

DEFINE AN IDENTIFIABLE BRAND

Q3 Update FY2013



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ONE CITY, ONE BRAND

In June, the City Council decided to move forward with Defining an Identifiable Brand in a manner that not a lot of communities across the country are currently doing: approach branding Arlington in the same way to both its residents and visitors. The concept is called "One City, One Brand."

Traditionally, many major cities have used different marketing/branding strategies for the Convention and Tourism Bureau and the City. For instance, Minneapolis markets itself as "City of Lakes" while its CVB touts it as "City by Nature." Virginia Beach has two different themes as well: "Live the Life" and "A Community for a Lifetime." Add Savannah, Detroit, Columbus and Seattle to the list, as all have different feels and approaches between their city and tourism brands.

So, what's the advantage to a "One City, One Brand" approach? Well, there are several. First, our citizens are our best brand ambassadors for our visitors. Who better to tell the good stories about what's happening in our community than the people who live here? Second, it's a smart use of taxpayer money. Rather than spending money and time with two different staffs developing two different brands to sell the same thing, we are pooling our resources. Finally, we're presenting a unified message locally, statewide and nationally about what Arlington is about and where it's headed.

Already, the City's Office of Communication staff has met with the Experience Arlington staff to create a branding team. Since June, that group has met several times and has brought in a nationally known expert in city branding to assist in this project. In the coming months, the team will lay out a comprehensive strategy to develop and implement Arlington's new brand. That strategy will include meeting with key stakeholders, developing a cohesive brand that encapsulates Arlington's history and future, and creating a marketing plan to launch the brand.

The entire project is anticipated to take 6 to 9 months to develop and implement. Periodic updates will be provided to City Council and City leaders throughout that process.

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HIGHLIGHTS

PD COMMUNITY ENGAGEMENT

In addition to coordinating the popular Tweet-Alongs, the Arlington Police Department also connects with residents and keeps followers engaged by tweeting about favorite local spots, our City's iconic venues, and even what other departments are doing. By doing so, the department keeps its followers interested while promoting the City and the work of our organization.

"We try and capitalize on the fan experience during special events so they see police in a personable light," said Officer Zhivonni McDonnell who coordinates the police social media operation.

During monthly Tweet-Alongs where officers post photos on police calls for service, officers routinely post photos of where they are eating lunch and quiz the public encouraging them to guess the location. The winner gets Six Flags tickets or another prize. And on Facebook and Twitter feeds, staff gives shout-outs when the Cowboys and Rangers have a great win.

With more than 25,000 followers on social media platforms, the department has a wide reach and its approach to messaging has been a big hit with followers. The department recently took the #6 spot in the country among the most friendly social media police departments.

OFFICE OF COMMUNICATIONS

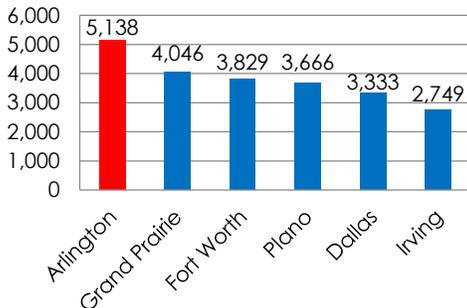
In the last 12 months, the City has seen a 66.8% increase in the City's number of followers on Facebook and Twitter while we have also seen steady growth in the views on MyArlingtonTX.com. The graphs to the left demonstrate our growth in this area and how we stack up to area cities.

The City is also using video more to illustrate some of the great things happening in Arlington including one video that went worldwide. In June, Six Flags launched a new ride called Skyscreamer. In advance of its opening, the Office of Communication produced a 90-second video showcasing the ride, giving people a bird's eye view of what it was like to be on it. The team posted the video on the City's YouTube site and it went viral in a matter of days. To date, almost 1.5 million people have viewed it and the reach goes beyond just Arlington. People from dozens of countries including Mexico, Saudi Arabia, and Hungary have viewed it, getting a unique perspective on just one of the many things happening in Arlington.

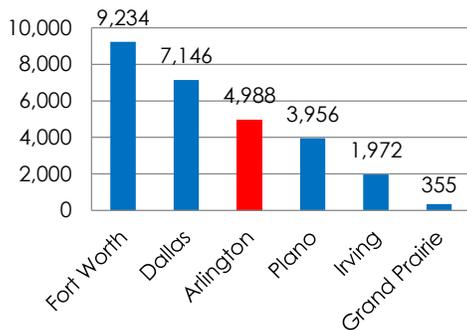


Arlington Police Department Twitter feed.

Area City Facebook Comparisons
8/30/13



Area City Twitter Comparisons
8/30/13



Social media statistics for 8/30/13.

UPDATES

NEW NATURALLYFUN.ORG

The City of Arlington Parks and Recreation Department launched its new website in May. The new site features a fresh look, simplified navigation, an interactive map and park finder, social media integration, a frequently updated blog and a mobile-friendly design.

"Our new website recognizes the dimensions of the device you are using and automatically changes to fill the required space. This makes mobile browsing extremely easy," said the site's chief developer, APRD Marketing Aide Jason Torres.



NEW NATURALLY FUN TV

The City of Arlington Parks and Recreation Department has revamped its video production practices and put an emphasis on creating engaging, high-quality, informative video content. Releases will highlight upcoming events, customers and various parks and facilities around the City, as well as improve general communication for the department. Video series such as "Stars of the Parks", highlighting publicly-nominated exemplary employees, and "Tips from the Pros", featuring monthly golf tips from the department's PGA Pros and golf staff, are among the newest content additions. APRD video content is on the City's cable channel and department's YouTube channel, <http://youtube.com/NaturallyFunTV!>



First Image: The City of Arlington Parks and Recreation Department's new website.

Second Image: Still footage from the new video series, "Stars of the Parks," which feature the department's exemplary employees.

DOWNTOWN WAY-FINDING SIGNAGE INSTALLED

The Downtown area now features new way-finding signs. A total of 17 signs were installed at the end of June. This completes Phase I of the way-finding project for this area.

Phase II of the project, which includes 11 additional signs, is pending future funding. The new signage contributes to the area's growing visual appeal as well as enhances safety by directing traffic in advance of key intersections and mitigating congestion issues.



New way-finding sign near the intersection of Center St. and Abram.

NEXT STEPS

WEBSITE REVAMP

Plans are underway to create a new, cohesive website for the City of Arlington. In the first phase of this project, the Office of Communication is working with Community Development & Planning, Economic Development, Financial and Management Resources, Police, Fire, Parks, Water and IT to build the new site.

This summer, representatives from those departments took part in a Request for Qualifications process to select the web development firm. Out of six highly qualified companies, the group chose Imaginuity and City Council approved the contract in early September.

The goal of this project is to produce a modern and efficient website that is user-friendly, integrates social media, allows for more video and photo sharing capabilities and provides an engaging platform for visitors. The transition will occur in two phases, with the project completion scheduled for March 2014. The remaining City departments will transition to the new site in 2015.

This effort is a critical component of the Council priority, "Define an Identifiable Brand." The website will share the growing, innovative, authentic, natural and unexpected attributes of Arlington. Although we are committed to maintaining each department's individual features on the new website, the City will work to develop a cohesive look to convey a unified message.

NEW BROADCAST STUDIO

The Office of Communication (OOC) is also developing plans for a brand new broadcast studio. If approved, this facility will be housed in the OOC's office and include an audio booth, studio and production area. Plans call for the studio to have advanced technology with three moveable cameras, a new switcher, a teleprompter and studio lighting. The design includes a backdrop with several curtains, including a green screen which will allow the staff to use a host of virtual sets.

The studio will allow the OOC to vastly increase its programming by producing more original content, live-to-tape interviews, news conferences and mini-newscasts. All of that content will help program the City's various media outlets, particularly the government channel, MyArlingtonTX.com and Arlington's YouTube page.



STUDIO



FLOOR PLAN