

Irving Has It All. Together!

The City of Irving's distinctive new tagline is the cornerstone of a cooperative marketing campaign designed to show that Irving, Texas is a “smart” city, a city of success and a city of diversity.

With existing marketing in place that promotes the city as an internationally recognized center for business, a renowned arts community, an award-winning tourism and event destination, a trailblazer in the development of master-planned communities as well as a double-AAA bond rated and Malcolm Baldrige Award-winning city, it's easy to claim that Irving “has it ALL.” But Irving also boasts the most diverse zip code in America. A global community, Irving is a city of countless cultures. The city has a vast range of professionals – men and women, young and old, college-educated and self-taught tradesmen, all collaborating to serve the common good. The city's cultural diversity is evident in the hundreds of religious temples, churches and mosques; the ethnic restaurants where cuisines from across the globe can be enjoyed; and the neighborhood gatherings where cultural traditions play out daily.

We have it all (success and respect)

We have it all together (it is a smart city that “Has Its Act Together”)

We Have It All. Together! (Successful, Smart and Diverse – All working to the same common good)

The play on words that makes up the tagline make the mark – and the campaign – infinitely flexible. The tagline works well supporting any of the city's multiple partners and municipal entities as well as standing nicely on its own when necessary or beneficial.

In addition to the play on words, the mark uses two graphic components to succeed:

- **First**, the text that is used is easy to read from any distance. The type is distinctive when standing alone but is also designed to complement the various logos and brands of the city's multiple partners and municipal entities.
- **Second**, the mark is designed to float in a checkered pattern that implies a mosaic. This mosaic represents the city's numerous levels of diversity and how they come together to create a greater “whole.” This mosaic treatment can be used alone in multiple colors or as part of one of the city's secondary brands. When used in cooperation with a secondary city entity, the mosaic takes on that brand's color palette (giving support to that brand while showing brand cooperation with the city.)

The cooperative campaign's implementation strategy is unique in that it utilizes the collective marketing efforts of Irving's Economic Development Partnership. This Partnership is comprised of four entities: the Irving/Las Colinas Chamber of Commerce, the City of Irving, the Irving Convention and Visitors Bureau, and The Las Colinas Association. Additionally, the Irving Arts Center will be using – and promoting – the tagline. Each entity will be adding the tagline mark to their ads, brochures and websites. The cooperative marketing plan succeeds because it uses the existing current media plans and budgets for all participating city entities.

This collaboration between organizations is unprecedented. The campaign will succeed because every aspect of the city will be using it. Consequently, the city will succeed as the respective viewers will see continuity across the entirety of Irving, Texas' marketing efforts.