



## Legislation Text

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**File #:** 16-509, **Version:** 1

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**Subject:**

Adoption of Brand Positioning Statement

**EXPLANATION AND SUMMARY :**

Based on research, interviews, and feedback, Trialogue Studio has created a brand positioning platform for the Town of Vienna. Through an intensive brand development process, stakeholder engagement over a period of approximately eight weeks included one-on-one interviews, group interviews, surveys, and live polling as well as regular check-ins with a community-based Brand Strategy Advisory Board.

The proposed brand positioning platform reflects, based on the collected data, who the Town of Vienna is, who the Town of Vienna wants to be, and what Vienna is about. Our brand platform should differentiate Vienna among other Northern Virginia communities and be authentic and relevant as well as inspiring and aspirational.

While the brand platform is essential to defining the Town of Vienna, it is not meant to represent a mission statement or description of the Town that will be used word-for-word, as-is for marketing purposes. Rather, the brand platform, as an authentic representation of the Town's values and aspirations, will inspire the Town's logo and other marketing strategies and may in the future, again as a reflection of stakeholder values and desires, impact programming and budget decisions of staff and Council.

The Brand Strategy Advisory Board and communications and marketing office recommend that Council adopt the attached positioning platform, which will enable the Town to move forward in creating and adopting an official logo or graphic representation of the Town's brand.

**Departmental Recommendation :** The Communications and Marketing Office recommends approval.

**Finance Recommendation :** N/A

**Purchasing Recommendation :** N/A

**Town Attorney Recommendation :** The Town Council may approve or reject the proposed branding positioning platform in its discretion.

**Town Manager's Recommendation :** I recommend the Town Council adopt the Town of Vienna brand positioning platform as presented.

**Cost and Financing:** N/A

Account Number: N/A

Decision Needed by This date: N/A

**PROPOSED/SUGGESTED MOTION**

"I move to adopt the Town of Vienna brand positioning platform as presented this evening for use in developing the Town's logo and in inspiring marketing and other efforts."

Or

Other action deemed necessary by Council.