



PRESS RELEASE

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San Diego North Chamber of Commerce Announced New Name, New Logo, New Brand

San Diego, May 21, 2014 – The San Diego North Chamber of Commerce unveiled a new name, logo, and brand last night that better represents the services the Chamber provides its members.

The new name, North San Diego Business Chamber, was unveiled last night at Northrop Grumman with 350 plus attendees. A new tagline, “Connections Start Here” was also revealed.

Under the strategic guidance of San Diego-based BottomLine Marketing, a brand and marketing strategy consulting firm, the Chamber underwent a disciplined brand development process involving the management team and the Board of Directors and included an extensive survey of area businesses. The results formed the basis of the new name and imagery which reflected a more modern and dynamic brand. . “The Chamber wanted to develop a fresh identity to more accurately describe the area it serves and to clearly reflect that their members want relevant business connections,” said BottomLine Marketing’s co-founder and principal, Miro Copic. “Collectively, we’ve achieved that.”

“We were impressed by the rigor of the branding process and the insight we received about our service area,” said Debra Rosen, North San Diego Business Chamber, President and CEO. “They did a great job and we’re thrilled to share our new identity with the business community”.

Board Chairman Angelo Damante introduced the new brand and reflected on the transformation the Chamber has undergone over the last five years. “Our new and exciting brand is the final step of a strategic transformation we’ve undertaken over the last five years. With our management team effectively executing our 5-year strategic plan, we’re now positioned as a “connector” and true regional advocate for our business community.”

Damante introduced incoming Board Chair, Mike Peters of Pacific Western Bank and presented new Chamber members their membership plaques with the new logo. “Angelo has been a critical driver of our transformation and I’m thrilled he was able to present our new brand to the business community.”, noted Rosen.

The North San Diego Business Chamber has been dedicated to building vibrant communities through stronger commerce. It is the only Chamber in San Diego County that is accredited by the US Chamber of Commerce and is held to the highest standards in programming, procedures, and positive action in the community.

The Chamber serves a large percentage of the San Diego region, ranging from the 8 FWY north to southwest Riverside County.

About BottomLine Marketing

BottomLine Marketing (BLM) is a San Diego-based brand and marketing strategy consulting firm. Founded in 2004, BLM’s principals are former CMO’s of Fortune 100 companies as well as CEO’s. BLM’s creates successful brands and marketing strategies by focusing on analytics, research and big data to drive unique customer insights that change customer behavior that drive client top and bottom lines. BLM’s serves clients nationally in both B2B and consumer and entertainment industries.

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