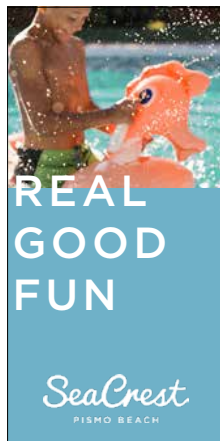
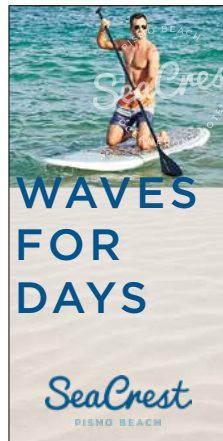
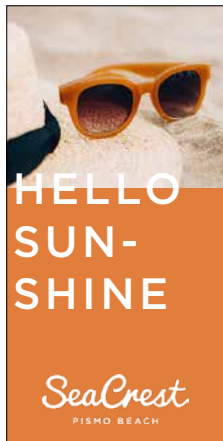
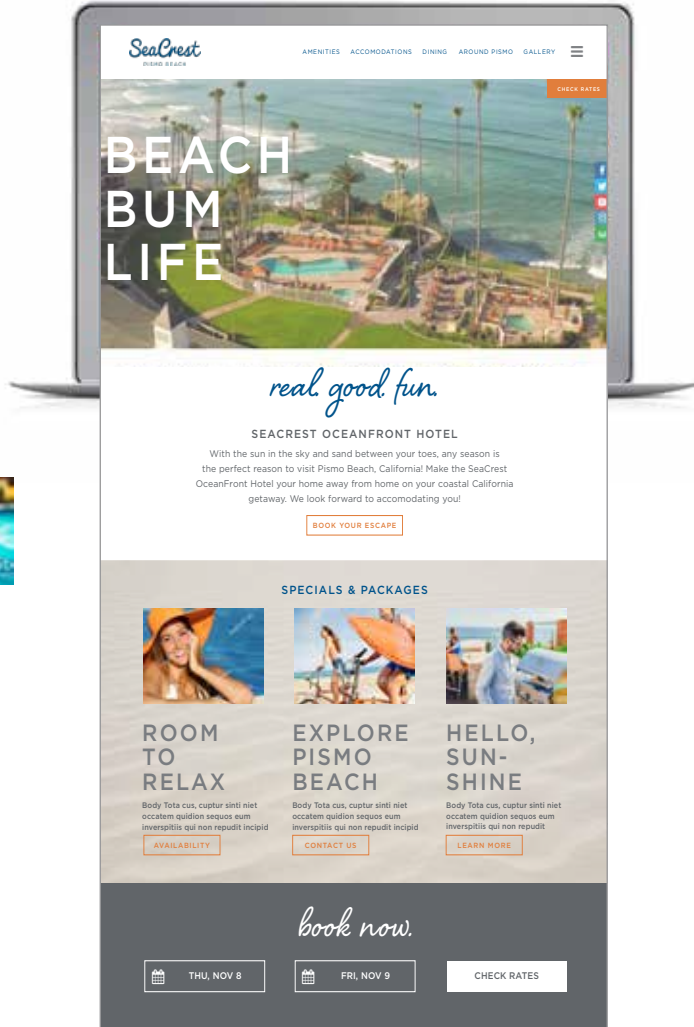


upshift

Reinventing a Pismo Beach favorite hotel brand to appeal to a new generation of Central Coast thrill seekers.



SeaCrest
PISMO BEACH



industry

- hospitality

deliverables

- logo redesign
- brand strategy
- web site design
- marketing collateral
- SEO strategy

website

- SeaCrestPismo.com

challenge

Since opening more than 50 years ago, the SeaCrest Hotel has consistently taken steps to be a leader in the laid-back, beachside community of Pismo Beach. With a coveted oceanfront location on the cliffs of the Pacific Ocean, those efforts have included hotel remodeling, new programs and amenities to appeal to successive generations of travellers, and even branding updates when necessary. This has endured SeaCrest as a popular destination for families and sun-lovers who seek fun, relaxation, and adventure on California's Central Coast.

solution

SeaCrest, who came to us due to our award-winning hospitality work for Autocamp, sought a brand refresh and snazzier marketing campaign that would coincide with a major hotel remodel planned for 2019. To appeal to their long-term customers, we proposed a logo refresh that updated and simplified the familiar script. Then, to attract younger demographics who were being lured away by new chain hotels, we developed a completely new brand identity with fresh creative across print, web and signage.

results

The new brand identity and advertising appealed to 3 broad demographics: it had to be familiar to long-term customers; it had to be inviting and not too upscale for families and middle-class couples seeking a 4-star experience on a 3-star budget; and last, it had to be hip and authentic to appeal to millennials and Gen-Xers who value a unique hotel with Instagrammable moments. UpShift captured SeaCrest's laid-back vibe perfectly in a social media-savvy suite of print and digital media that is memorable and fresh.