

A Universal Thematic Messaging Platform for San Diego

This unique platform provides a positive and uplifting San Diego marketing message that works across the board – meaning it is both applicable and malleable to all of San Diego’s multi-dimensional attributes, industries, and interests. Furthermore, it reinforces and builds upon a real global identity for San Diego.

Las Vegas is globally renowned for its "*Sin City + What Happens Here Stays Here*" marketing prowess, and yet, their message is purely one-dimensional in nature, isn't it? This San Diego concept, on the other hand, is thematic and applicable across-the-board to nearly every facet of our great city. Unique indeed. Examples (*applicable thematic photos to be added later*) for your review:

Business Community, Chamber of Commerce, EDC, Downtown Partnership, Convention Center, et al:

WHERE BUSINESS COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE START-UPS COME TO *LIFE*
San Diego - *City of Life*[®]

WHERE INNOVATION COMES TO *LIFE*
San Diego - *City of Life*[®]

Life Sciences Industry, BIOCOM, UCSD, Salk, Sanford-Burnham-Prebys, Venter, Scripps, Illumina, et al:

WHERE SCIENCE COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE DISCOVERY COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE CURES COME TO *LIFE*
San Diego - *City of Life*[®]

High Tech Industry, CONNECT, Qualcomm, et al:

WHERE TECHNOLOGY COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE INNOVATION COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE IDEAS COME TO *LIFE*
San Diego - *City of Life*[®]

Tourism Industry:

WHERE LIFE COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE THE PURSUIT OF HAPPINESS COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE ADVENTURE COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE DREAMS COME TO *LIFE*
San Diego - *City of Life*[®]

Comic-Con:

WHERE COMIC-CON COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE SCIENCE FICTION COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE FANTASY COMES TO *LIFE*
San Diego - *City of Life*[®]

Arts – museums, theatre, dance, visual, music, et al:

WHERE ART COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE CREATIVITY COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE IMAGINATION COMES TO *LIFE*
San Diego - *City of Life*[®]

U.S. Navy, U.S. Marine Corps, Midway Museum, Veterans, et al:

WHERE HONOR COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE HONOR & COMMITMENT COME TO *LIFE*
San Diego - *City of Life*[®]

WHERE PATRIOTISM COMES TO *LIFE*
San Diego - *City of Life*[®]

UCSD, SDSU, USD, National University, et al:

WHERE KNOWLEDGE COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE LEARNING COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE OPPORTUNITIES COME TO *LIFE*
San Diego - *City of Life*[®]

Zoo, SeaWorld, Environment, Clean Tech, Parks, Nature, et al:

WHERE LIFE COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE CLEAN & GREEN COME TO *LIFE*
San Diego - *City of Life*[®]

Multi- Cultural & Diverse Community:

WHERE DIVERSITY COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE RESPECT COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE RAINBOWS COME TO *LIFE*
San Diego - *City of Life*[®]

WHERE OPPORTUNITIES COME TO *LIFE*
San Diego - *City of Life*[®]

Hospitals, Healthcare, et al:

WHERE LIFE COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE CURES COME TO *LIFE*
San Diego - *City of Life*[®]

WHERE HEALING COMES TO *LIFE*
San Diego - *City of Life*[®]

Craft Beer Industry:

WHERE CRAFT BEER COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE BREWING COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE BARLEY COMES TO *LIFE*
San Diego - *City of Life*[®]

WHERE BEER GARDENS COME TO *LIFE*
San Diego - *City of Life*[®]

Sports:

WHERE SPORTS COME TO *LIFE*
San Diego - *City of Life*[®]

WHERE COMPETITION COMES TO *LIFE*
San Diego - *City of Life*[®]

*PLATFORM NOTE: With a bit of imagination, the platform applications are limitless – other opportunities include our beaches, bays, mountains, deserts, golfing, sailing, surfing, biking, running, hiking, football, baseball, soccer, hockey, tennis, et al.

**BILINGUAL NOTE: Based on the bilingual versatility of this brand (*City of Life / Ciudad de Vida*), this platform can be deployed in Spanish as well – expanding San Diego's opportunities for business, life sciences, tourism, and cultural exchanges with Mexico, Central America, and South America – a marketplace of 600 million people who happen to be our nearest neighbors.