



# MEDIA MASTER MINDS

ENTERTAINMENT CONNECTIONS AND CONSULTING



## Prospect Bar La Jolla

Media Master Minds (MMM) was approached by Prospect Bar La Jolla to help them as they transitioned from one business to the next. MMM were deemed to have valuable knowledge of the local Prospect market, due to years of experience working in that specific La Jolla venue.

The goal for Prospect Bar was to create massive exposure and a brand that would be well known for its various products and services. Known as Excelsior Nightclub before, the new goal was to maintain the nightclub image for weekend nights but to also capitalize on the daily and nightly food market. Though there is a lot of competition in the surrounding area, there was still a good opportunity to create a loyal customer base.

MMM designed plans that incorporated online as well as traditional short term and long term marketing strategies. Many of the ideas designed incorporated creative promotions to bring people in the door and create a strong word of mouth through San Diego. There were also multiple partnerships formed and multiple events were booked to produce a high volume of sales. Types of events included

were; corporate, networking, private parties, and nightlife events with DJ's.

Included in the marketing plans were media buy and PR strategies. There also was an in depth branding plan that incorporated advertising, internal branding, and the image that was desired for the venue to become a true success. Some of the internal brand enhancement included how employees were trained to represent the venue brand properly. The strategy was created and implemented over a 9-12 month approach.

## Results

Prospect saw some impressive results through the process on a short term and long term basis. MMM booked multiple parties that achieved the goal of immediate business and exposing the venue to many different potential user groups at a time. This then created long term users and customers. Prospect was written up various times in local magazines showcasing why the venue is one to check out. The media buys were done strategically for traditional and online exposure.

Many of the marketing strategies and creative promotions were a major hit. Prospect saw instant results from the strategies that were created by MMM. Some other strategies were created and planned out for Prospect to execute. MMM achieved the goal of increasing business, exposure, and local brand recognition.



To work with Media Master Minds contact Keith Cunningham at:

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