



EXPERIENCE GUIDE



WHAT IS A BRAND EXPERIENCE?

A clearly defined brand will drive customer awareness, loyalty, and emotional connections while differentiating itself from its competitors. By developing this new brand, Addison is redefining itself and becoming a unified and compelling marketing message.

By clearly defining Addison's position in the market, the brand will come alive for those experiencing it.

BRAND POSITION

Ideas, plans, influences, hopes, and activities jell into a unified whole, thanks to the many virtues of Addison. Addison is a gathering place. It's holistic (life, work, and leisure together). It's a transportation hub. And it's a community (and government) given to helping ideas come to fruition.

**FOR ACTIVE PEOPLE,
ADDISON IS THE CITY
WHERE BUSINESS &
LIFE CONNECT WITHOUT
MISSING A BEAT.**

BRAND PERSONALITY

Creative and forward-thinking, with the welcome mat always out.



ADDISON TAGLINE

IT ALL COMES TOGETHER.SM

BRAND ATTRIBUTES

Together, these attributes begin to describe the unique qualities of the Addison experience. You will find these to be a mixture of features that highlight the physical appearance of Addison as well as the personality.

PHYSICAL ATTRIBUTES

SAFE:

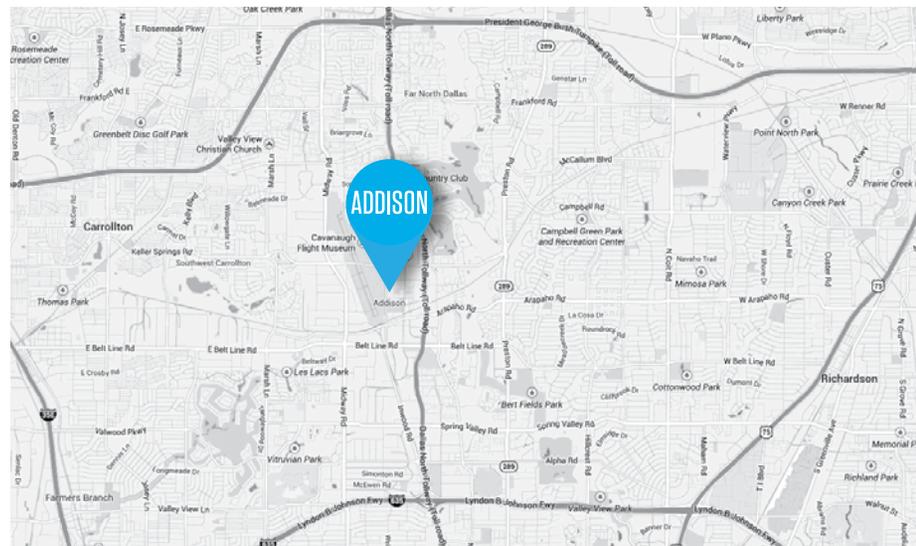
Addison takes safety seriously. The city's goal is to ensure better quality of life and attract businesses, through the right balance of safety, accessibility, and atmosphere.

ACCESSIBLE:

A convenient central location right off the Tollway between downtown Dallas and suburbs such as Plano and Frisco makes Addison a natural meeting place. The city offers businesses, visitors, and residents everything in one compact space. Here you will find world-class shopping, global cuisine, theatre, concerts, and more — all in a compact footprint.

CLEAN:

Addison is full of well-manicured, lush green spaces. The landscaping throughout the town is beautiful and well maintained. The many beautiful parks allow for a walk or run, romantic picnic, or game of fetch with your best furry friend.



EMOTIONAL ATTRIBUTES

FUN:

Addison is the premier event destination in DFW. The city hosts one of the most authentic Oktoberfests outside of Munich, as well as KaboomTown!™, rated one of the top places to watch fireworks in the country, along with many other events throughout the year. There are more than 170 restaurants, comedy clubs, museums, an acclaimed theatre, and an active general-aviation airport, all in a 4.4-mile radius.

FRIENDLY:

Addison is a friendly place that is always welcoming new guests. It is an approachable city that makes you feel comfortable anywhere you go. Here it's commonplace for the mayor to stop by local businesses, for residents to have personal relationships with City Council members, and for event visitors to be greeted by the city manager.

ACTIVE:

Addison has a liveliness that comes from the high-energy mix of people who work, visit, shop, and live here. Whether it's fitness enthusiasts on the city trails, creative professionals burning the midnight oil, or young revelers enjoying the city's vibrant nightlife, Addison's residents, visitors, and workforce share a dynamic and active lifestyle.



BRAND AUDIENCE

Businesses, Residents, and Visitors.

BUSINESSES

Businesses rely on Addison's Class-A office space, strong economy, and vibrant scene to attract creative talent, A-players, and up-and-comers. The location puts you within a few blocks of work and play, and offers easy access to other Dallas attractions. Addison is a partner that actively supports local business with services like same-day inspections and permits.

RESIDENTS

Residents include on-the-go apartment dwellers and established home owners. The mix includes twentysomething/thirtysomething up-and-comers and 55+ empty-nesters.

VISITORS

An Addison visitor might live in a nearby DFW community or travel in from surrounding cities or states. Visitors may spend the night in an Addison hotel or simply meet friends for a cocktail. Addison rolls out the welcome mat to everyone.



MESSAGING TONE

Fun, friendly, informative language. Convey a feeling of an active, safe, welcoming environment. Also use examples to show the authenticity of Addison.

MESSAGING EXAMPLES

Home to office: 10 minutes. Office to happy hour: 10 minutes. Happy hour to home: 10 minutes. Of course, it's faster if you go by car.

Most places, “Beverage Center” would be an aisle in the grocery store. Here it's two square miles.

We hate the term “work/life balance.” We prefer “refreshing cocktail of business and leisure.”

It's easier to enjoy the nightlife when it's so close to your daytime.

The city that acts like a neighborhood that's acting like a corporate campus that thinks it's an entertainment district.

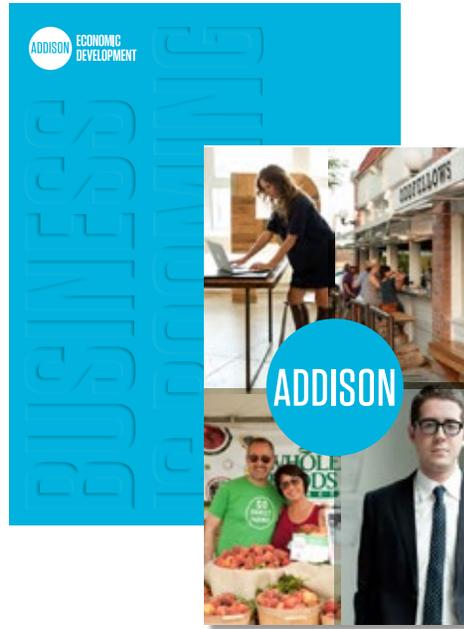


VISUAL TONE

Bringing it all together.

Fun, vibrant, friendly images that support the idea of safety, convenience, and innovation. Everyday people—business men and women, families, older men and women—enjoying life.





PREPARED BY:

VIVANTI GROUP

5005 Greenville Avenue
Suite 155, Dallas, TX 75206
(214) 828-0555
www.vivantigroup.com

THE MATCHBOX STUDIO

3013 Canton St.
Dallas, TX 75226
214.939.3100
www.matchboxstudio.com