
Town of Vienna

Brand Positioning Proposal For Review and Adoption

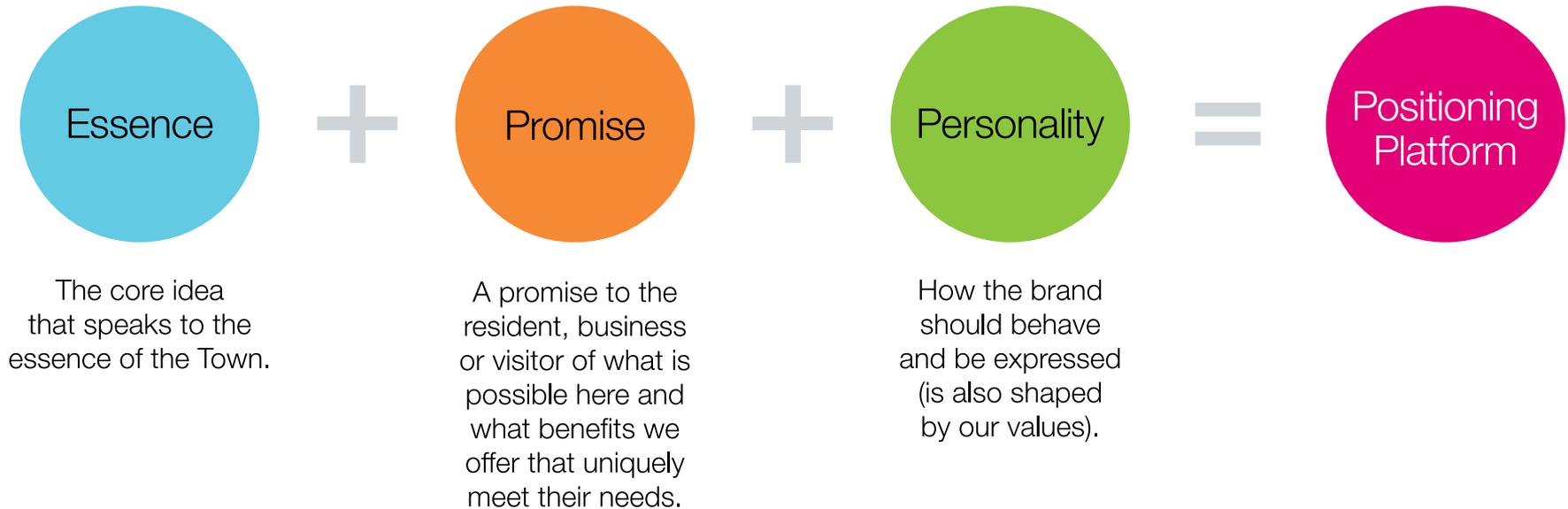
July 10, 2017

Purpose of this brief...

Present to Council our draft recommendation that it adopt the following **relevant, inspiring, and differentiated** brand promise that Vienna can make to all stakeholders. We believe this positioning best **supports** where the Town is headed and is one we are truly prepared and able to **deliver** upon.

Town of Vienna
Brand Strategy Advisory Group
June 2017

OUR BRAND POSITIONING CONSTRUCT...



A STRONG BRAND POSITIONING MUST FULFILL THE FOLLOWING CRITERIA:

Aligned

Does it support
our community
vision and
business
strategy

Believable

Is it credible?
Can we deliver on
the promise?

Relevant

Is it appropriate?
Is it meaningful
to priority
audiences?

Distinctive

Is it unique?
Can it be claimed?
Can it be owned?

PREFERRED STORYLINE DIRECTION:

Connected
Welcoming
Fun
Convenient
Active
Traditions
Committed
Green
Historic
Accessible
Small
Caring

Independent Since...

Independent since inception
Independent by nature
Independent thinkers
Independent government
Independent people
Independent businesses
Independent events

POSITIONING



More than 125 growth rings reveal our active commitment to nurturing and celebrating the history and continued health of this original Northern Virginia community.

Independent and true to our small-town nature, Vienna embraces and honors traditions that have always been a touchstone of American life.

Here individual civic investments pay off with big personal and community impact. Vienna, VA is about more than where you live, it's about *how you choose* to live.

BRAND PERSONALITY



Vienna is...

EXUBERANT, NURTURING, UNEXPECTED

BRAND PERSONALITY



EXUBERANT

We are fiercely **proud** of our Town and everyone in it.

Our events are consistently the **liveliest** and most **fun** in the region.

Our teams play with joy and a youthful, contagious **energy**.

BRAND PERSONALITY

NURTURING

We are committed to the **health** and **vitality** of our community now and into the future.

We **welcome** and **listen** to all.

We support the **creative** and **entrepreneurial** spirit that is the foundation of this country.

Our Town's **commitment**, **compassion**, and **community** run deep.

Our **small** Town has made a big **impact** in the County **since 1890**.



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Independence

**Exuberant
Nurturing
Unexpected**

