

The Big Apple vs. America's Finest City

New York's *Big Apple* branding campaign was launched in 1971, whereas San Diego's *America's Finest City* was launched in 1972. The comparison of success and staying power between the two is daunting:

"A 1971 campaign to increase tourism to New York City adopted the Big Apple as an officially recognized reference to New York City. The campaign featured red apples in an effort to lure visitors to New York City. It was hoped that the red apples would serve as a bright and cheery image of New York City, in contrast to the common belief that New York City was dark and dangerous. Since then, New York City has officially been The Big Apple." (Source: <http://www.gonyc.about.com/cs/atozindel/a/bigapple.htm>)

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