

**FOR IMMEDIATE RELEASE**

## **A NEW BRAND FOR THE BEACH STREET RETAIL AREA**

**DAYTONA BEACH, Fla.** – The Daytona Beach Downtown Development Authority (DDA) has developed a new name for the shopping, dining and entertainment area centered on Beach Street—the Riverfront Shops of Daytona Beach.

The new nomenclature comes after extensive work by the DDA Board of Directors, feedback and involvement from area merchants and residents, and a primary research study.

“Our challenge was to create a memorable brand that stands out while staying true to the area’s unique character,” said Bob Abraham, DDA Chairman. “And research clearly showed the ‘Riverfront Shops of Daytona Beach’ to be the best choice. The scenic waterfront location is highly attractive to customers, so that’s what we are featuring.”

Following a secondary research review that consulted over 60 sources, DDA marketing agency GOLD launched a primary research survey to a universe of over 11,000 individuals, including past and potential guests of the Beach Street retail area. Study participants preferred the “Riverfront Shops of Daytona Beach” name by about 30 percent more than any other.

The other research findings further support the new name and branding direction, showing a clear preference for a waterfront emphasis. Participants favored a description of the Beach Street Retail area as “Florida’s most unique and beautiful shopping, dining and entertainment destination.” Likewise, they preferred “Coastal Charm. Downtown Dazzle” as a themeline for the area by over 125 percent more than any other choice, and the most-favored graphic creative direction also featured the waterfront location

A new website, advertising, brochures, e-marketing and a variety of other tools promoting the Riverfront Shops of Daytona Beach are also under development based on the research results and community input. These materials will be incorporated into the DDA’s new marketing program moving forward.

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