

SANDIEGO.com

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SanDiego.com Recognized by Chamber of Commerce Small Business Awards

SAN DIEGO—(June 13, 2011)— SanDiego.com took away the award for Most Innovative Marketing Campaign/Concept at the Chamber of Commerce 2011 Small Business Awards. The announcement was made at an award luncheon at the Town & Country Resort & Convention Center in San Diego on Thursday, June 9.

The honor celebrated SanDiego.com's recent Yellow Big Ball marketing campaign. The Yellow Big Ball was launched specifically to gain attention from locals and grow SanDiego.com's online traffic from San Diegans.

The Yellow Big Ball is a giant 10-foot inflatable ball that cannot be missed when rolling down any [San Diego](#) street. It has hit all the major attractions in San Diego, from Garnet Avenue in Pacific Beach to the Del Mar Fairgrounds. The concept behind the marketing campaign was to brand SanDiego.com as the go-to source for all of San Diego. Along with the Yellow Big Ball, the SanDiego.com street team interacts with the public at large.

"This is a tremendous accomplishment," said Jerome Fodor, VP of Production at SanDiego.com. "This creative campaign and its recognition may be used as a demonstration to our clients of our ability to drive attention to any brand, promotion or initiative through the creative minds at SanDiego.com."

Other nominees in the Most Innovative Marketing Campaign/Concept for a small business were Quantum Health & Wellness and CashCo Pawn. Victoria Stanley, production manager, and Ed Martinez, business development manager, accepted the award on behalf of SanDiego.com.

"We are very happy to receive this award," said Stanley. "A lot of people had a hand in this project, from our street team to upper management, and it's been very rewarding to see the tangible results of our campaign, as well as be recognized for the concept."

The Yellow Big Ball was most recently seen at the Dodge Rock 'n' Roll San Diego Marathon on Sunday, June 5. As the year progresses, the Yellow Big Ball concept will transition into a new marketing campaign as SanDiego.com adopts a mascot for San Diego.

Founded in 1994, SanDiego.com has recently evolved from a destination-focused travelers' portal to become a trusted online community partner for locals and visitors alike. The site is a fresh and well-rounded source for everything San Diego. SanDiego.com now caters to a wider demographic than ever before. From business and entertainment communities to neighborhood-specific updates and event coverage, SanDiego.com is the premier source for San Diego, connecting audiences to the 8th largest city in the United States.

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