

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.
- Arlington Economic Development (AED) Office needed a branding campaign to leverage the county's many strengths, specifically the brainpower of its well-educated residents and the many businesses and organizations already located there, to attract new businesses. The campaign's ads and Metro car displays garnered widespread attention and news coverage.
- In 2013, the AED office asked The Design Channel to take on the challenge.
- Solution** The "Think Arlington" campaign featured notable and distinctive 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 rolled out in early summer 2013. Thus far it has been very successful in garnering attention in the region and creating a distinctive brand halo around Arlington County. This year AED is planning to roll out the branding campaign nationally.

- o positioning
- o tagline
- o logo

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 secondary research

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



enterprising | performance

Alex Luker
President and Founder
Cymon

Liz Olsen-Buchheit
Owner
Ballet McQuay Dance

Part innovation.
Part inspiration.
All Arlington.
Arlington, Virginia is at the intersection of smart business and dynamic performing arts. Where individuals with visionary ideas converge with homegrown artists in motion. That's what makes it Arlington.

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

medical | chic

David Dubamel, M.D.
International Pulmonologist
Virginia Hospital Center

Amanda Opatow
Owner
Coco Boutique

Part wellness.
Part wow.
All Arlington.
Arlington, Virginia is at the intersection of medical ingenuity and fabulous finds. Where a revolutionary asthma treatment converges with one-of-a-kind gifts and fashions. That's what makes it Arlington.

think arlington
arlingtoneconomicdevelopment.com

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

artistic | finance

David Anastos
Artist

Rosanne Nagler
Vice President
Nagler Commercial Bank

Part originality.
Part opportunity.
All Arlington.
Arlington, Virginia is at the intersection of daring, eccentricity and community support. Where provocative cosmology converges with a passion for local business growth. That's what makes it Arlington.

think arlington
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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.

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

strategic | cuisine

Jessie Davidson, Ph.D.
Associate Professor
George Mason University
School of Public Policy

Memo Quattrone
Owner of L'Espresso
Kara and Farid Olive
restaurant

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

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

creative | dna

Alan Braden
Musician
Braden & Co.

Debi M. Pustilnik, M.D., DCC
Owner
Cancer Center

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

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



enterprising | performance

Alex Laskey
President
and Founder
Opower

Liz Glain
Dancer
Bowen M
Dance

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Part inspiration.**

**Part innovation.
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All Arlington.**

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think
arlington

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

creative | dna

Alex Braden
Musician and
Sound Artist

Beth N. Peckin,
MS, CGC
Genetic Counselor

think
arlington

action-packed | learning

Karl Atzner
Defenseman
Washington Capitals

Angela
Teacher
Tuckahoe
Element

**Part excitement.
Part enlightenment.**

**Part excitement.
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All Arlington.**

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think
arlington

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

artistic | finance

David Amoroso
Artist

Kemara Hopper
Vice President
Virginia Commerce
Bank

think
arlington

medical | chic

David Duhamel, M.D.
Interventional
Pulmonologist
Virginia Hospital
Center

Aurora
Owner
Covet

**Part wellness.
Part wow.**

**Part wellness.
Part wow.
All Arlington.**

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think
arlington

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

strategic | cuisine

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

Moreau Quartara
Owner and Chef
Kora and Farrah Olivia
restaurants

think
arlington