

Palm Springs Entertainment Trolley

Brand Exploration!

02 July 2014

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Intro

What we're doing tonight!

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The Branding Journey

- 1. Discovery
- 2. Brainstorm
- 3. Presentation: 25 name concepts
- 4. Selection: 4 concepts
- 5. Visual exploration
- 6. Presentation: 4 BRANDS (Tonight!)

And we need you to choose the winner! But first...

Discovery Wrap-up

Key findings & that kind of thing.



Participants

City Staff

Mayor Pougnet Council Subcommittee (Councilmembers Foat & Lewin)

"Main Street" Businesses Hoteliers Neighborhood Orgs

Tourists & Others!

Mission



We identified 4 key reasons for the Trolley's existence:

- 1. Economic development—supplying customers to City businesses—including restaurants, bars, & daytime retail!
- 2. Enhancing City's brand—
 - Adding to the City's identity as a hip, urban center of activity—
 unlike all other Desert cities.
 - Conveying a friendly, welcoming vibe for visitors & residents.
- 3. Increasing public safety—by giving drinkers other ways to get around (besides their cars).
- 4. Helping traffic—easing congestion by reducing the number of cars in Downtown during busy times.



But also... The Entertainment Trolley is very **green**—a hot topic for residents!

Target Audience



- Visitors. This is 60% of our audience. This audience tends to be:
 - North American (75% or more), especially from Western cities (L.A., San Francisco, Seattle, Portland, San Diego, etc.)
 - Hipstery
 - 25-45 years old
 - Straight, gay, & metrosexual—basically, everyone! ©
- Locals. This is 40% of our audience. This group will be a little older (median age 51) and perhaps more daytime-oriented.



While the brand isn't exclusive, the trolley is not aimed at families—it's more for adults looking to shop and party. This is not a theme-park attraction.

Tonality: Attributes

FUN

Party-like

Interactive

Amusing

Lounge-like

Social

Festive

SHARED

Inclusive

FLEXIBLE

COOL

Progressive

Forward-thinking

Proactive

Mod

Hip

Wow!

REAL

Authentic

EASY

Convenient

Stress-free

Free

SURPRISING

Rad!

Unique

Unexpected

Out of the ordinary

Adventurous

Mysterious

Tonality: Anti-Attributes

EXCLUSIVE

Expensive

Privileged

Elitist

SPRING BREAKY

Raucous

BORING

Utilitarian

Functional

Transporty

GIMMICKY

Tourist-trappy
Manipulative
Tacky
Kitschy

SCARY

Uncomfortable Hassle

Concepts

Four yummy creations to choose from! ©



What Goes Into a Good Name?



A few things:

- Ease of pronunciation.
- Ease of spelling.
- Musicality.
- Multiple layers of meaning.
- Local thematic relevance.
- "Legs"—that the name extends easily into the language.



No. But the best ones check most of them...

Visual Themes



So, what visual themes did we explore? Local stuff!

- Desert. The environment, animals, plants, heat, topography, etc.
- Midcentury Modern. Palm Springs owns this style—and we want to leverage it.
- "Golden Age" of Hollywood. The entertainment and personalities from Midcentury.

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We'll start with nuclear-grade vibrancy...

BUZZ: LOGO





BUZZ: CONCEPT



Palm Springs Buzz

- A **multilayered** name:
 - An altered state—a pleasant, mild one.
 - The surging energy & excitement of a dense, urban space.
 - Being plugged in to what's happening—& what's new!—in Palm Springs.
- Carries safety message: it's OK to be buzzed on the Trolley—but not in your car!

ATTRIBUTES

Urban

Festive

Fast

Exciting

In-the-know

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USAGES

Slogan: "Catch the Buzz."

Slogan: "The only way to get Buzzed."

Speech: "We're gonna Buzz on over—see you

in ten."

Speech: "We Buzzed up from Downtown."

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BUZZ: VEHICAL WRAP – A (side 1)





BUZZ: VEHICAL WRAP – A (side 2)





BUZZ: VEHICAL WRAP – A (back)





BUZZ: VEHICAL WRAP – B (side 1)





BUZZ: VEHICAL WRAP – B (side 2)





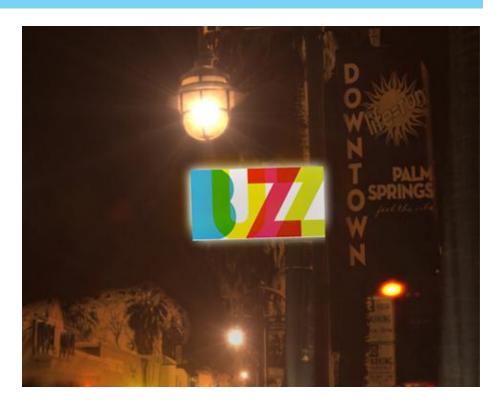
BUZZ: VEHICAL WRAP – B (back)





BUZZ: SIGNAGE





BUZZ: INSTALLATION







And now for a darker, more sultry mood...

HUSTLE: LOGO



HUSTLE

HUSTLE: CONCEPT



PS Hustle

- Retro word with a naughty vibe.
- Suggests many things—hurrying, dancing, deal-making, and other things. ©
- Husky, sexy sound.
- Rolls off the tongue easily.

ATTRIBUTES

Fast

Fun-retro

Energetic

Sexy

Naughty

USAGES

Slogan: "Hustle on down to Tahquitz Canyon."

Slogan: "Do the Hustle."

Speech: "Dude, we're not waiting—you

better Hustle."

Speech: "Take the Hustle—it's faster."

HUSTLE: VEHICAL WRAP – A





HUSTLE: VEHICAL WRAP - B





HUSTLE: VEHICAL WRAP (back)





HUSTLE: SIGNAGE







And now for a lighter, more whimsical feeling...

LIFT: LOGO





LIFT: CONCEPT



Palm Springs Lift

- One of the simplest ways to express "ride".
- Promises a lift to your destination—but also to lift your experience of the City, and even your mood.
- Simple & to-the-point.
- Has a light, friendly, service-oriented sound.

ATTRIBUTES

Friendly Supportive Informal

USAGES

Slogan: "The Lift is where the fun starts."

Slogan: "Catch a Lift into town."

Speech: "We started near Racquet Club—

then grabbed a Lift to Hunter's."

Speech: "Let's just grab a Lift—it's easier."

LIFT: VEHICAL WRAP





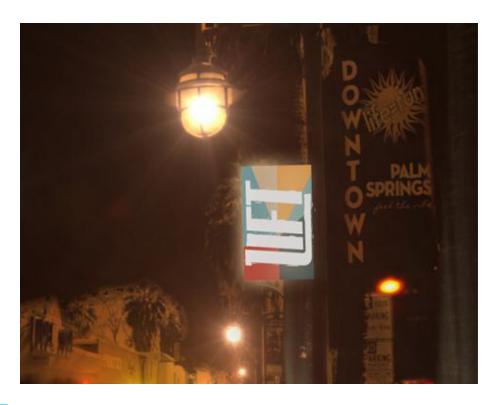
LIFT: VEHICAL WRAP (back)





LIFT: SIGNAGE





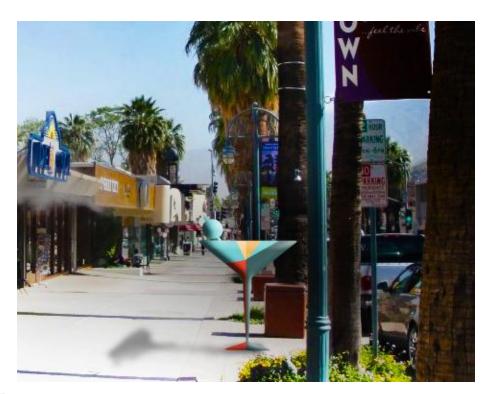
LIFT: INSTALLATION – A





LIFT: INSTALLATION – B







And finally, a twist on the idea of transit...

RETRO: LOGO





RETRO: CONCEPT



PS Retro

- Sounds like "Metro"—suggesting a transit service—but changing one letter gives it a cool twist.
- An opportunity to pay homage to the City's Midcentury Modern history & aesthetic—and later periods.
- Rolls off the tongue easily.

ATTRIBUTES

Stylish Cool Hip

USAGES

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Slogan: "Only in Palm Springs."

Slogan: "Forget the Metro—go Retro."

RETRO: VEHICAL WRAP – A





RETRO: VEHICAL WRAP - B





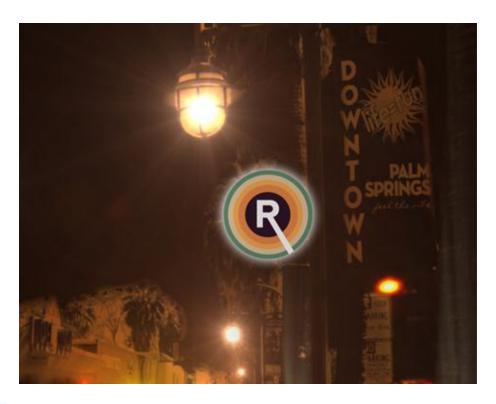
RETRO: VEHICAL WRAP (back)





RETRO: SIGNAGE – A





RETRO: SIGNAGE – B





RETRO: INSTALLATION





Discussion!

And the winner is...? ©



