



Every voice tells a story.

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American Marketing Association San Diego Recognizes San Diego Opera with 2023 Sandie Award for Excellence in Branding

The awards program honors marketing campaigns and projects produced in or for San Diego County entities during 2022.

SAN DIEGO – May 16, 2023 – The American Marketing Association (AMA) San Diego Chapter awarded **San Diego Opera** a 2023 Sandie Award for excellence in Branding for the Company’s 2022-2023 Rebranding Campaign. The Sandie Awards, or “Sandies,” recognize the best marketing campaigns and projects created in 2022 by or for an agency, consultancy, corporation, educational institution, nonprofit or college student in San Diego County.

For the campaign, San Diego Opera partnered with **Esser Design** who helped the Company strategize a new logo and graphic feel for the historic season which included the world premieres of *El Último sueño de Frida y Diego (The Last Dream of Frida and Diego)* and *Ghosts*, along with classics *Tosca* and the Puccini Duo of *Suor Angelica* and *Gianni Schicchi*. One of the primary goals of SDO’s rebrand was to better align itself with San Diego and its culturally diverse communities, as well as reach out to new audiences. The Company and Esser Design ultimately settled on Chihuahua, Mexico, based artist **Raúl Urias**. Raúl’s style imbued a strong sense of his Mexican heritage and his rich palette amplified SDO’s vibrant, transformative, dramatic, approachable and creative brand voice.

For the rebranding campaign, The Company and Esser Design also revealed a new logo and tagline “Every Voice Tells a Story,” reinforcing San Diego Opera’s mission to deliver exceptional performances and exciting, accessible programs to diverse audiences, focusing on community partnerships, and the transformative and expressive power of the human voice.

“We are honored to receive this prestigious award. When San Diego Opera set out on this process, we endeavored to build a brand that truly reflected the exciting and diverse work on our stage, and also show that opera is accessible to all within our community,” shares Matt Graber, San Diego Opera’s Chief Marketing and Communications Officer. “As a result of this campaign, we have seen incredible growth in audience numbers as well as in the diversity of our patrons. It is inspiring to see this work recognized by such a respected organization as the AMA.”

AMA SD Sandie Awards Event Chair Summer Haines says, “Congratulations to San Diego Opera for its award-winning work in Branding. The Sandie Awards winners demonstrate the world-class marketing work that is produced in our region across industries. AMA San Diego

continues to lead the way in developing and celebrating marketers within the San Diego business community.”

The Sandies judges included AMA members from another AMA chapter that have no affiliation to the nominated organization, agency, campaign, or project.

About San Diego Opera:

Mission:

The mission of San Diego Opera is to deliver exceptional performances and exciting, accessible programs to diverse audiences, focusing on community partnerships, and the transformative and expressive power of the human voice.

Vision:

San Diego Opera will be recognized globally as a leading example of adaptability, innovation and sustainability, promoting diversity on stage, in our repertoire, and in our staff and leadership, with a commitment to world-class and emerging talent, and innovative use of technology.

Values:

- Through excellence in innovative programming and education and a commitment to equity, San Diego Opera provides a lasting cultural service to our diverse community.
- Our tradition of exceptional productions of grand opera is augmented with new expressions of opera in diverse settings.
- Our deep commitment to our community propels us to embrace inclusivity, accessibility and affordability.
- Through fiscal responsibility and nimble adaptation to changing environments, we ensure the future of San Diego Opera for our community.

www.sdopera.org

About American Marketing Association San Diego:

San Diego AMA is a 501(c)3 organization comprised of marketers at all career stages, from senior level to students, dedicated to advancing the art of marketing and creating unique growth and learning opportunities for marketers. San Diego AMA provides education, networking, information, resources, and valuable connections in a fun and approachable environment where personal development goals can be achieved.

www.sdama.org

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