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Explore Murrieta Marketing Cooperative Wins Bulldog Award For Best Brand Launch

Murrieta, Calif. (June. 10, 2020) — [Explore Murrieta](#) earned a coveted industry Gold recognition from *Bulldog Reporter* for “Best Brand Launch” in the 2020 Bulldog Awards, which recognizes outstanding public relations and communications campaigns from the past year.

Explore Murrieta worked with The Abbi Agency to create an integrated marketing program designed to establish a brand, drive awareness of the region in a saturated California marketplace, and increase bookings through a newly developed Tourism Business Improvement District (TBID) website — each of these factors being key to the economic and cultural evolution of the region.

“Explore Murrieta has enjoyed working with The Abbi Agency over the past few years and to see our brand launch surpass our expectations has been nothing short of amazing,” said Patrick Ellis, President/CEO - Murrieta/Wildomar Chamber of Commerce. “Murrieta is such a unique southern California destination and we are thrilled to be receiving this recognition.”

To execute the strategy devised during the research and discovery period, a multi-channel annual marketing plan and three-month creative campaign were created to establish Murrieta as a notable destination. Beyond putting Murrieta on the map, the campaign sought to elevate the region’s value in comparison to the two major nearby metropolitan areas by emphasizing the breadth of its points of difference — and the comparative value of a given stay.

The new brand included a logo, style guide, branded photography, a website, and social media profiles. To drive brand awareness and generate travel conversions, potential visitors were provided inspiration through research-backed creative audiovisual content, social proof from like travelers and influencers, and education from aspirational travel content and news shared through owned and earned media channels. This outreach program guided consumers through a “buyer’s journey,” coaxing them from curiosity to direct, on-site booking.

To activate awareness, Explore Murrieta partnered with three sets of audience-aligned influencers to activate the brand tagline, “Pairs Well With Adventure.” The agency then deployed the multimedia assets collected from these influencer activations through a multi-channel content campaign that included social media, email marketing, blog content and video advertisements.



Explore Murrieta intends to continue its multimedia marketing efforts and to build a compelling narrative about Southern California's best-kept-secret.

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About Explore Murrieta:

One of Southern California's best-kept-secrets, Murrieta is a regional gem inlaid in the expanse between Los Angeles and San Diego. Replete with fashionable dining options, sweeping vineyards, unique outdoor experiences, and bluebird skies year-round, this California community is an attractive and affordable locale for the discerning traveler in search of a unique California getaway. Visitors and media can learn more by visiting <https://exploremurrieta.com>.