



Explore Culver City

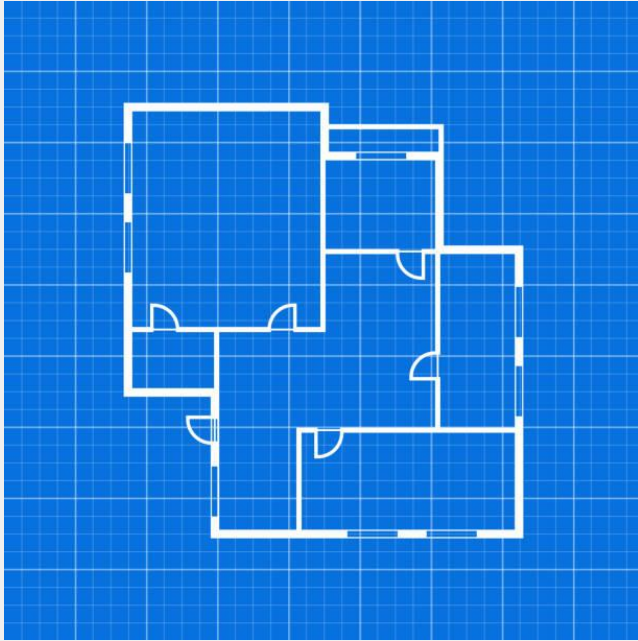
TOURISM CAMPAIGN BRANDING STRATEGY

JANUARY 2026

Brand Challenge

How does Culver City position itself as the anchor of the Los Angeles metro and carve out a niche among today's relaxed, methodical travelers?

Brand vs. Creative Campaign



Brand =

- Built to last, enduring
- Define the structure's core purpose
- Internal



Creative Campaign =

- Can be changed out to reflect trends
- Bring the brand to life for a period of time
- External

Brand
Architecture

Brand Essence	Brand Values	Brand Promise	Brand Experience	Brand Voice
The feeling people get when they experience your brand; it's not an external, consumer-facing statement. It answers the question, "What is the emotional truth of this brand?"	The moral compass of your brand that guides everything it does. They answer the question, "What does this brand stand for?"	The commitment a brand makes to the people it serves. It answers the question, "What will you always get from this brand?"	How your brand is felt, noticed and remembered; the sum of all the ways people engage with your brand. It answers the question, "What is it like to be with this brand?"	Not <i>what</i> we're saying, but <i>how</i> we're saying it: the tone, language, rhythm and attitude your brand uses to communicate. It answers the question, "If this brand were a person, how would it talk?"

STRENGTHS

- Culver City is the **only destination that is geographically centralized** among the primary areas of LA.
- The pace is described as **more laid-back and visually more appealing** while **still having many city amenities**.
- With strong investment in public transportation and pedestrian areas, Culver City is **highly accessible**.
- Culver City is perceived as **safer than other destinations** in the area.
- Culver City has a **thriving and unique creative culture**.

WEAKNESSES

- **Nonregional travelers lack awareness** of Culver City. While some may have heard the name through a connection to entertainment and news media, they may not be aware of Culver City as a leisure destination.
- The **boundaries of what is considered “Culver City” are a bit fuzzy** among locals. Some key attractions that people attribute to Culver City are not technically within the city bounds.
- While Culver City has easy access to beaches, **it lacks a structural hook** like other area destinations that consider themselves “beach towns.”

OPPORTUNITIES

- **Position Culver City as a prime location** for travelers looking to experience as much of the LA area as possible.
- **Leverage the “slow travel” trend**, appealing to travelers who seek more laid-back travel and the ability to experience the destination at their own pace.
- **Create itineraries** that show travelers how they can start and end their LA adventure in Culver City.
- Promote Culver City as a **safer, cleaner** alternative to the LA they see in media.
- **Educate travelers** on Culver City's history and ongoing connection to the entertainment industry.

THREATS

- Area destinations have many well-known attractions that draw nonregional leisure travelers. While Culver City is central to all of them, **travelers may want to be closer to the things they know**.
- Known attractions of other area destinations make it difficult to keep travelers in the destination. Drawing travelers to the area is possible but **keeping dollars in Culver City is a challenge**.
- Culver City's **population has not grown as quickly** as some other areas, threatening the survival of some small businesses in the area. These businesses are critical to maintaining Culver City's unique character.
- Other areas of LA are **more easily associated with Hollywood** and the entertainment industry despite Culver City's strong presence in the industry.

A photograph of a tropical garden. In the foreground, there are several Bird of Paradise flowers (Strelitzia reginae) with large green leaves and bright yellow and orange blossoms. In the background, a sign that reads 'CULVER CITY' is visible, mounted on wooden posts. The sign is partially obscured by the foliage. The overall scene is lush and green, with a chain-link fence visible behind the flowers.

CULVER CITY

BRAND ANALYSIS REVIEW

A word cloud of positive adjectives and phrases arranged in a heart shape. The words are in various shades of blue and black, with some words appearing larger than others. The words include:

- Professional
- Cozy
- Wanderable
- Techy
- Clean
- Local
- Location
- Young
- found
- Elevated
- forward-thinking
- Community
- Accessible
- Pride
- History
- Innovation
- Hidden
- friendly
- Influential
- Vibrant
- Artsy
- Safe
- Fun
- Creative
- Comfortable
- Old
- Studios
- Beautiful
- Gem
- Explore
- Vibes
- Central
- soul
- connection
- Familial
- Good
- pride
- Quirky
- fun
- innovative
- Friendly
- Hometown
- Recently

LISTENING SESSIONS

A photograph of a modern restaurant interior. The ceiling is made of horizontal wooden planks with several recessed circular lights. A curved wooden bar is in the foreground, with several people seated at it. A bartender in a white uniform is visible behind the bar. The background shows more of the restaurant, including a large window with horizontal blinds and other patrons. The text "LISTENING SESSIONS" is overlaid in large, white, sans-serif capital letters.

6 POINTS OF CONSENSUS



6 POINTS OF CONSENSUS

THE HEART TO LA's HUSTLE



“We’re in the middle of it all, but a world away, because you’re in the middle of LA here, but it doesn’t feel like it.”

“We are your central hub in Los Angeles. You can get anywhere from here. You can experience all of LA from Culver City.”

“In a megalopolis, it’s just nice to be surrounded by trees and greenery. You’re in the middle of it all, but a world away.”



THE HEART TO
LA'S HUSTLE

THE
QUINTESSENTIAL
FRONT PORCH

“It’s a community that welcomes you in. You don’t have to ‘earn’ your place here, you’re just part of it.”

**“There’s a real friendliness here.
People wave, they say hello on the
street, it feels like you belong.”**

“It’s the small town where the neighbors know each other. In Culver City we have like two degrees of separation. If I don’t personally know somebody, someone else I know does.”

**“We walked from downtown
Culver City after midnight.
There was nothing happening
in the best way possible.”**



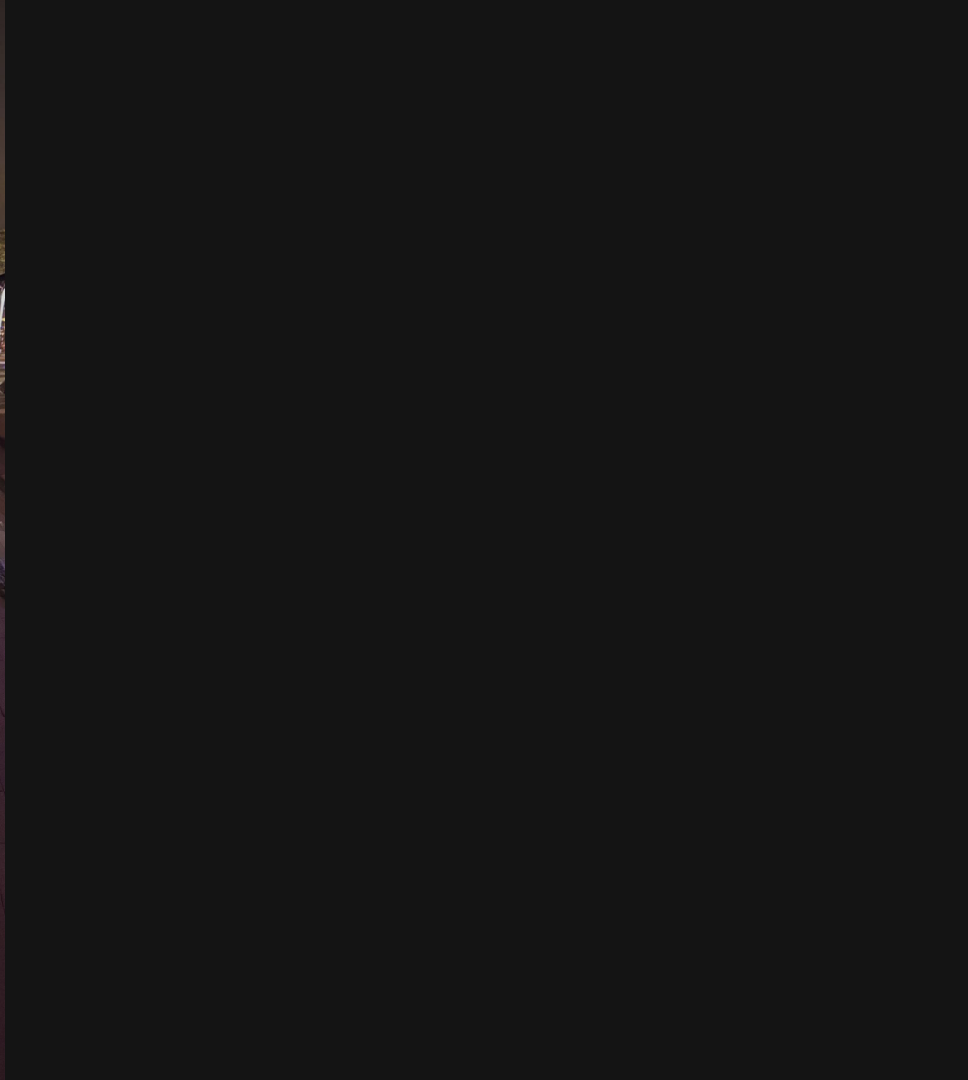
THE HEART TO
LA's HUSTLE



THE
QUINTESSENTIAL
FRONT PORCH



THE VITAL
THIRD SPACE



“We see guests who aren’t staying here—locals from other neighborhoods who come for brunch or rooftop drinks because it’s just more chill than their area.”

“Even folks from the Westside who could stay closer to home will book a night here and make a weekend of it—it’s like a getaway without the long drive.”

“There’s this energy here that makes people want to linger—it’s not just where you meet, it’s where you hang out after.”



THE HEART TO
LA'S HUSTLE



THE
QUINTESSENTIAL
FRONT PORCH



THE VITAL
THIRD SPACE



SMALL IS
A BIG DEAL

Small Is a Big Deal

**“We’re small enough that if you
have an idea, you can make it
happen here without too much
red tape.”**

Small Is a Big Deal

“LA is a tough town, lots of hustle, traffic. But Culver City encapsulates the best of what California is. We’ve got culture, history, dining, Westside proximity, nature, accessibility, all of it here in one little pocket.”

Small Is a Big Deal

**“Why do I love it here? It's the
downtown that I always wished
I'd lived in as a kid.”**



THE HEART TO
LA'S HUSTLE



THE
QUINTESSENTIAL
FRONT PORCH



THE VITAL
THIRD SPACE



SMALL IS
A BIG DEAL



UNCREDITED, YET
UNFORGETTABLE

Uncredited, Yet Unforgettable

**“We’ve got the Heart of Screenland
right here, but we’re not shouting it
from the rooftops the way we could.”**

Uncredited, Yet Unforgettable

“Part of the charm of Culver City is, there’s deep history connected to the movie industry. People know movies like ‘Gone with the Wind’ and ‘The Wizard of Oz’ but they don’t know they were created here.”

Uncredited, Yet Unforgettable

**“People don’t know we’re the Heart
of Screenland. They don’t know, and
we’re not telling them.”**



THE HEART TO
LA'S HUSTLE



THE
QUINTESSENTIAL
FRONT PORCH



THE VITAL
THIRD SPACE



SMALL IS
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UNCREDITED, YET
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MORE THAN ONE
STORYLINE

More Than One Storyline

“There’s a whole living city beyond the studios—cafes, shops, street art—that visitors never see if all we push is film history.”

“We have so many festivals, live music events and pop-up markets—those things keep people coming back.”

More Than One Storyline

“I think people do know we’re the Heart of Screenland, but we’re not only that. There’s this rich food culture, there’s nightlife, there’s community. If we lead with only movies, we miss telling the rest of the story.”

**“I think people seem to stay here.
I think they understand the hidden
gem they've come across.”**

A photograph of a busy city street scene. In the foreground, a large, ornate clock tower stands on a sidewalk. The clock face is white with black numbers and hands, and the top of the tower is inscribed with "CITY OF CULVER CITY". To the left of the clock is a traffic light showing a green light. To the right is a street sign with a right-turn arrow and the word "ONLY". In the background, a group of people are walking away from the camera down the street. The street is lined with trees and buildings. The text "POSITIONING STATEMENT" is overlaid in large, white, bold letters across the center of the image.

POSITIONING STATEMENT

POSITIONING STATEMENT

A group of people in various animal costumes, including a yellow bear, a white cat, a brown tiger, and a red rabbit, standing outdoors in front of a building and trees. The image is overlaid with a semi-transparent dark grey rectangle containing text.

Key Components:

Who we're speaking to

Who we are

How we're different

Why it matters

Who we're speaking to:

For those craving an authentic city vibe without the breakneck pace,

Who we are:

For those craving an authentic city vibe without the breakneck pace,
Culver City blends urban energy with a relaxed rhythm all its own;

How we're different:

For those craving an authentic city vibe without the breakneck pace,
Culver City blends urban energy with a relaxed rhythm all its own;
where community, connection and creativity come together in harmony,

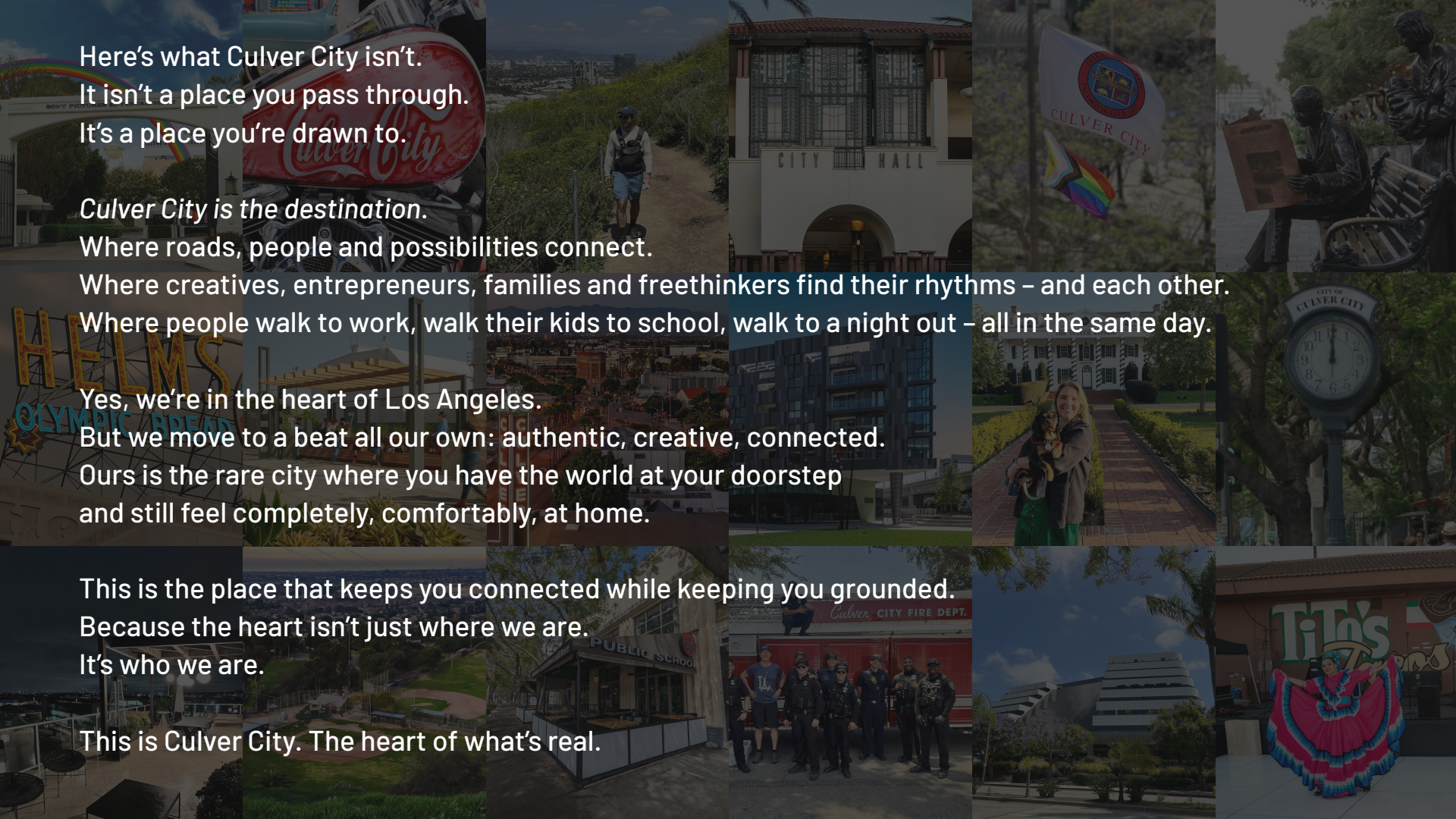
Why it matters:

For those craving an authentic city vibe without the breakneck pace,
Culver City blends urban energy with a relaxed rhythm all its own;
where community, connection and creativity come together in harmony,
giving you an experience that's hard to forget – and easy to come back to.

Full Positioning Statement

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Culver City blends urban energy with a relaxed rhythm all its own;
where community, connection and creativity come together in harmony,
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Here's what Culver City isn't.
It isn't a place you pass through.
It's a place you're drawn to.

Culver City is the destination.

Where roads, people and possibilities connect.

Where creatives, entrepreneurs, families and freethinkers find their rhythms – and each other.

Where people walk to work, walk their kids to school, walk to a night out – all in the same day.

Yes, we're in the heart of Los Angeles.

But we move to a beat all our own: authentic, creative, connected.

Ours is the rare city where you have the world at your doorstep
and still feel completely, comfortably, at home.

This is the place that keeps you connected while keeping you grounded.

Because the heart isn't just where we are.

It's who we are.

This is Culver City. The heart of what's real.



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Culver City.

Not a place you pass through.
A place you're drawn to.

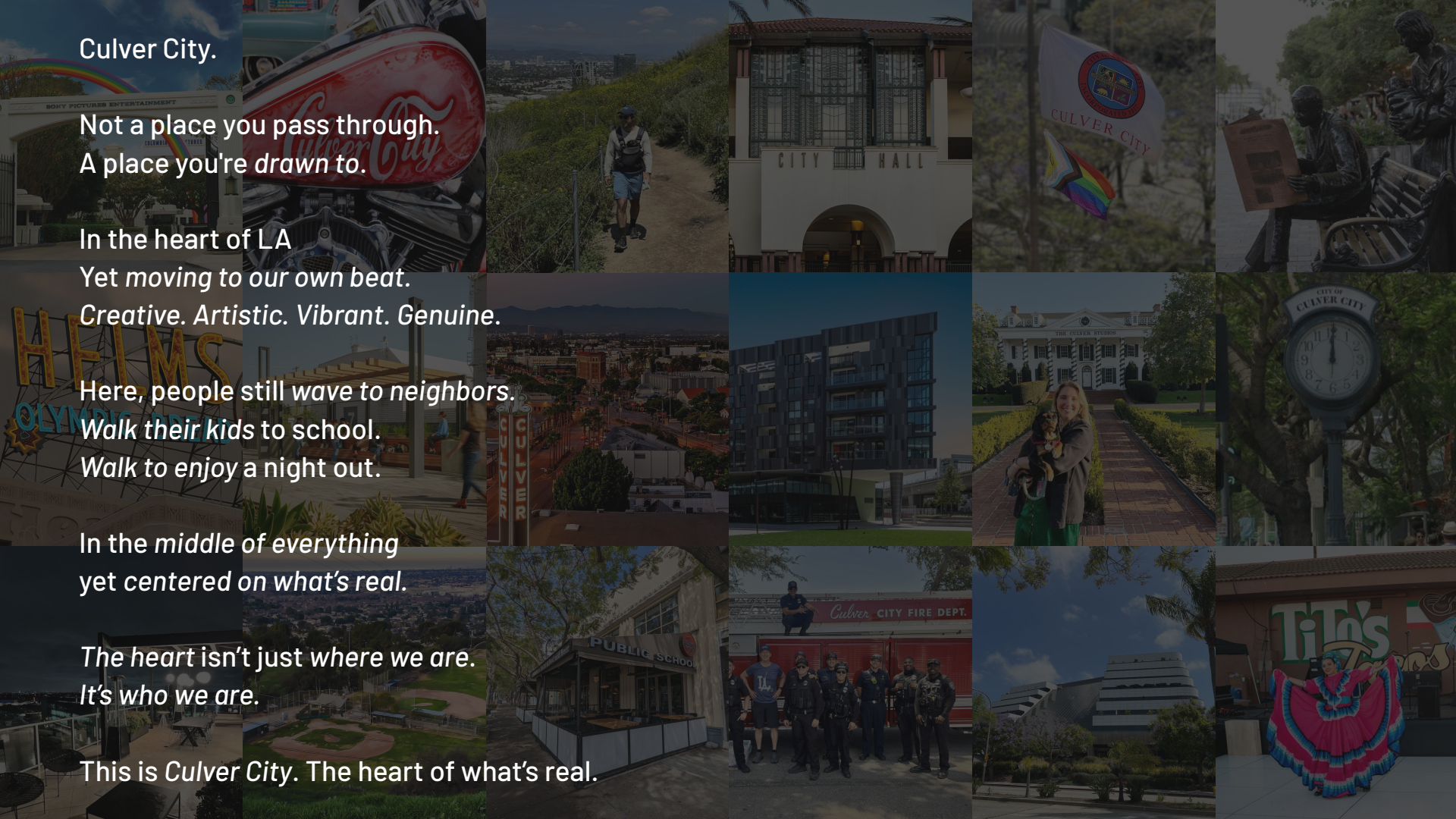
In the heart of LA
Yet moving to our own beat.
Creative. Artistic. Vibrant. Genuine.

Here, people still wave to neighbors.
Walk their kids to school.
Walk to enjoy a night out.

In the middle of everything
yet centered on what's real.

The heart isn't just where we are.
It's who we are.

This is Culver City. The heart of what's real.



LA-Based Visitors

City Council

Artists/Chefs/Makers

Tech/Entertainment Companies

Business Owners

Residents

Out-of-Market Visitors

THE
Heart
OF
WHAT'S
Real

Brand Alignment

Out-of-Market Visitors

The Heart of What's Real positions Culver City as a home-away-from-home base – central to everything yet unmistakably its own destination. Visitors experience both the access they want and the authenticity they crave, all rooted in a walkable, welcoming city with genuine heart.

LA-Area Visitors

The Heart of What's Real bolsters Culver City as the natural meeting place – easy to access; rich with dining, shopping and culture; and at a pace that makes gathering feel effortless. It's where Angelenos come to find the true heart of the city, at a much more livable speed.

Residents

The Heart of What's Real serves as a point of pride for residents that they don't just live in the middle of it all; they live in a city with a soul and identity of its own. Culver City embodies all they value: central to anything yet offering everything; fueled by creativity, yet grounded in people.

Business Owners

The Heart of What's Real reflects a thriving, central hub where businesses can flourish. Fellow owners aren't anonymous – they know each other by name, share in each other's success, and feel supported by a City Hall that's accessible and responsive.

City Council

The Heart of What's Real is a rallying cry for the City Council so that Culver City delivers what truly matters most: civic pride, thriving businesses, steady growth, livability and a spirit of belonging that clearly sets the city apart from every other city in the metropolitan area.

Artists/Chefs/Makers

The Heart of What's Real emphasizes to this group that their work isn't on the margins: it's central to the city's identity. Their passion fuels the community and in return, the city gives that creativity both the spotlight and the space to thrive.

Tech/Entertainment Companies

The Heart of What's Real is a business advantage with human appeal. It boldly states that this is the geographic and cultural crossroads for creativity. It's where innovation and talent meet – giving businesses prime access to people, ideas and a supportive community that fuels real growth.

BRAND ARCHITECTURE

A night photograph of a historic brick building, likely a former mill or factory, with a prominent corner and many windows. In the foreground, a bronze statue of a person with a large, feathered headdress stands on a pedestal, surrounded by a chain-link fence. To the left, a street lamp and a sign are visible. To the right, a sign reads "CAUTION: WATER IS RECIRCULATED DO NOT DRINK". The scene is illuminated by streetlights, and large trees frame the building.

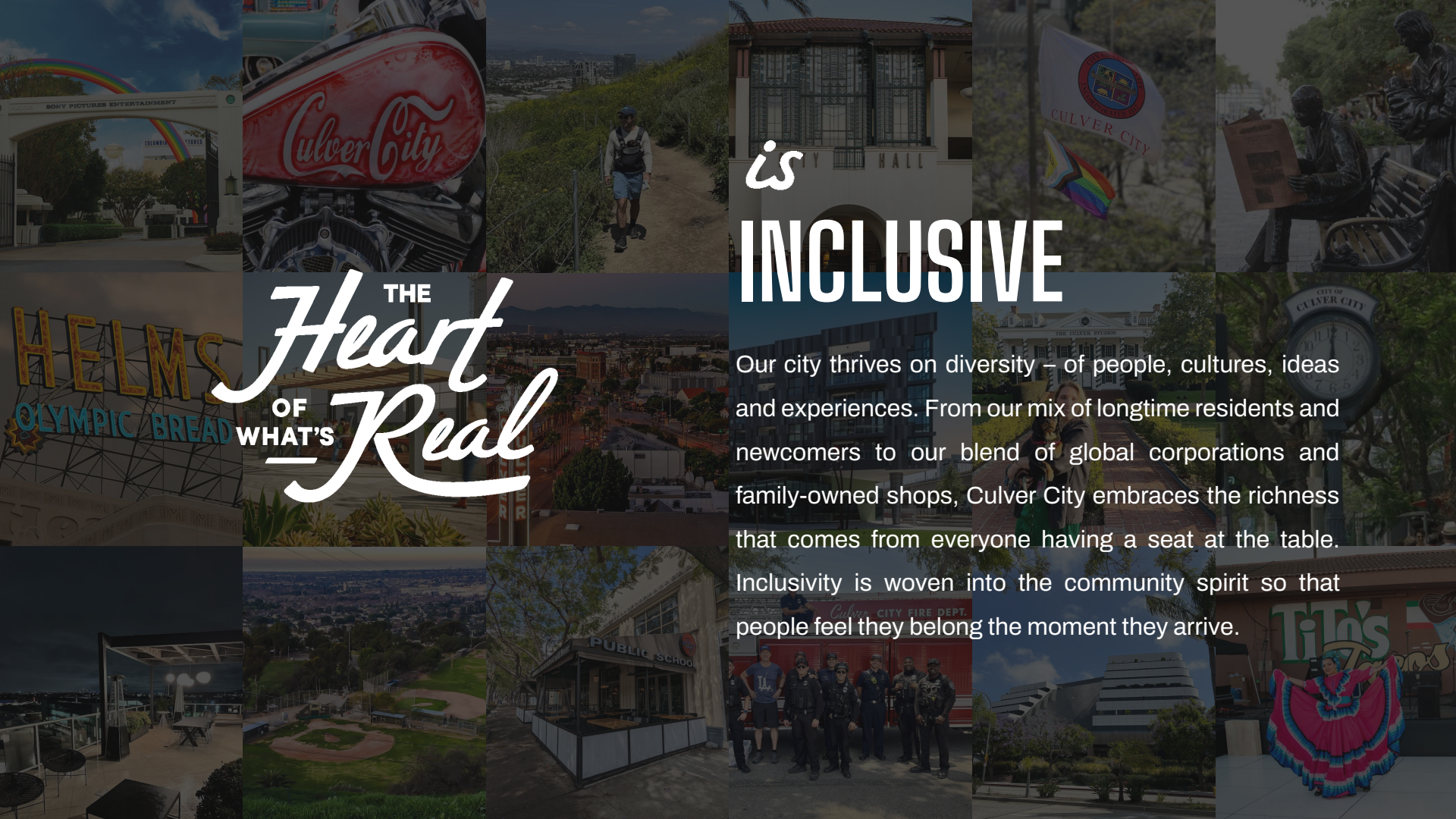
BRAND ESSENCE



THE
Heart
OF
WHAT'S
Real

BRAND VALUES

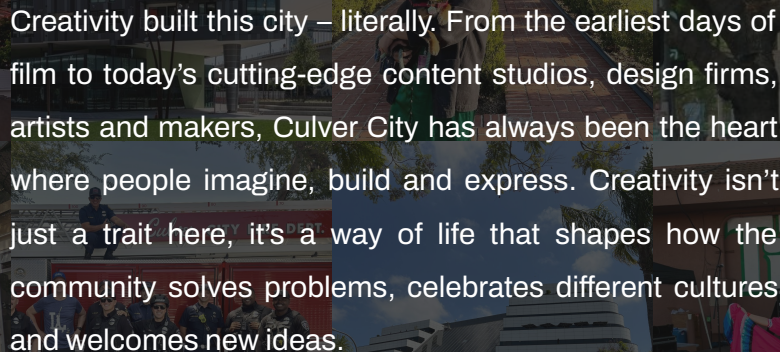
A photograph of a modern shopping mall with a large glass facade. The word "Westfield" is visible in red script at the top. The text "BRAND VALUES" is overlaid in large white letters. To the left, there are palm trees and a building with "Baskin-Robbins" and "HALLMARK" signs.



is
INCLUSIVE

THE
Heart
OF
WHAT'S
— *Real*

Our city thrives on diversity – of people, cultures, ideas and experiences. From our mix of longtime residents and newcomers to our blend of global corporations and family-owned shops, Culver City embraces the richness that comes from everyone having a seat at the table. Inclusivity is woven into the community spirit so that people feel they belong the moment they arrive.



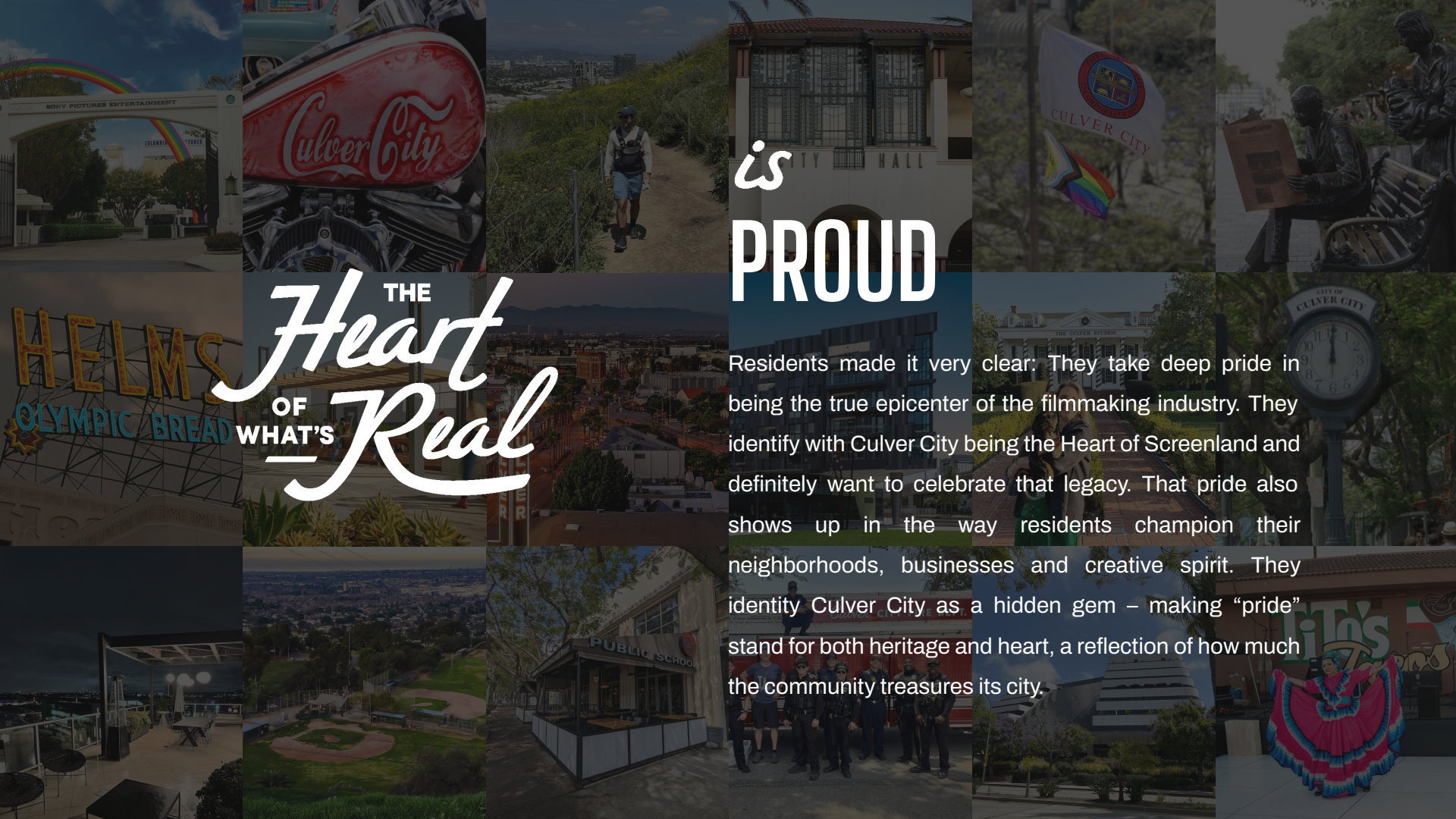
Creativity built this city – literally. From the earliest days of film to today's cutting-edge content studios, design firms, artists and makers, Culver City has always been the heart where people imagine, build and express. Creativity isn't just a trait here, it's a way of life that shapes how the community solves problems, celebrates different cultures and welcomes new ideas.



is
CREATIVE
AT ITS CORE

THE
Heart
OF
Real
WHAT'S

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is
PROUD

THE
Heart
OF
WHAT'S
Real

Residents made it very clear: They take deep pride in being the true epicenter of the filmmaking industry. They identify with Culver City being the Heart of Screenland and definitely want to celebrate that legacy. That pride also shows up in the way residents champion their neighborhoods, businesses and creative spirit. They identify Culver City as a hidden gem – making “pride” stand for both heritage and heart, a reflection of how much the community treasures its city.



THE
Heart
OF
WHAT'S
Real

is
CONNECTED

Culver City sits literally in the center of it all, making it a natural hub. But “connected” also shows up in the community fabric – people describe it as a walkable, village-like place where you bump into friends at Village Well, on The Culver Steps or at a local restaurant. It’s also a city where collaboration across businesses, arts and neighborhoods is both possible and encouraged. Here, connected means being a part of both the wider world and a community that truly feels like home.



THE
Heart
OF
WHAT'S
—*Real*

is
ACCESSIBLE

Walkable streets, bike paths and a central Metro stop make it easy to get around – a refreshing contrast to the sprawl of LA. But here, the meaning of accessibility goes beyond convenience. It also includes accessibility to “cultural commons” like free museums, community events and welcoming public spaces. This kind of accessibility ensure that the city’s experiences are open and welcoming to everyone, residents and visitors alike.

A large, diverse crowd of people is participating in a multi-sport event on a city street. In the foreground, several individuals are roller skating, while others are riding bicycles. The crowd extends far into the background, creating a sense of a large-scale community gathering. The scene is set outdoors with trees and buildings visible in the distance. The text "BRAND PROMISE" is overlaid in the center in a bold, white, sans-serif font.

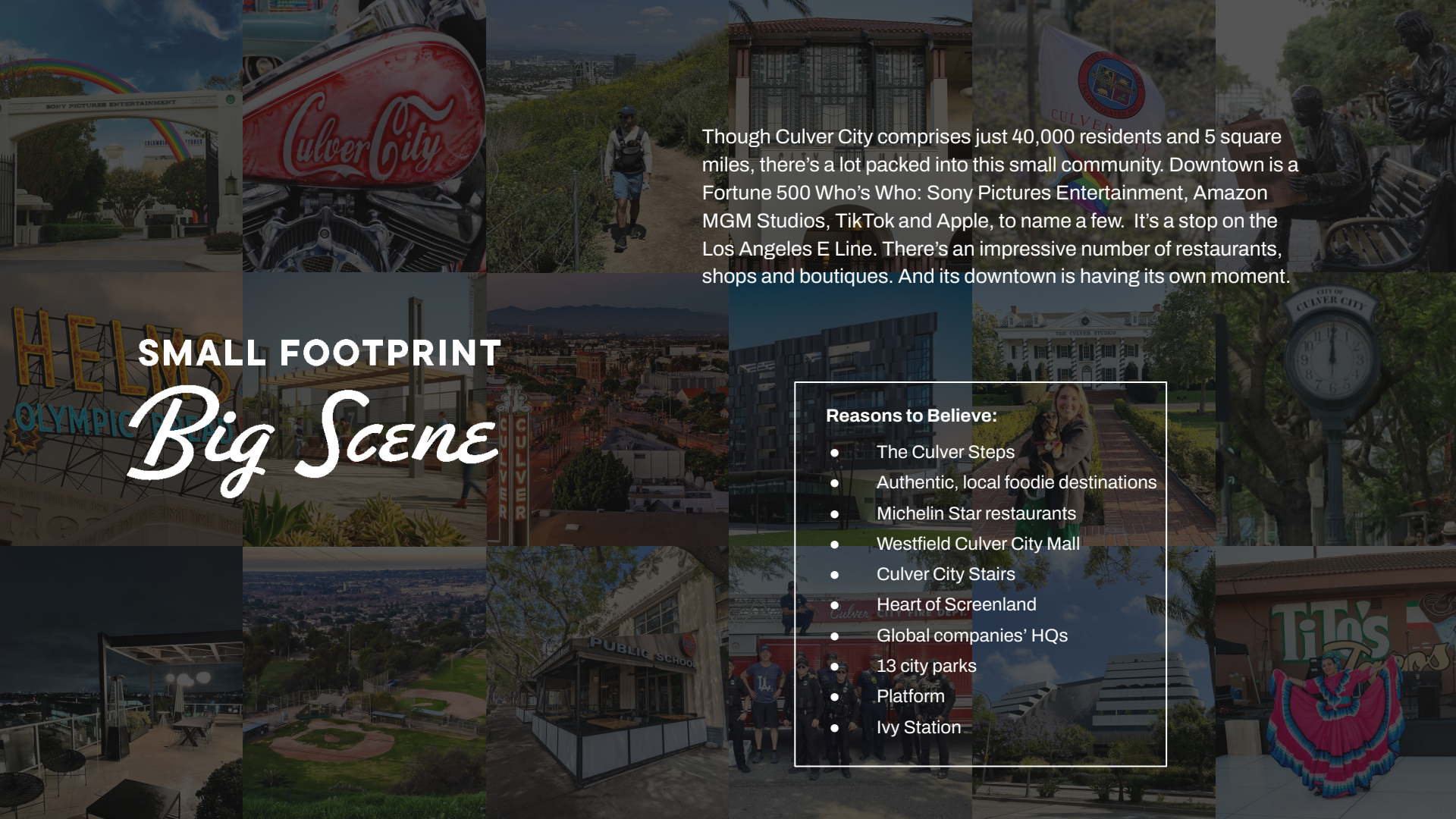
BRAND PROMISE

Brand Promise

Culver City is the heart of what's real – central and connected yet distinct, with its own authentic identity, energy and ease of everyday life – so you can experience the best of a city that feels at once worldly and welcoming.

BRAND EXPERIENCE

An aerial photograph of a modern urban development at dusk. The scene features a large, multi-story building with a facade of blue and grey panels and numerous lit windows. To the left is a long building with multiple balconies and red accents. In the foreground, there is a green lawn, a paved plaza with outdoor seating, and a pedestrian bridge on the right. The sky is dark, and city lights are visible in the background.



Though Culver City comprises just 40,000 residents and 5 square miles, there's a lot packed into this small community. Downtown is a Fortune 500 Who's Who: Sony Pictures Entertainment, Amazon MGM Studios, TikTok and Apple, to name a few. It's a stop on the Los Angeles E Line. There's an impressive number of restaurants, shops and boutiques. And its downtown is having its own moment.

SMALL FOOTPRINT *Big Scene*

Reasons to Believe:

- The Culver Steps
- Authentic, local foodie destinations
- Michelin Star restaurants
- Westfield Culver City Mall
- Culver City Stairs
- Heart of Screenland
- Global companies' HQs
- 13 city parks
- Platform
- Ivy Station

History
HAPPENING NOW

From the original studios and silent films to timeless movies like “Gone with the Wind” and “The Wizard of Oz,” Culver City has earned its rightful place in movie history. Residents are understandably proud of that. Yet, that’s not all Harry Culver’s town has going for it. Culver City has preserved many historic gems – The Culver Hotel, Helms Bakery – even as it’s become known as the hub for today’s most innovative creators. And it’s those companies and people who are putting their stamp on tomorrow.

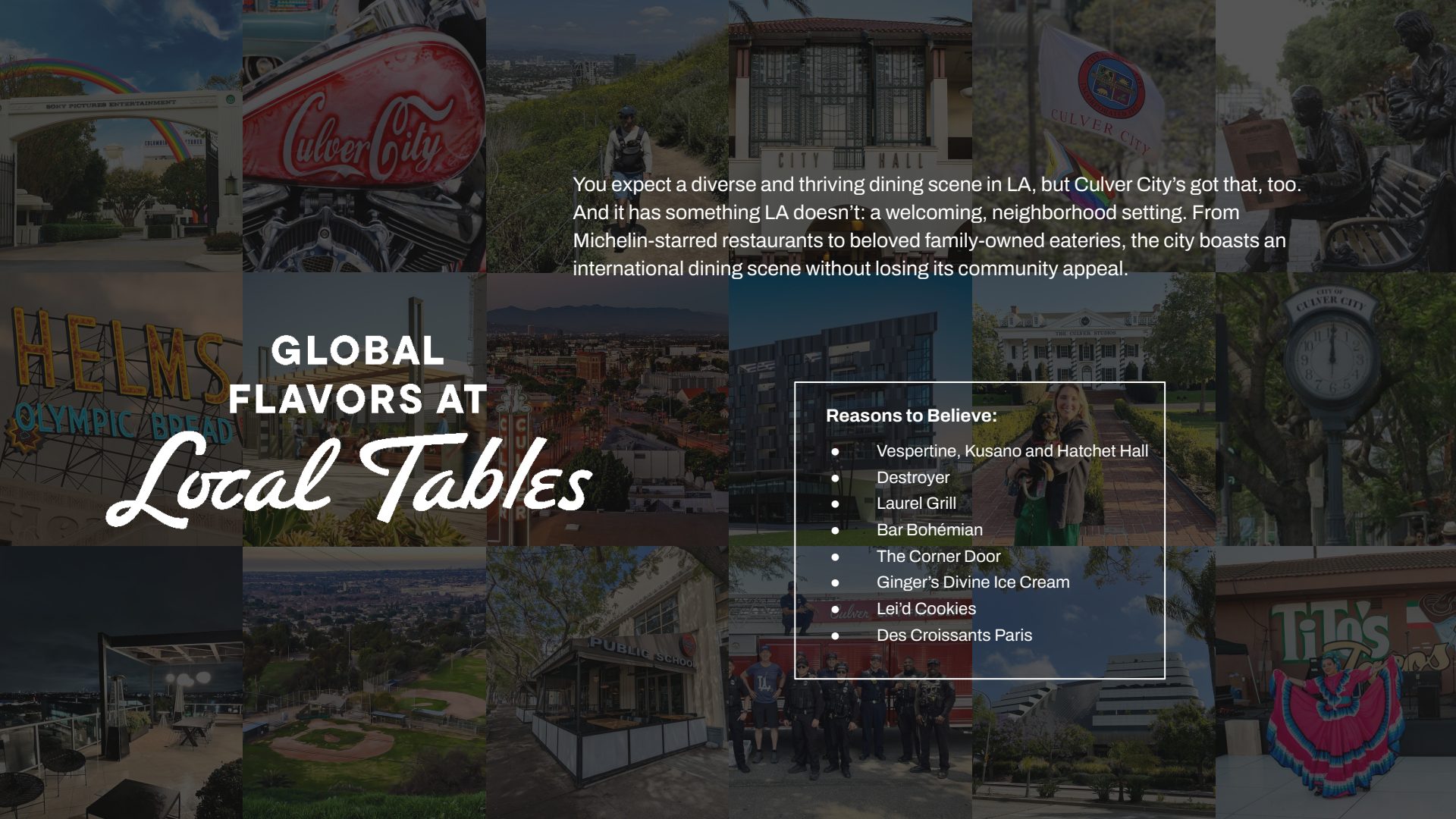
Reasons to Believe:

- Downtown revitalization
- The Metro’s E Line
- Ivy Substation
- MOVE Culver City
- General Plan 2045
- Growing tech industry presence
- Entertainment industry’s return
- Heart of Screenland
- The Culver Hotel, Palihotel, Helms Bakery

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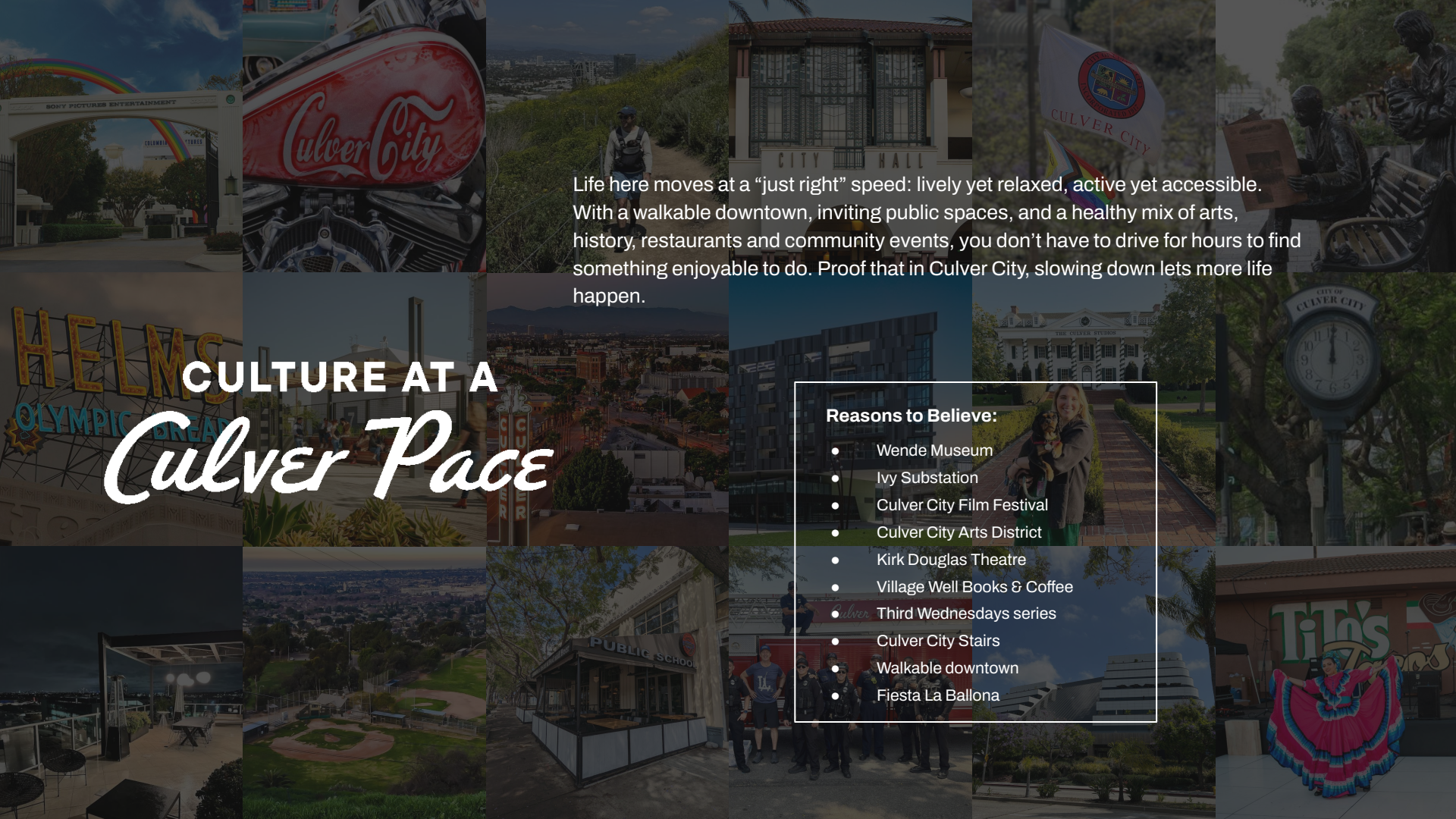
You expect a diverse and thriving dining scene in LA, but Culver City's got that, too. And it has something LA doesn't: a welcoming, neighborhood setting. From Michelin-starred restaurants to beloved family-owned eateries, the city boasts an international dining scene without losing its community appeal.

GLOBAL
FLAVORS AT

Local Tables

Reasons to Believe:

- Vespertine, Kusano and Hatchet Hall
- Destroyer
- Laurel Grill
- Bar Bohémian
- The Corner Door
- Ginger's Divine Ice Cream
- Lei'd Cookies
- Des Croissants Paris

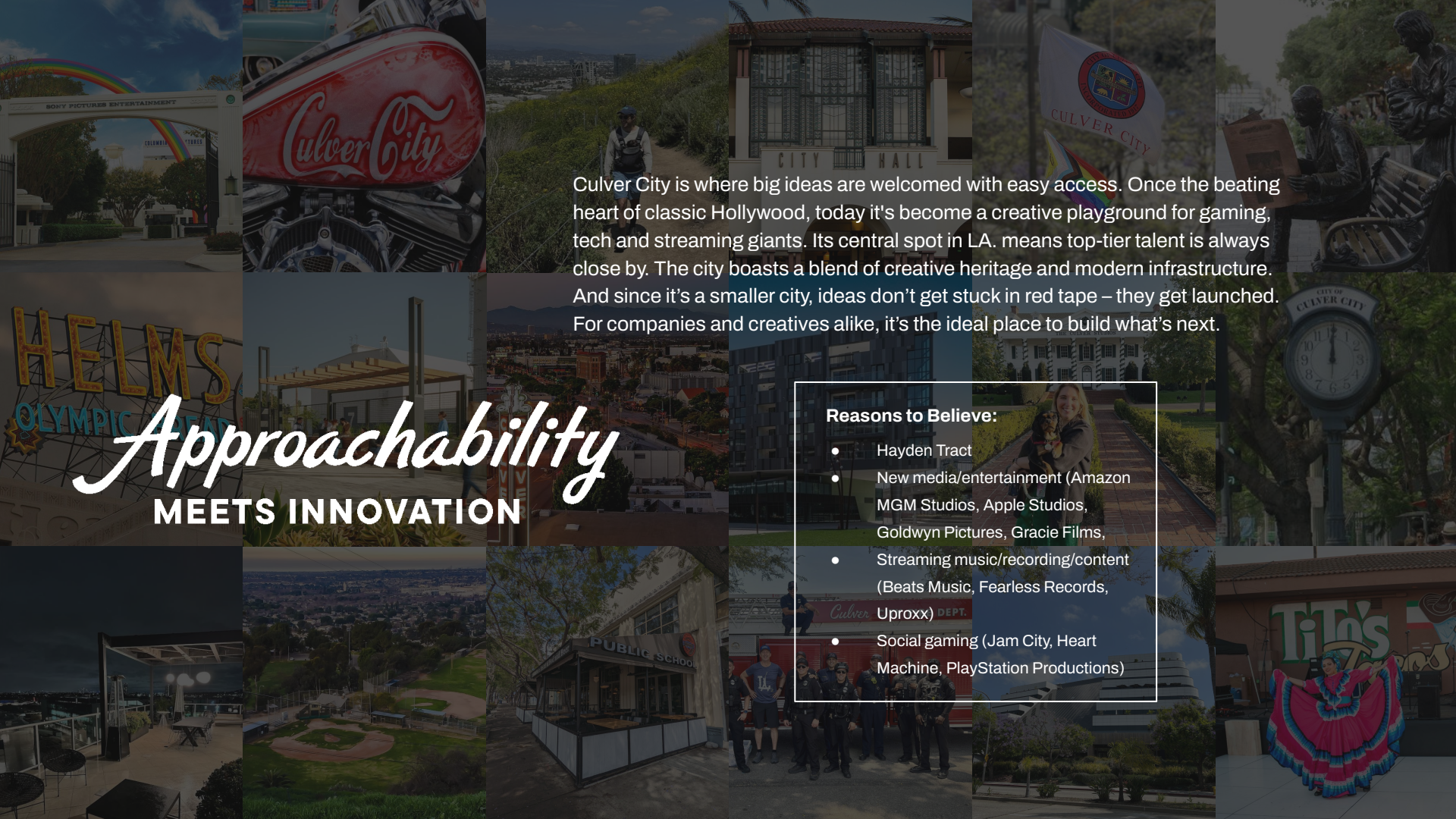


Life here moves at a “just right” speed: lively yet relaxed, active yet accessible. With a walkable downtown, inviting public spaces, and a healthy mix of arts, history, restaurants and community events, you don’t have to drive for hours to find something enjoyable to do. Proof that in Culver City, slowing down lets more life happen.

CULTURE AT A *Culver Pace*

Reasons to Believe:

- Wende Museum
- Ivy Substation
- Culver City Film Festival
- Culver City Arts District
- Kirk Douglas Theatre
- Village Well Books & Coffee
- *Culver* Third Wednesdays series
- Culver City Stairs
- Walkable downtown
- Fiesta La Ballona



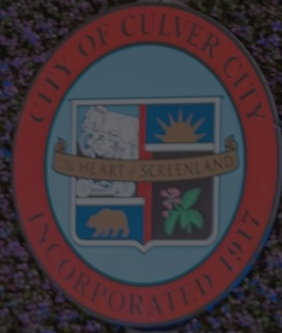
Culver City is where big ideas are welcomed with easy access. Once the beating heart of classic Hollywood, today it's become a creative playground for gaming, tech and streaming giants. Its central spot in LA. means top-tier talent is always close by. The city boasts a blend of creative heritage and modern infrastructure. And since it's a smaller city, ideas don't get stuck in red tape – they get launched. For companies and creatives alike, it's the ideal place to build what's next.

Approachability MEETS INNOVATION

Reasons to Believe:

- Hayden Tract
- New media/entertainment (Amazon MGM Studios, Apple Studios, Goldwyn Pictures, Gracie Films,
- Streaming music/recording/content (Beats Music, Fearless Records, Uproxx) DEPT.
- Social gaming (Jam City, Heart Machine, PlayStation Productions)

BRAND VOICE



Brand Voice

Friendly

Our compact size and accessibility make the city feel more like a small town; let's be conversational and warm with a sense of welcome. Our voice should feel like someone smiling at you and saying, "Glad you're here!"

Brand Voice

Friendly

Creative

Our legacy is rooted in innovation, artistic expression and originality, so we'll speak to our audiences in a creative, original, imaginative voice.

Brand Voice

Friendly

Creative

Authentic

This is where legendary films were made, neighbors know each other by name and visitors discover an unmistakably local, down-to-earth vibe. Our voice needs to be genuine and honest.

Brand Voice

Friendly

Creative

Authentic

Approachable

We're accessible – easy to engage with and open to everyone. An approachable brand makes people feel comfortable joining in.

Brand Voice

Friendly

Creative

Authentic

Approachable

Confident

We know exactly what we offer: a rich cinematic legacy, a thriving creative culture and a uniquely central location. So we stand on our own without trying to be anyone or anywhere else. Our confidence reflects our locals' pride and signals to visitors that they've found somewhere truly special.

Brand
Architecture

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Brand Essence



Brand Values

Brand Promise

Brand Experience

Brand Voice

Brand Essence



Brand Values

Inclusive
Creative at Its Core
Proud
Connected
Accessible

Brand Promise

Brand Experience

Brand Voice

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Brand Values

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Brand Promise

Culver City is the heart of what's real – central and connected yet distinct, with its own authentic identity, energy and ease of everyday life – so you can experience the best of a city that feels at once worldly and welcoming.

Brand Experience

Brand Voice

Brand Essence

THE
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Brand Experience

SMALL FOOTPRINT
Big Scene

History
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GLOBAL
FLAVORS AT
Local Tables

CULTURE AT A
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Approachability
MEETS INNOVATION

Brand Voice

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Approachability
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Brand Voice

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DESIGN CHALLENGE

WHAT WE ASPIRE TO ACHIEVE WITH THE DESIGN

**TO CREATE A LOGO AND DESIGN SYSTEM THAT
PROUDLY REPRESENTS THE CULVER CITY BRAND
AS A TOURISM DESTINATION.**

VISUAL LANGUAGE

HOW WE WANT OUR DESIGN TO SPEAK TO PEOPLE

Visual Language

Values

Inclusive

Creative at Its Core

Proud

Connected

Accessible

Voice

Friendly

Creative

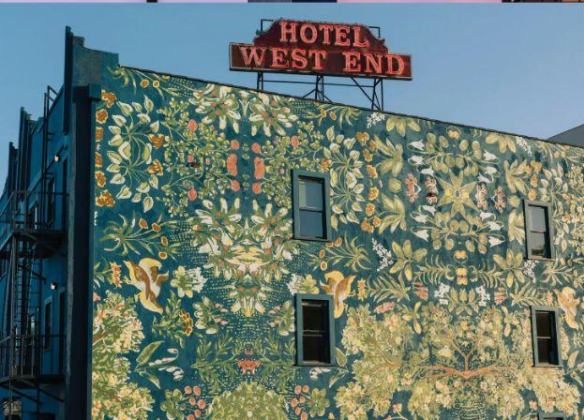
Authentic

Approachable

Confident

VISUAL INSPIRATION

LET'S TAKE A LOOK AROUND





CULVER

DIRECTION ONE

TIMELESS CLASSIC
+
QUIET SOPHISTICATION

CULVER *city*

CULVER *city*

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EXPLORE
CULVER *city*



©EULVER *city*

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DIRECTION TWO

UNDERSTATED ELEGANCE
+
REFINED VINTAGE

CULVER HOTEL

CULVER
City

9400

CULVER
City



FACT

OBSERVATION

INSIGHT

- Culver City offers the best of the SoCal lifestyle, from studios to street art to standout dining.
- Yet somehow, it all feels grounded, like the city's still dancing to its own beat.
- It's everything you love about SoCal. Just more creative, connected and ownable.

SoCulver

CONCEPT TWO

FACT

OBSERVATION

INSIGHT

- Culver City is made for film — golden mornings, easy afternoons, nights that pull you in without trying.
- Everything feels framed just right, but nothing feels forced.
- Your memories you make here, stay with you so you can play them back like your favorite movies.

Simply Cinematic

CONCEPT THREE

FACT

OBSERVATION

INSIGHT

- Culver City brings it with food, art, film and community.
- It's beautiful, but not too polished.
Creative, but never performative.
- It's the kind of place that looks like a postcard but lives like a neighborhood.

Almost Perfect. Perfectly Real.

CONCEPT FOUR

FACT

OBSERVATION

INSIGHT

- Creatives, families, visitors and longtime locals share spaces here effortlessly.
- The city balances ambition and pace with inspiring authenticity and grounded living.
- You experience Culver City exactly as it is, so you can be real, too.

As Seen in Real Life

FACT

OBSERVATION

INSIGHT

- Culver City offers the best of the SoCal lifestyle, from studios and street art to standout dining and boutique shops.
- Culver City is part of Southern California, yet it feels grounded and real, as if the city's moving to its own authentic vibe.
- Culver City is everything you love about SoCal – just more creative, connected and ownable.

SoCulver

WHY SoCulver WORKS

- **It's a natural expression of your identity** – you're not trying to be LA, Hollywood or Santa Monica. You're authentically Culver City. *You* are the heart of what's real.
- **It mirrors the emotional tone of your brand voice** – Friendly, Creative, Authentic, Approachable, Confident.
- **It doesn't explain; it embodies** – while the line, "Where creativity meets community" is already in common use, this line says less but speaks volumes about who you are.
- **It reflects confident self-definition, not comparison** – your city knows who it is. It's more than one storyline. This campaign line allows you to explore your city's deep diversity and uniqueness in just two words.
- *SoCulver is at once a place and feeling.*

TRAILBLAZER

A proprietary competitive analysis tool to scan, compare and score the originality of our work at the point of creation.

ORIGINALITY SCORE CRITERIA

NOVELTY:

Is the concept fresh? Has it been used before?

DIFFERENTIATION:

Does it stand out? Is the voice or positioning distinct?

TREND ALIGNMENT:

Does the message incorporate what's happening in the market and reflect what travelers are interested in?



 **TRAILBLAZER**
ORIGINALITY SCORE

TRAILBLAZER ORIGINALITY SCORE RESULTS: TAGLINE ASSESSMENT

Originality Assessment Summary

Campaign Line	Originality Score	Tier
Simply Cinematic	78	Strong Originality
Almost Perfect. Perfectly Real.	86	Distinctive Originality
As Seen in Real Life.	84	Distinctive Originality
SoCulver	92	Category-Redefining Originality

Novelty: *High.* The construction feels native, confident, and culturally fluent – more movement than message.

Differentiation: *Exceptionally strong.* Unlike descriptive taglines, *SoCulver* functions as a shorthand identity that competitors cannot easily replicate without sounding forced or copycattish.

Trend Alignment: *Excellent.* It mirrors how people actually talk about places – organic, social and community-driven rather than promotional.

BOTTOM LINE: *SoCulver* works across campaigns and content while reinforcing pride and belonging. It also aligns tightly with Culver City's brand promise as “central and connected yet distinct, with its own authentic identity, energy and ease of everyday life.”

TRAILBLAZER ORIGINALITY SCORE RESULTS: COMPETITOR TAGLINES

Destination	Campaign Line	Originality Score	Tier
Culver City	SoCulver	92	Category-Redefining Originality
Santa Monica	<i>Flow Against the Grain</i>	85	Distinctive Originality
Visit West Hollywood	<i>Iconic Forever</i>	80	Distinctive Originality
Discover Los Angeles	<i>We Love L.A.</i>	78	Strong Originality
Destination El Segundo	<i>Start Here</i>	74	Developing Originality
Beverly Hills	<i>Love Beverly Hills</i>	75	Strong Originality

- “SoCulver” is not just a campaign line. It’s a guiding idea that shapes everything the brand does — not just what it says, but how it acts, looks, sounds and presents itself to its audience.
- It ages well, because it doesn’t lock Culver City into a trend, claim or category.
- That long-term elasticity is something none of the competitor lines currently possess.



SoCulver

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