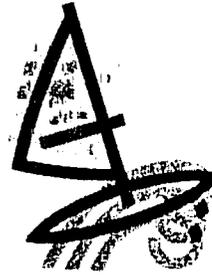


This Is Redondo Beach



Our Home Town, Our Favorite Destination

Why do people love living in our town or visiting with us as tourists? That was the question the Redondo Beach Round Table explored as a key part of its community "Branding Project".

The purpose of the two year Branding Project was to sharpen the community's image as a place to call home and to create a distinctive identity as a destination place for visitors. Former Publisher of the *South Bay Breeze Newspaper* Art Wible expressed it best when he said "It's time to bring the community leaders together to articulate what it is that makes Redondo Beach a great place to live, work and play".

Branding has helped many communities and corporations focus on their positive attributes in a memorable way. New York's "Big Apple" brand, San Diego's "America's Finest City" brand, Nashville's "Country Music" brand and Huntington Beach's "Surf City" brand are examples of the enduring impression made by community branding. Among the most recognizable everyday consumer brands are Disney's family entertainment brand, Google's internet search engine brand, Starbucks' coffee brand and Apple's computer brand.

"At it simplest, a brand is a recognizable and trustworthy badge of promise and also a

promise of performance", according to marketing executive Paul Feldwick.

A genuine brand is honest and delivers what is promised to residents and visitors. Expensive ad campaigns, logos, slogans and glossy brochures is not what branding is all about. Branding is about clearly defining points of differentiation from other places and then building on that foundation to create a successful, healthy community.

This brochure describes the work of citizens comprising the Redondo Beach Round Table as they sought to capture the real essence of the Redondo Beach experience in a Brand Promise.

Redondo Beach's Brand Promise

Redondo Beach . . . Southern California's family-friendly complete seaside location, with a vibrant harbor, historic pier, international cuisine and eclectic shopping. A casual place to relax or a short jump into high energy fun for a genuine California beach experience.

Redondo Beach Branding Project

What is a Brand?

- > A brand expresses the community's identity and spirit
- > A brand positions the community as an attractive visitor destination
- > A brand delivers a lasting positive message about the community
- > A brand connects residents, businesses and visitors

A brand expresses the

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The Branding Process Redondo Style

As an independent, long time organization of local leaders, the Redondo Beach Round Table is committed to the betterment of the community through its public forums and special activities. In 2005, the Round Table recognized the need for a strong uplifting effort to rally the community's residents and businesses in a new, positive direction. A direction that would unify the residents, energize businesses, celebrate the community's heritage and re-

store the City as a destination for visitors from around the globe.

The approach used by the Redondo Beach Round Table in conducting the "Branding Process" was to combine the best elements of citizen participation with professional expertise. The Round Table's Executive Committee organized and guided the effort with advice and research supplied by Lauren Schlau Consulting. By fol-

lowing the principles outlined in *Destination BrandScience*, the Roundtable was able to confidently engage the community and establish a credible result with completion of the Brand Assessment and Brand Promise.

Funding for the Project was generously provided by the Redondo Beach Chamber of Commerce & Visitor Bureau as well as the City of Redondo Beach.

"We are a safe, closely knit wholesome community that is diverse and equal; we adhere to our family heritage in Redondo Beach"

-RUHS ASB Students

Redondo Beach's History

Redondo Beach is over 100 years old and claims to be the original L.A. seaside resort. It benefits from its oceanfront location, harbor, climate and physical diversity. The City has grown in importance within the South Bay Region of Southern California, with a diverse economy and distinctive neighbor-

hoods. Redondo's population boomed in the '50s and '60s. In 1890, the population was 668; in 1940 it was 13,092; and in 1970 it was 56,075.

Today, Redondo citizens number a little over 63,000. Redondo can boast of piers with fishing and amusements, a

Saltwater Lagoon reminiscent of the old plunge, many fine food restaurants, shopping and hotels, and a beautiful harbor.

Small and large businesses flourish and some of the best and most innovative schools in the State are located in Redondo.

"Visitors must be able to trust the destination brand to deliver a distinctive, pleasurable and memorable experience each and every time they visit"

-IACAAB

Redondo Beach Profile

Gender	Men (47.3%)	Women	52.7%		
Ages	18-24 (10.6%)	25-34 (14%)	35-44 (19.6%)	45-54 (24%)	55+ (31.8)
Marital Status	Married (52%)	Single	(47.4%)		
Families	14,200				
Education	HS Grad (21.4%)	Some College (33.1%)	College Grad (20.7%)	Post Grad	(20.7%)
Home Income	\$50K+ (71.5%)	\$75K+ (47%)	\$100K+	(31.2%)	
Visitor Income	<\$50K (26%)	\$50K - \$100K (24%)	\$100K+	(22%)	n/a 27%
Visitor Status	Married (67%)	Single (23%)	(Child 10%)		

*Sources: Scarborough Report and Brand Visitor Survey

Jump on to a beach towel for rest and relaxation



The Brand Assessment

The purpose of the Brand Assessment was to evaluate the perceptions and realities of who we are in the eyes of residents and tourists according to Jo Ann Turk, President of the Redondo Beach Round Table. In the Brand Assessment phase, residents, business operators and visitors were asked their views, perceptions and attitudes about Redondo Beach. This feedback was joined with research data that provided

the information base for a honest appraisal of the community.

The information collected and evaluation included:

- Interviews with key stakeholders
- Community surveys
- Multiple focus groups
- Two Community Brand Summit Meetings
- Topical Lunch Presentations
- Visitor research and tourism trend evaluation
- Professional expertise for assessment process
- Comparisons with comparable communities and competitive tourist destinations
- Determination of findings and report

“The purpose of the Brand Assessment process was to evaluate the perceptions and realities of who we are in the eyes of residents and tourists.”

-Jo Anne Turk

The Brand Assessment Local Stakeholder Findings

- Positive: Beach location, relaxing, rejuvenating, safe and easy going
- Negative: Divisiveness of north vs. south, growth vs. no growth, change vs. status quo, residential vs. business sectors, public vs. private
- Positive: Small town feeling, good weather, proximity and convenient to surrounding areas, good bike routes, situated minutes from LAX
- Negative: Traffic congestion and over development
- Positive: Family friendly, quality education, unique shopping — a complete community
- Negative: Need to clean up and beautify the community
- Positive: A healthy community for residents and visitors with historic roots

“Redondo Beach possesses the key elements of an enjoyable and memorable “Total Destination” experience. Stakeholders believe that as a destination, extensive product development and restoration of visitor serving infrastructure is needed”

-Lauren Schlau

The Brand Assessment Visitor Findings

- Positive: Beautiful scenery, calm, peaceful, relaxing, safe and “Beach Boy” nostalgic
- Negative: Power plant ugly next to beach and hotels
- Positive: Friendly people, affordable, family oriented, great weather and near attractions
- Negative: Lack of hotel choices, no distinctive image and often overcast
- Positive: Fun, entertaining, a vibrant waterfront, many things to do and close to LAX
- Negative: Low on exceeding visitor expectations
- Positive: Beach, pier, variety of restaurants, sightseeing, boating, shopping and strolling
- Negative: Visitor serving infrastructure is deteriorated

Jump on a surf board for high energy fun



The Brand Promise

Placing into words the special essence of Redondo Beach was no easy task for the Executive Committee of the Redondo Beach Round Table. The Brand Promise aimed to answer three key questions:

What is the experience of our community all about?

What distinguishes our community from other places?

What is unique about the value we offer residents and visitors to our community?

The result communicates the key attributes of Redondo Beach. It speaks to the residents and visitors in an honest way describing the emotional and functional benefits of experiencing Redondo Beach.

Redondo Beach . . . Southern California's family-friendly complete seaside location, with a vibrant harbor, historic pier, international cuisine and eclectic shopping. A casual place to relax or a short jump into high energy fun for a genuine California beach experience.



Redondo Beach Round Table

Redondo Beach Round Table
c/o City of Redondo Beach
415 Diamond Street
Redondo Beach, CA

What's Next

Now that a Brand Promise has been created the question to be asked is "What's Next?"

Using the *BrandScience* techniques, there are two more steps in the Branding process. The first step is constructing the Brand Blueprint. In this phase, the basic tasks for communicating the brand are identified. Created are the Brand's messages, story and bylines. The messages are tested for consistency and prepared for frequency. The skills of marketing and graphics profession-

als are added into the mix to give life to the words.

After the Brand Blueprint is developed, the Brand Culturalization work is the final step. The culturalization process sets the platform for everyone in managing the Brand Promise. Specifically this is about:

- Creating Brand principles
- Establishing brand equity goals
- Outlining a brand communication plan

- Completing a culturalization plan

Guiding and championing this effort will be the Redondo Beach Round Table. The alignment of community resources towards the Brand will require the efforts of residents, stakeholder groups, business associations, schools, governmental agencies and visitor serving organizations. Through a combined effort, the community can keep its commitments and enthusiastically deliver on the Brand Promise.



**Jump in the water
for high energy fun**