VISIT
Atlantic City

NEW LOGO & TAGLINE

LIVE TO *Meet*

THE OPPORTUNITY

Meet AC is a non-profit sales organization whose mission is convention development. Meet AC creates visitor spending and economic impact through the bookings of meetings and conventions in Atlantic City. Meet AC teamed up with Simpleview to rebrand as Visit Atlantic City, take hold of the city's narrative, and influence the greater reputation of AC in the minds of all travelers.

REBRAND GOALS

• Influence the greater reputation of Atlantic City in the minds of all travelers

• Take ownership of Atlantic City's narrative visually, emotionally, and verbally

• Develop a brand backed by data and visitor insights research

• Amplify the most appealing qualities of differentiation and mitigate weaknesses

• Develop a fresh and honest identity

• Establish "wow factors" for AC and stand out in the competitive landscape

• Focus on the natural elements of the destination

• Establish Atlantic City as a place to market meetings and events

• Encourage pride in the community

THE RESEARCH PHASE

Simpleview and Meet AC partnered with tourism market research company Destination Analysts, to gather quantitative and qualitative data. 17 focus groups and 1,000 surveys were conducted to gain a deeper knowledge across all Atlantic City audiences, which included meeting planners, community stakeholders, leisure travelers, and residents. The research provided data that outlined AC's strengths to highlight, weaknesses to mitigate, and perceived competitors. Simpleview team members also traveled to AC for an immersive experience to gain insight into the destination as visitors and meet with local business owners and stakeholders.

As a destination to visit, Atlantic City was rated...

HIGH	LOW
• Local food scene	• Safety
• Live music & performing arts	• Cleanliness
• Opportunities to relax	• Being in nature
• Water activities	• Being welcoming & family-friendly

Within the meetings industry, Atlantic City was rated...

HIGH	LOW
• Waterfront access	• Familiarity with clients and attendees
• Sports & outdoor recreation	• Flights & airport lift
• Entertainment & nightlife	• Safety
	• Lack of "wow" factor

Atlantic City's Key Differentiators

- Beaches / free access
- Waterfront bars & restaurants
- Watersports & activities
- Historic boardwalk, boardwalk culture, amusement piers
- Gambling, casinos, live entertainment & headliner events
- Diverse dining scene
- A place to celebrate life's greatest moments

Atlantic City's Perceived Top Weaknesses

- A lack of offerings (only casinos)
- Safety concerns
- Cleanliness & maintenance issues
- Perceptions of being outdated & irrelevant
- Not welcoming or family-friendly
- Airport access & transportation

BRAND DEVELOPMENT PHASE

Simpleview's Experience Design team began to synthesize Destination Analysts' data into brand goals and design solutions. In collaboration with Meet AC, the destination's brand story, pillars, and personality traits were developed to guide the brand forward.

Brand Objectives

- Build a meetings-first brand centered around the spirited and playful nature of Atlantic City
- Positively utilize the brand equity of the destination when marketing to meeting planners and attendees
- Establish the link between the city's offsite leisure activities and their positive effect on team morale, productivity, innovation, and building strong connections
- Combine a vibrant aesthetic with positive messaging to counteract the negative perceptions of the city

Visit Atlantic City NEW NAME AND BRAND ETHOS ————————————————

Brand Narrative

We mean business when it comes to hosting an inspiring and memorable event. No matter the time of day, one can channel the city's energetic spirit to inspire creativity, growth, and productivity among teammates, coworkers, and the like. Atlantic City is the perfect place to celebrate the "work hard, play hard" mentality. From the boardroom to the boardwalk, we bring together like-minded, hardworking professionals.

Brand Pillars

Our Brand Pillars are the unique touchpoints, values, and characteristics that set the foundation of our brand and set us apart from our competitors. They align with the values and desires of our audience (stakeholders, meeting planners and attendees, leisure travelers, and residents) to encourage positive engagement and endorsement of the brand.

- **MEETINGS & EVENTS**
- **BEACH & BOARDWALK**
- **48 BLOCKS OF FOOD & EXPERIENCES**
- **ENTERTAINMENT & NIGHTLIFE**
- **HISTORY & NOSTALGIA**
- **COMMUNITY STEWARDSHIP**

Brand Personality

Our Brand Personality reflects the inherent nature, positive qualities, and voice of Atlantic City. These unique characteristics serve to encourage consistency, guide the tone of voice of our messaging, and direct the creative decisions made in the production of marketing collateral and photography.

- **PLAYFUL**
- **BOLD**
- **ECLECTIC**
- **ICONIC**
- **CELEBRATORY**

VISIT

Atlantic City

LOGO BREAKDOWN

- Typography is a playful script
- The handwritten nature gives it a personal touch
- Expressive, alluding to the creative nature of the community
- Has a personality but is approachable and friendly
- Historic signage/ "Name in lights" references

VISUAL RATIONALE

- A fun and light-hearted aesthetic
- The expressive script, visual elements, and compositions are spirited and full of life
- The wave shapes create movement, also representing the coastal waters
- The main color of the palette, iconic red, is vibrant, exciting, and bold
- Supporting type has friendly and welcoming, rounded letterforms

COLOR PALETTE

| ICONIC RED | SALTY BLUE | SHOW TIME |
| DEEP ATLANTIC | BLACK JACK | BRIGHT WHITE |

TAGLINE

LIVE TO *Meet*

TYPOGRAPHY

All Round Gothic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Proxima Nova
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
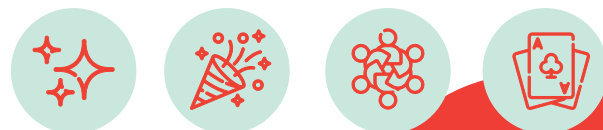Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Palm Canyon Drive
Aa Bb Cc Dd Ee Ff Gg Hh Ii Fj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

GRAPHIC ASSETS

THE RESULTS

The following key findings emerged from a creative testing survey conducted by Destination Analysts on behalf of Meet AC and Simpleview. In total, 310 fully completed surveys were collected in this effort from meeting & event planners from around the country.

61.3% of planners feel the new branding for the city makes Atlantic City feel approachable

63.2% of planners feel the new visual identity is visually appealing

54.2% of planners feel the images of Atlantic City's boardwalk make the city feel safe

22.2%
increase in positive receptivity that the Atlantic City brand is inviting

64.3%
increase in positive receptivity that Atlantic City is a place for business

60.6%
increase in the likelihood of meeting planners sourcing Atlantic City for an event/meeting