



IPIC® Unveils New Brand Identity And "Exclusively Yours" Tagline

April 2, 2019

Change Reflects Market Leadership, Membership Growth, Unification of Brand Collective

BOCA RATON, Fla., April 2, 2019 /PRNewswire/ -- IPIC® Entertainment Inc., ("IPIC" or the "Company") (NASDAQ:IPIC), announces the launch of a new brand identity and Exclusively Yours™ tagline to be introduced through various media and physical applications including a new user-friendly [website](#) and mobile App, a proprietary ticket ordering app and newly constructed flagship theater in Delray Beach, Florida.



The new identity developed by High Tide, a full-service creative agency based in Brooklyn NY, aligns with IPIC's commitment to elevate its overall guest experience and the steady growth of its ACCESS Membership Program. Founded in 2009, High Tide has built and helped to grow countless startups and legacy brands - from Warby Parker to Mercedes Benz.

IPIC's new tagline, Exclusively Yours™, was developed by creative industry veteran, Terry Balagia, CEO of Snowball Media, a former Executive Creative Director at Saatchi DMB&B and Publicis.

"IPIC has been consistent in its role as an industry disruptor in dining and entertainment. Our goal was to build a new website and App with our members in mind and build functionalities that enhance and provide easier access to the perks and benefits of our membership program. Our new identity and tagline better represent our innovative nature and brand promise to inspire and delight our guests." says Carla D'Alessandro, Chief Marketing Officer with IPIC Entertainment.

High Tide partnered with IPIC to evolve the look and feel of the brand to the world-class standards of the IPIC experience. The project started with a positioning exercise to clarify IPIC's brand values, tone of voice and reason for being, in order to strategically approach the visual identity redesign. What resulted is a sophisticated and flexible identity system "that draws inspiration from classic film and hospitality design while reflecting a modern sense of luxury," says High Tide Creative Director and Co-Founder Danny Miller.

The rebrand spans core brand elements such as the mark, typography, and color palette, to key touch points including campaign concepts, web, app, photography, editorial, and loyalty program collateral.

Since its inception, IPIC's membership rewards program has evolved to reward guests for every ticket purchase and visit to IPIC Theaters and Tuck Hospitality Group restaurants, presenting members with exclusive event and experiential opportunities from advance film screenings, special event pricing, member events and more. The new brand identity reflects its origin, enhancing the signature IPIC purple with bold and bright accents to converge in a dynamic, invigorating color scheme that will further enhance IPIC's on-site activations and strategic brand partnerships.

IPIC's new branding conveys the company's focus on the unification of the brand collective, housing IPIC Theaters with 16 locations nationwide, and IPIC's Tuck Hospitality Group restaurant portfolio including [City Perch Kitchen + Bar](#), [Tanzy Restaurant](#), [The Tuck Room](#), and [The Tuck Room Tavern](#).

About IPIC® Entertainment

Established in 2010 and headquartered in Boca Raton, FL, IPIC® Entertainment is America's premier luxury restaurant-and-theater brand. A pioneer of the dine-in theater concept, IPIC® Entertainment's mission is to provide visionary entertainment escapes, presenting high-quality, chef-driven culinary and mixology in architecturally unique destinations that include premium movie theaters and restaurants. IPIC® Theaters offers guests two tiers of luxury leather seating, Premium Chaise lounge and Premium Plus Pod or reclining seating options. IPIC® Theaters currently operates 16 locations with 123 screens in Arizona, California, Florida, Illinois, Maryland, New Jersey, New York, Texas, and Washington and new locations planned for Florida, Georgia, Texas, California and Connecticut. For more information, visit www.IPIC.com.

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