

—For Immediate Release—

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## San Diego's Jacob Tyler Creative Group Updates Legendary Trader Vic's Brand

SAN DIEGO, CA—October 25th, 2007—It isn't every day that an iconic brand asks to be updated, but San Diego-based Jacob Tyler Creative Group (JTCG) was ready for the call when its sister agency Fat Elvis requested JTCG's help in creating the interactive experience as well as marketing strategy for Trader Vic's new Las Vegas location launch. Trader Vic's wanted to modernize their brand for their new restaurant and ultra lounge inside of the Planet Hollywood Hotel. Their secondary objective was to build online anticipation leading up to the grand opening on November 9<sup>th</sup>.

“We were ecstatic to get this highly respected brand as a client and we loved the challenge of reinventing them for a Las Vegas style,” said JTCG creative director Les Kollegian. In partnership with their Las Vegas sister agency, Fat Elvis, Kollegian was responsible for creating Trader Vic's viral online campaign, and menu design. Kollegian was also tasked to name another bar (Halo) owned by the same management company within Planet Hollywood.

“The power of Web 2.0 combined with relevant content to really maximize Trader Vic's viral campaign,” Kollegian explained. JTCG's strategy was creating and deploying two interactive Web sites, with the first site generating enthusiasm for the second site. The first was **VicIsComing.com**, introducing Vic as the cool new tastemaker in Las Vegas, without betraying his true identity. This site incorporated viral features, such as the moving hula dancer whose head could be replaced with the user's photo and emailed as a dancing image on an electronic postcard. The second site was **TraderVicsLV.com**, which introduced the new Planet Hollywood Hotel location. The site also links to Trader Vic's MySpace page, which incorporates YouTube footage of vintage Hawaiian music performers and builds a hilarious personal portrait of the man behind the mai tai. Success was measured by traffic and the more than five minutes per visitor spent on the Web site.

No stranger to large-scale, national branding projects, Jacob Tyler Creative Group was recently recognized by *The San Diego Business Journal* as San Diego's 12<sup>th</sup> Out of 100 Fastest Growing Companies. For more information on Jacob Tyler Creative Group, please visit [www.jacobtyler.com](http://www.jacobtyler.com).

