

the design channel

the design channel, llc

news release

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For Immediate Release

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TDC is asked to work on re-energizing the branding for Arlington County's Convention and Visitors Service.

Agency to develop branding, advertising and marketing communications for the the County's business and tourism industry..

WASHINGTON, DC/BALTIMORE, MD, September 10, 2007 — The Design Channel (TDC), a branding and integrated marketing communications company, has been hired by Arlington Economic Development (AED) to help create new positioning, branding, advertising, collateral and interactive media for the Arlington County, VA. TDC has worked with the Arlington Convention and Visitors Services (ACVS) on a variety of projects over the past few years.

Arlington County, VA is a world-class urban county located outside Washington, DC. AED, a department of Arlington County, is responsible for promoting economic development and expanding regional, domestic, and international tourism for the county. The Design Channel was awarded the multi-year contract to create branding and marketing communications that support the mission of AED.

The new assignment, which begins immediately, will include the development of a branding strategy that differentiates Arlington County from other destination cities in the region and appeals to both tourist and business groups. The agency will execute this brand strategy across a number of tactical pieces, including print advertising, direct response material, collateral and interactive media.

According to Emily Cassell, Marketing Director for Arlington Convention and Visitors Service, "This is a tough assignment as Arlington tends to be overshadowed by the nation's capital as a destination. Yet I am confident TDC has strategic sensibility and creativity to develop a unique and compelling brand for the county."

With offices in Washington, DC and Baltimore, MD, TDC provides a full range of integrated services, including branding, marketing and advertising, direct marketing and interactive media.

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