

Arlington, VA — Arlington Economic Development

- Situation** Arlington County, Virginia covers only 26 square miles, yet has an office market that rivals those of cities like Los Angeles, Denver, and Atlanta. Its fashionable neighborhoods are just a stone's throw from Washington, D.C. and attract a young, creative, and diverse population. And its Rosslyn-Ballston commercial corridor is one of the country's finest examples of strategic economic development and urban planning.
- Several years ago, the Arlington Economic Development (AED) Office created a branding campaign called "Think Arlington" which leveraged the county's many strengths, specifically the brainpower of its well-educated residents, to attract new businesses. The campaign's ads and Metro car displays garnered widespread attention and news coverage.
- In 2013, the AED office wanted to develop a new campaign to sustain the success of the first "Think Arlington" effort, and asked Channel Communications to take on the challenge.
- Solution** The first "Think Arlington" campaign featured notable individuals who lived or worked in Arlington and represented various industries and organizations. We extended this idea by introducing the concept of Arlington as the "intersection" of innovative businesses, the arts, higher education, breakthrough technology, entertainment, and other elements desirable to businesses looking to get started or to relocate in Arlington.
- These "intersections" were brought to life in the campaign by pairs of distinguished Arlingtonians from disparate fields (an artist and a banker; a university professor and a chef, etc.) posing together. Each ad was anchored by the theme line of "Arlington: at the intersection of business | technology | innovation | culture | diversity" and was executed in print, Metro car displays, and online banners.
- Result** The campaign is on schedule to roll out in early summer 2013. It can be viewed at www.arlingtoneconomicdevelopment.com.

- positioning
- tagline

Arlington County is comprised of smart, forward-thinking businesses/industries/amenities “intersecting” with, or in close proximity to, each other. The coexistence of these elements within Arlington make the community a desirable destination for relocating businesses and individuals.

Research Modes Used:

- One-on-one interviews
- Competitive brand benchmarking
- Desk research
- Review of primary research

Arlington: at the intersection of business | technology | innovation | culture | diversity



o print ads

enterprising | performance



Alex Lohrey
Dancer and Founder
Opposites

Liz Cain-Stiles
Dancer
Boson McCauley Dance

Part innovation.
Part inspiration.
All Arlington.

Arlington, Virginia is at the intersection of smart businesses and dynamic performers. Where individuals with visionary ideas converge with those who put them in motion. That's what makes it Arlington.

think arlington
arlingtoneconomicdevelopment.com

Arlington: at the intersection of business | technology | innovation | culture | diversity

medical | chic



David Duhamel, M.D.
Family Medicine Physician
Virginia Hospital Center

Austine Clayton
Owner
Cove Boutique

Part wellness.
Part vision.
All Arlington.

Arlington, Virginia is at the intersection of medical ingenuity and fashion. Where a revolutionary asthma treatment converges with a love of arts and fashions. That's what makes it Arlington.

think arlington
arlingtoneconomicdevelopment.com

artistic | finance



David Amerson
Artist

Karen Hager
Vice President
Arlington Commerce Bank

Part creativity.
Part opportunity.
All Arlington.

Arlington, Virginia is at the intersection of string expression and community success. Where iconic imagery converges with a passion for local business growth. That's what makes it Arlington.

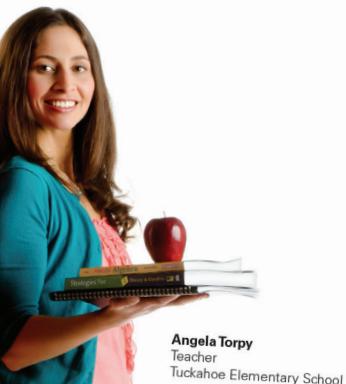
think arlington
arlingtoneconomicdevelopment.com

Arlington: at the intersection of business | technology | innovation | culture | diversity

action-packed | learning



Karl Alzner
Defenseman
Washington Capitals



Angela Torpy
Teacher
Tuckahoe Elementary School

Part excitement.
Part enlightenment.
All Arlington.

Arlington, Virginia is at the intersection of major league sports and top-ranked public education. Where eye-opening speed and strength converge with a passion for expanding young minds. That's what makes it Arlington.

think arlington

arlingtoneconomicdevelopment.com

strategic | cuisine



Jenise Davidson, Ph.D.
Associate Professor
George Washington University
School of Public Policy

Part foreign policy.
Part fine dining.
All Arlington.

Arlington, Virginia is at the intersection of policy thought leadership and unforgettable dining experiences. Where national security expertise converges with international flavors. That's what makes it Arlington.

think arlington
arlingtoneconomicdevelopment.com

Arlington: at the intersection of business | technology | innovation | culture | diversity

creative | dna



Alex Brader
Musician and Sound Artist

Part alternative.
Part awareness.
All Arlington.

Arlington, Virginia is at the intersection of musical statements and medical discovery. Where art converges with leading-edge cancer management. That's what makes it Arlington.

think arlington
arlingtoneconomicdevelopment.com

Arlington: at the intersection of business | technology | innovation | culture | diversity

Arlington: at the intersection of business | technology | innovation | culture | diversity



o banner ads

enterprising | performance

Part innovation.
Part inspiration.

Part innovation.
Part inspiration.
All Arlington.

arlingtoneconomicdevelopment.com

think arlington

Arlington: at the intersection of business | technology | innovation | culture | diversity

creative | dna

creative | dna

Alex Braden
Musician and
Sound Artist

Beth N. Peshkin,
MS, CGC
Genetic Counselor

action-packed | learning

action-packed | learning

Part excitement.
Part enlightenment.

Part excitement.
Part enlightenment.
All Arlington.

arlingtoneconomicdevelopment.com

think arlington

Arlington: at the intersection of business | technology | innovation | culture | diversity

artistic | finance

artistic | finance

David Amoroso
Artist

Kamara Napper
Vice President
Virginia Commerce
Bank

medical | chic

medical | chic

Part wellness.
Part wow.

Part wellness.
Part wow.
All Arlington.

arlingtoneconomicdevelopment.com

think arlington

Arlington: at the intersection of business | technology | innovation | culture | diversity

strategic | cuisine

strategic | cuisine

Janine Davidson, Ph.D.
Assistant Professor
George Mason University
School of Public Policy

Mores Ouattara
Owner and Chef
Kora and Faran Olivia
restaurants