New branding campaign promotes Arlington as ‘The American Dream City’

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Arlington has launched a new branding effort called “The American Dream City.”

The video accompanying the marketing effort hits many of the expected highlights. There’s footage of the General Motors plant illustrating the theme of “hard work and Texas pride.” The camera pans through AT&T Stadium, the new Virdian housing development, Lush River Legacy Park and the newest additions to the University of Texas at Arlington campus.

In the section about people, there’s some accidental irony. Among the tales of small entrepreneurs and immigrant success stories is the example of Super Chix. The new restaurant sells a fancier version of the chicken sandwich and is by all accounts quite good.

“I could not see a better match than Arlington and Super Chix,” said Christophe Poirier, the restaurant’s co-founder. “Arlington is full of authenticity .... You need to earn the love and passion from people from Arlington. We have the same values. We share the same vision. So this is why I’m totally confident that these two brands are a match made in heaven: the American Dream City and the ‘Last Real Chicken Sandwich.’ ”

It’s not expected to be a long-term match though. Super Chix is an experimental concept designed to provide the American dream to foreign customers.

The restaurant is a test project of Louisville, Ky.-based Yum! Brands, the global company that owns KFC, Taco Bell and Pizza Hut. Corporate officials said Super Chix is an “exploratory concept that may in the future be considered for international purposes.”

Poirier is vice president of emerging brands at Yum! Brands, while Super Chix’s other co-founder, Nick Ouimet, is director of concept innovation.

Ouimet told the UTA Shorthorn that the Super Chix location was chosen in part because of its spot in central Arlington near both UTA and Arlington High School.

“All the college kids are trendsetters, and all the high school kids,” Ouimet told the Shorthorn. “We think that when you’re starting a new brand, you want to be where the trendsetters are.”

Yum! Brands decided to try out its experiment concepts in the Dallas area since that’s where the company chief innovation officer is based.
Another of the “American Dream” business has an interesting back story too. “We just feel like Arlington is the place to be,” said David Ellis of Mindy Lu’s Pies. The family business, famous for its fried pies, actually started and built its reputation in Fort Worth for first 30 years. It moved to Arlington more than five years. A 2008 column from Bud Kennedy of the Star-Telegram explained why they moved to Arlington. They wanted to be closer to their home...in Mansfield.
...lots of cheap, decaying apartments filled with recent immigrants, no bus or rail service, and half empty strip shopping centers, but we paid for a couple of sports stadiums which contribute exactly nothing to the city economy! woo hoo! civic pride!

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martha

The American Dream City.....LOL...really? Oh yeah, dream about winning a World Series, and, and, and, oh yeah, winning a Superbowl......

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peteneison277

Now Martha

I had no idea that you lived in Irving.,

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