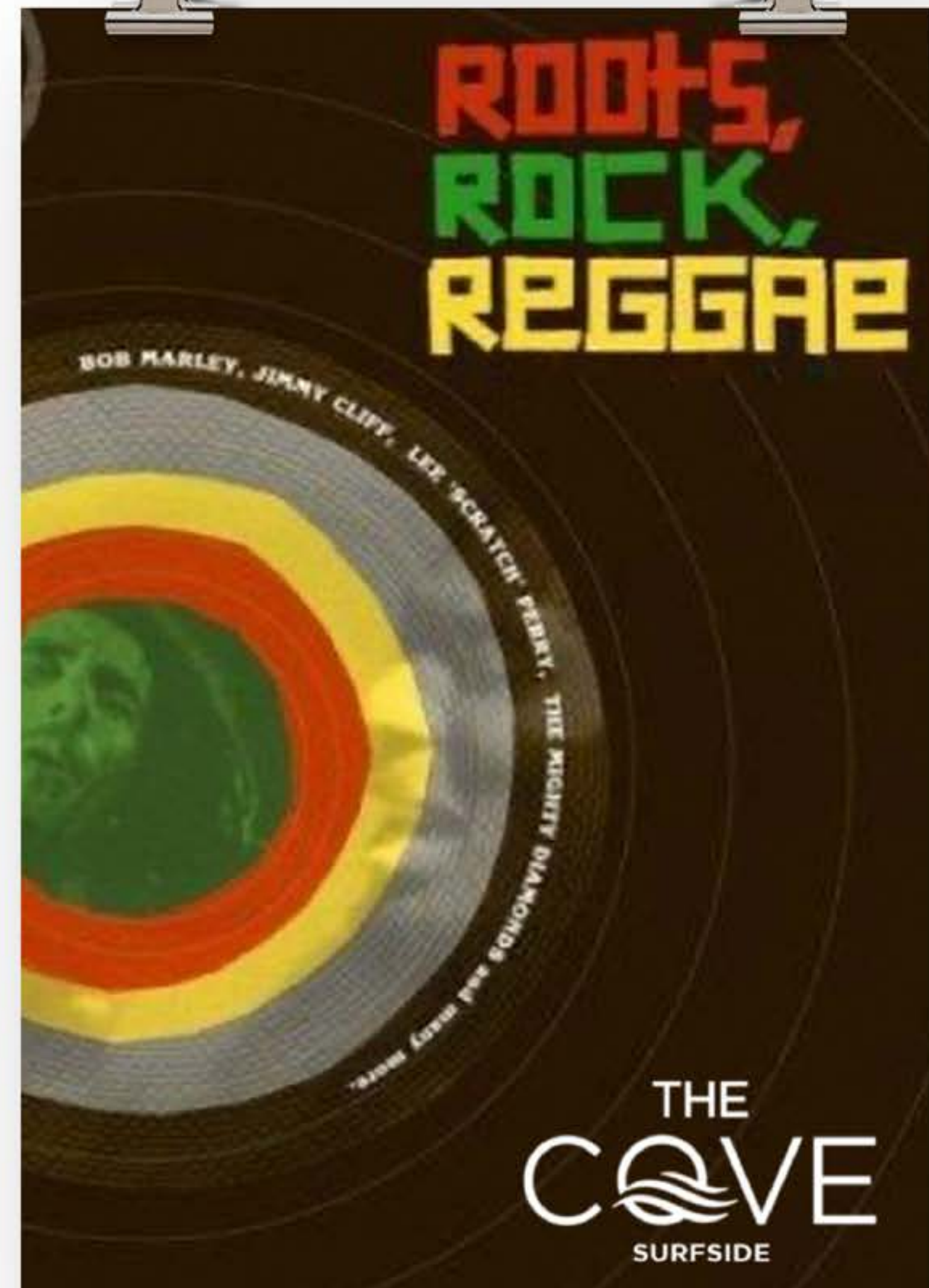
Reference - Sound Boards and Circle Light in Venue

Theme - Colorful and Immersive



THE
CQVE
SURFSIDE

Example of the Logo on a Music Poster





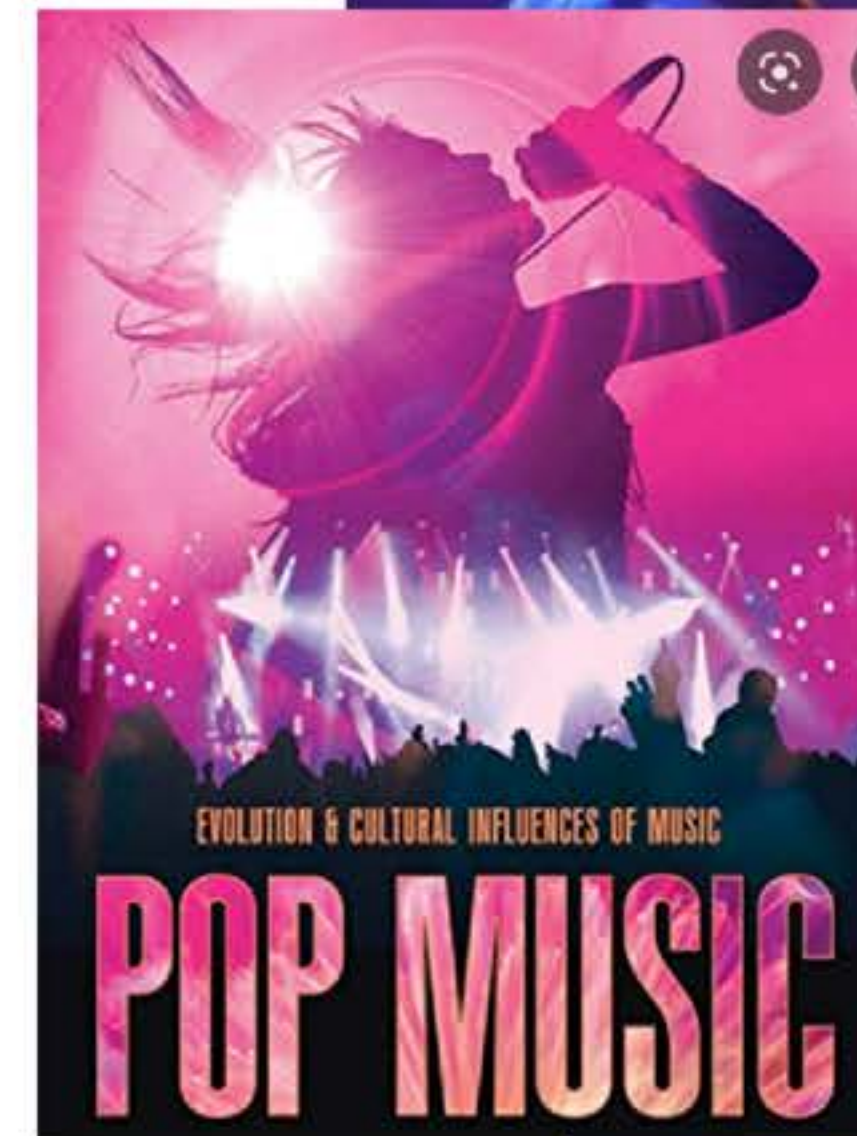
Words of Inspiration

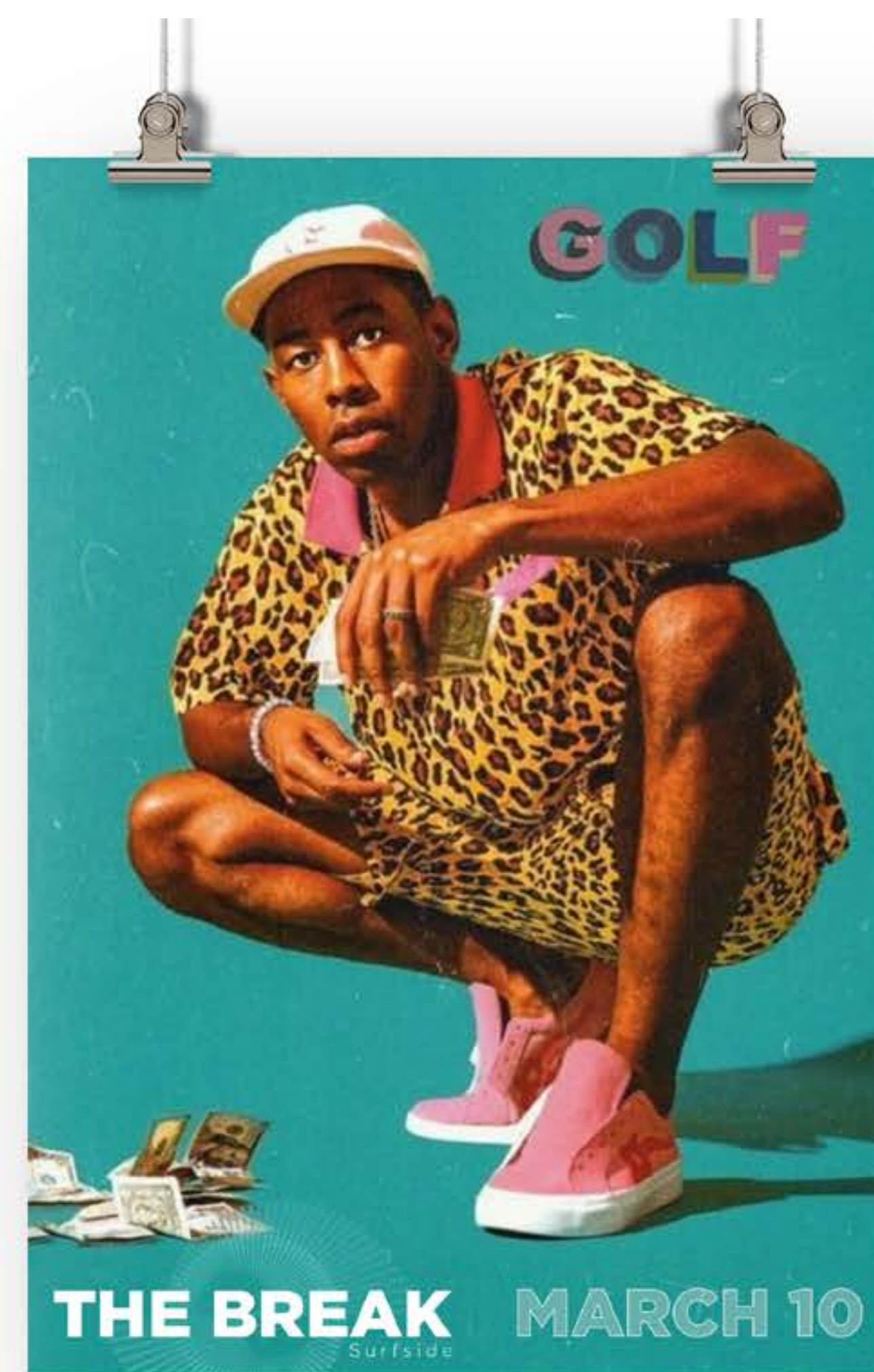
Meaning of Word - Big Opportunity

Direction - Youthful and Modern

Reference - Neon Lighting in Venue

Theme - Color, Sound and Environment





Example of Logo on Music Poster

NAMING RESEARCH

By Gender:

Male	120	48.4%
Female	117	47.2%
Non-binary	11	4.4%

By Age:

18-29	62	25%
30-54	155	62.5%
55+	31	12.5%

Conducted along North County coastline, Central San Diego, and via Facebook polling.

RESULTS BY CATEGORY

Break:

*First	99	40%
Second	87	35%
Third	51	20.5%

Cove:

*First	103	40%
Second	66	35%
Third	59	20.5%

Sound:

*First	46	18.5%
Second	74	30%
Third	101	41%

*Only the first-place line includes all respondents. Some did not offer a second and/or third place choice

TOTALS FROM POINTS SYSTEM*

	Break	Cove	Sound
*First	297	309	138
Second	174	132	148
Third	51	59	101
Total	522	500	387

*First place is awarded 3 points, second place 2 points, and third place 1 point.

RESEARCH SUMMARY

- From those who provided feedback along with their choices, “The Break” seemed the most San Diego.
- “The Cove” also scored well, but when respondents asked, “Is it in La Jolla?” and were told that the answer was no, they did not rank the Cove either as highly or at all. “If it’s not near La Jolla Cove, it will be confusing.”
- Key negative on “The Sound” was that it was the least San Diego, and more likely to evoke Seattle.
- “The Break” had more first place votes along the coast. “The Cove” had more first place votes in Central San Diego. “The Sound” was third at all locations.

Thank You!

