

## Virtual Zip Code Guide

This guide uses examples to explain how this type of marketing program would work. The result of this process is to create a name or word list association which provides a positive image of a target area. Either for the purpose of promoting the area or re-branding the area in a changing market place of this physical area. There are similarities to the use of “Districts” and can even incorporate this land use within the Virtual Zip Code area.

Differences between the use of a “District” versus the use of a “Virtual Zip Code” may lay in the size of the area as well as the general versus specific meaning of the name of these locations. Thus, the use of a “District” name within a “Virtual Zip Code” may depend on whether the District name creates confusion in relationship to the name of the Virtual Zip Code area.



## What is in a Name?

To explain and use the virtual zip code marketing tool, it is useful to review some very well-known examples of location names.

Silicon Valley  
Wall Street  
Research Triangle  
Metroplex

River Walk, San Antonio. New Orleans  
Las Vegas Strip  
Hollywood  
Las Colinas

The words above invoke some sense of a physical location and / or industry. Maybe “Metroplex” does not invoke some industry per se but it does invoke some positive sense of the location.

As per *Wikipedia*: **Metonymy** (pron.: /miˈtɒnɪmi/ mi-TONN-ə-mee) [1] is a figure of speech used in rhetoric in which a thing or concept is not called by its own name, but by the name of something intimately associated with that thing or concept. Metonyms can be either real or fictional concepts representing other concepts real or fictional, but they must serve as an effective and widely understood second name for what they represent. **Toponymy** is the study of place names (toponyms), their origins, meanings, use and typology.

## The Concept

The Virtual Zip Code (VZC) concept goal, by reference to this metonym definition of location naming, is to create a positive image location naming through the use of those positive descriptive words or names that best describes a location and / or the activity at this location. The area that it encompasses is relative to the area that can be uniformly addressed. This can include an area already promoting a positive image and expanding it to areas around it that can benefit from this first association. Secondly, it can be a large area typically larger than a district that simply needs rebranding or a new name association.

VZC concept also has some similarity to a master planned community although in the assignment of a VZC name, the stakeholders would consist of existing residential, commercial, vacant land, and plus others land owners. The focus is to group the area land mass of all parties that can make the area distinctive in its promotion of the area, architecture, or community development.

The location can be a physical location that could include both sides of an international border and held as an enforceable trade mark name with a cross border community association. Any VZC name would either have an enforceable trade mark name and / or sanctioned US Postal service zip code name and zip code assignment.

## The Example

The areas blocked out on the map above represent two economic sectors.

On Cd. Juarez side, there is a strong association with entertainment and on the El Paso side; there is a strong association with retail sales. This area could be called:

**Twin Commerce Cities** to reflect the retail business on both sides of the border in general.

**Neon Street** to reflect the entertainment area in Cd Juarez and the El Paso side inherit its relationship. Thus there could be a **North Neon Street** and **South Neon Street**.

## Local Association or World wide Association?

This association may be local or international. Such as “Broadway,” which invokes a district name association within the New York city area as does Wall Street but business is done world wide with Wall Street while only locally, Broadway provides entertainment. Actually Broadway may have more international association but its consumption is mostly local.

No network television, for instance, broadcast from the theater district of “Broadway,” although many television productions are produce in which Wall Street may have a financial interest in these companies long term income potential. And those interested parties observing Wall Street companies performances may be off shore in some other country. Therefore the parties interested in each location is different depending if the associations have either world wide interest or local interest involved in their outcomes.

Hence, Twin Commerce Cities may invoke a greater international presence for its small physical location but would be useful for those companies that depended on this larger geographical market association. On the other hand, Neon Street may invoke a more locally recognized district where outside of this city its importance may not be relevant.

Twin Commerce Cities is more appropriately suited as a VZC area if commerce as its theme was more important as a promotional image. It can be promoted as commerce within two countries.

Neon Street on the other hand can be promoted locally where entertainment is the promotional message and may attract new types of venues. Retail could be a mix but a new type of atmosphere could be developed that looks different than what it looks like today.

## **Geographical Marketing Area and Mailing Address**

Twin Commerce Cities can be a distinct VZC area in two cities, a marketing name for both areas in each city, as well as an applicable mailing address for both cities.

What good would it be to develop a marketing name for the area just to have a mailing address that included “El Paso, TX” if that association was not strong enough to be thought of as a center for Twin Commerce. If it is in Texas, then associations of commerce may be more closely associated with the cities of Dallas or Houston.

By using the name “Twin Commerce Cities, TX” in its mailing address, then the association would be disguised behind a city name not familiar either way; that is either negatively or positively but begins with a neutral position. Similarly, Cd Juarez would use Twin Commerce Cities, Ch Mexico

## **Cities Conjure up Images of Themselves**

Cities unfortunately, may be labeled in a way that may not always be positive. El Paso may be more associated with “the border,” “immigration,” “the border wall,” etc. The city is associated wholesale by some of the problems this city faces.

Another city that may conjure up a negative image is “Detroit” where the city has lost population as a result of market changes in the auto industry.

Los Angeles, depending in what context (industry) is used has both negative and positive images but mostly positive ones.

New York City is another with many positive images and some negative ones.

Can a border city compete in the image pageant? It may be difficult due to many negative conjured up images of the border which originate outside of the border area.

## **Conjure this up!**

The VZC would then develop a name and association different from the city at large that could be carefully managed and marketed. What could be an area that is inflicted with indifference or negative naming now can be rebranded in a highly polished image.

The neighborhood association handles its members and enforces some rules they work by.

Such companies can be referred to by their VZC location name or in discussion of them in relationship to their VZC name. This also helps interested parties keep an interested ear on the VZC stakeholders without really knowing whom all of them are and what they exactly do.

It will eventually lead to a more recognizable image of the companies that use this VZC name which could also lead to instant prestige and market recognition.

The VZC name is marketed and developed into a high impact and polished image involving companies in that geographical area.

The mailing address is also part of the image and used in mail and publication.

## **Mechanics of it**

A VZC association develops a marketing image. It cannot be underestimated at what lengths a VZC association would take to protect its image as a community which is the driving force behind the adoption and use of the VZC name. The members are bound by their mutual success, promotion and interest in this VZC named area which can span the civic relationships of residents, commercial tenants, and civic government.

The city sanctions the VZC association which allows the VZC association to control which companies or entities within a geographical area can use its trade mark name and marketing image. In a complex scheme, that could also involve several cities.

For instance, Cd. Juarez, El Paso, and Sunland Park may all use the same VZC name which would lend instance prestige and leverage to the weakest player city of the three. But as a VZC image name, its presence is felt by the numerous companies that reinforce the use of the VZC name even though individually they may be attracted to operate in a specific city for other economic reasons.

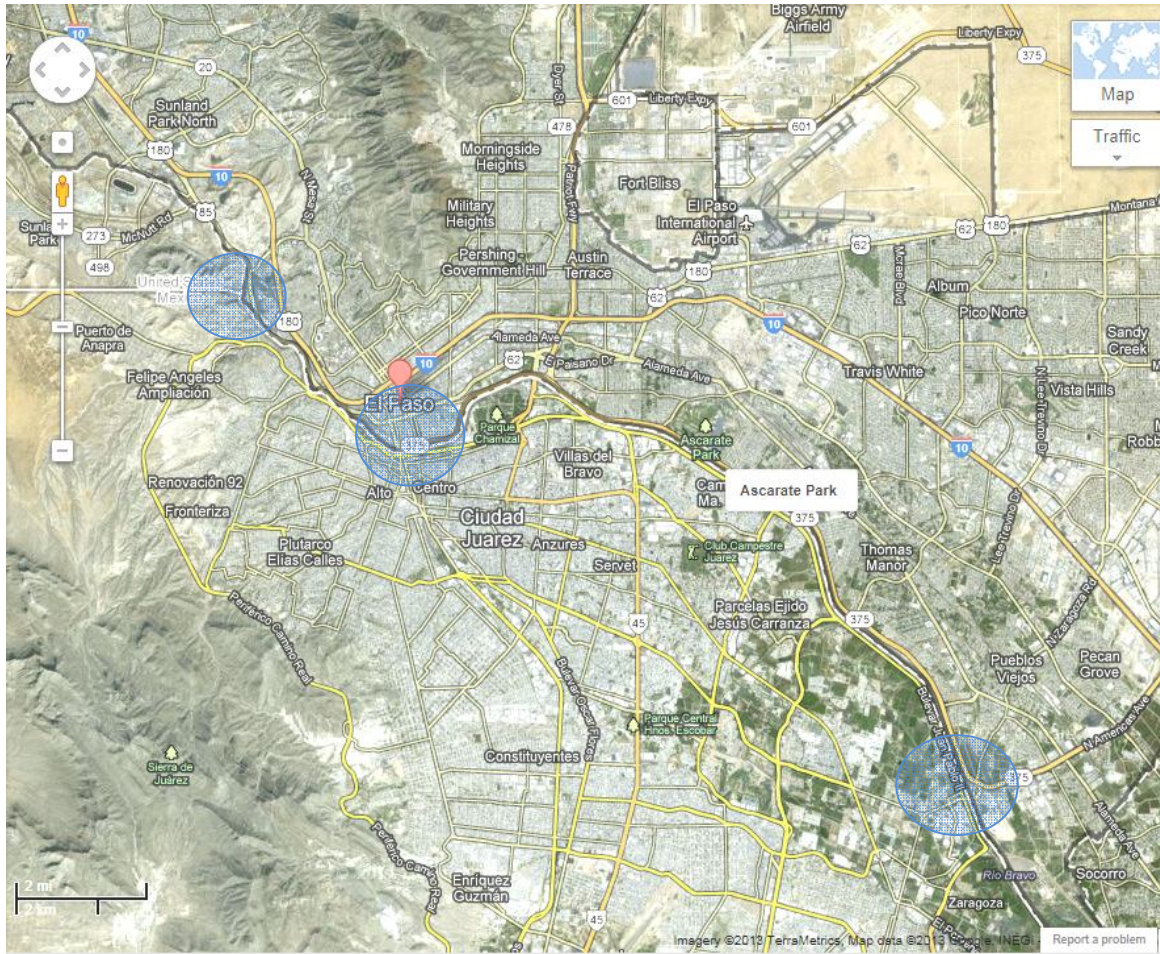
The city in turn will support this area, label it, and use capital expenditures that help improve the image, infrastructure efficiency, and visual recognition of this geographical area.

It may or may not include a geographical area in Mexico depending on the overall marketing strategy. Including Mexico counterpart across the border just allows more flexibility and expands the number of all international stakeholders.

The US Post Office agrees to license a location very much like the company "Mail Boxes, etc" which is a private company. A new or unused PO Box zip code is issued for this licensed location. Private couriers then may be allowed to deliver to the physical location of these companies as an option to each participating company. The US Post Office further agrees that the address can include the VZC name with this zip code.

The use of two or more zip codes would be possible if there were several clustered physical locations within the region. For instance, the same VZC name could be used at 3 locations like El Paso downtown, Zaragoza port of entry, and border area around Sunland Park. Then a zip code would reflect the three different PO BOX or street areas while still maintaining the VZC name city.





As seen with this Google map, the VZC zip code would be different for these widely spaced areas along the urban border between El Paso and Cd Juárez.

This wide location distribution may work out better if the entire area was label similarly for marketing purposes. One example could be El Paseo north or south of the border. The multiple virtual zip codes would actually be needed then for this virtual city name. Then districts within El Paseo would become more prominent in the description of an area. To describe the small central business district around a new port of entry like Yarbrough, then same name like the following may exist:

Family Big Business  
 1000 S Yarbrough  
 Las Palomas district  
 El Paseo, TX 799xx

El Negocio Fronterizo  
 1000 Bulevar Tomas Fernandez  
 Medico Distrito Palos Verdes  
 El Paseo, Ch Mexico XXXXX





This licensed PO Box location is allowed to handle association mail of which more than one association can exist.

If the Mexico geographic location is included in the association, then they also can use the US mailing addresses and receive mail at the licensed location. This would be useful for approved association member companies in Mexico to operate in their home country while using a promotional association US VZC name and mailing PO Box VZC name address.

This type of VZC should also be available in Mexico through its Postal Service and work similarly as described above in the reverse for US companies.

Family Big Business  
1234 Calle Bonita  
El Paseo, Ch Mexico XXXXX

El Negocio Fronterizo  
1234 Finance District  
El Paseo, TX 799XX

Office in US

Office in Mexico

## **Wrapping it up**

This is a marketing tool for a new or existing company that they can use to promote their company in the market place with a positive image building location name and mailing address. The location name would be promoted in the market place where such name recognition would provide the most positive impact for their participating members.