

## Arlington Convention and Visitors Service

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**Situation** Arlington County, VA is a world-class urban county located outside Washington, DC. Arlington Economic Development (AED), a department of Arlington County, is responsible for promoting economic development and expanding regional, domestic, and international tourism for the county. TDC was awarded a contract to develop branding, marketing communications, collateral, and interactive media to support the mission of AED and Arlington's Convention and Visitors Service.

**Solution** Arlington Convention and Visitors Service (ACVS) is specifically involved in attracting tourists and businesses to the region. We developed a branding strategy for ACVS to help position the agency, differentiate its brand in the marketplace, and articulate its message to both individual tourist and business groups.

We researched the competitive landscape of organizations competing in the region, including Washington, D.C., Baltimore, MD, and the state of Virginia. We also researched other "edge cities" across the U.S. and other organizations similar to ACVS. We also conducted interviews with key staff members and reviewed available "tourism" research. From this we were able to distill insights about Arlington County—ultimately setting up a framework for differentiating the market area and establishing creative drivers for the branding.

To date, we've created branding assets that include a positioning statement, tag line, and branding guidelines. We have also created tactical pieces that include print advertising, direct response material, website, emails, graphics for the mobile visitors center, and collateral.

**Result** We do not have specific metrics on the work that was completed. The branding and design assets were purposely developed to be flexible and we have refreshed the designs a few times. The work has lasted for several years.

- o competitive matrix
- o creative brief

## Arlington Convention and Visitors Service

## COMPETITORS AND LIKE-MINDED ORGANIZATIONS BRANDING RESEARCH

### Competitors

#### Washington, DC

#### tagline and/or positioning

#### key message

#### observations

#### Visual Expressions

### Visual Expressions



#### Baltimore, MD

#### tagline and/or positioning

#### key message

#### observations

#### Visual Expressions

### Visual Expressions



### Like-Minded Organizations — Edge Cities

#### Irving, Texas

#### tagline and/or positioning

#### key message

#### observations

#### Visual Expressions



#### Virginia

#### tagline and/or positioning

#### key message

#### observations

#### Visual Expressions



## the design channel

### creative brief

#### the design channel, llc

Client: Arlington Economic Development  
Project Name: Arlington Convention and Visitors Service Branding  
Client Contact: Emily Caswell

#### 1. What is the project background?

Provide background information, such as relevant research and results from past campaigns. What is the objective of the project? Are there any brand guidelines or existing brand identity (e.g., advertising, brand mark, personality, etc.)? Discuss relevant market conditions, if it is part of a larger campaign, how it fits into overall corporate positioning, etc.

The research that has been done is building a good foundation of how Arlington — as a brand — is understood and valued in the tourism and convention markets. By better understanding and defining Arlington's brand and its brand "personality," we will have a valuable tool that will serve as the foundation for all marketing and communications initiatives moving forward.

To that end, the Arlington Convention and Visitors Service (ACVVS) is looking to update their tourism branding and marketing approach. Based on research conducted by Randstad Travel, Arlington is embarking on a new positioning and branding for the city. The new approach will include a new look and feel that is more hip, fun and focused on the style of Arlington, something that is fresh and different and will showcase the city through culture, shopping, events, retail and great dining. The new look will be a departure from the current look that relies heavily on the DC connection with key visuals of monuments and attractions associated only with DC.

According to the research the primary reason for visiting Arlington is "not Arlington," it is to see the regional sites, and not just Washington DC either. People are coming to do things all over the metro area. People stay in Arlington because the lodging is more affordable than DC and Arlington is centrally located, which makes it convenient for visiting both DC and Northern Virginia attractions. Leisure visitors in Arlington are currently most prevalent in the spring and summer months and it is believed the overall growth potential in the leisure market for Arlington is excellent without the need to create new attractions for leisure visitors.

The Design Channel has been asked to develop a dynamic new brand positioning, complete with graphics and look and feel that will capture the vibrant destination that is Arlington. In addition, ACVVS has contracted with David M.

Photography to provide a new image library of people playing, shopping, eating and enjoying themselves to use in the effort. DCV plans to create the following deliverables. They are: a new positioning strategy and possible tagline, print advertising, banner ads, Visitor Guide Cover, Meeting Planner Guide Cover, Visitor Promotion postcard, email and a website look.

#### 2. Who is the target audience?

Identify the primary audience, their level of knowledge, what are the demographics, psychographics, etc? Who are they interested in, what business sectors? How knowledgeable are they about the product/service? For advertising, what publications are the most relevant? For publication, what are the most relevant?

Leisure travelers in the Mid-Atlantic 100 corridor that will drive from five hours away in the spring and summer months to visit Arlington, VA for an extended weekend or overnight around a holiday weekend.

The Arlington brand platform will be designed to raise awareness of Arlington with leisure travelers and those who influence travel planning decisions and their operators who live OUTSIDE of Arlington to motivate them to visit Arlington, generating greater economic impact for the region through increased visitor spending.

Arlington people who live and work here have their own thoughts on what Arlington represents to them, we must keep in mind that what Arlington represents to out-of-town visitors should be considered first and foremost, as this is the target audience. The primary target audience includes the leisure traveler within a five-hour drive from Arlington, and those that influence travel, including meeting planners and tour operators.

Secondarily, it is desirable to have locals embrace the new brand platform as well, since many travelers are overnight visitors who visit friends and relatives.

Below are some key statistics for Virginia tourism as a whole:

- Household income between \$50,000 - \$100,000
- Visitors are planning 3-5 months in advance of taking their trip
- The average age of the head of household staying is 34-45 years of age
- 80% of the travel party stays in between 2-4 people

#### 3. What is the product/service being offered?

What product/service is being presented? What are its strengths and key benefits? If this is a new product, what is it and what does it do? If this is an upgrade to an existing product, what makes it better than the original version? What are the key competitors for the product/service?

Arlington, Virginia is a destination for leisure travelers and business visitors. Arlington is across the Potomac River from Washington DC and is home to the Pentagon, Reagan National Airport and Arlington National Cemetery and much more. Arlington has world-class shopping and dining and affordable lodging. Its close proximity to the Capital region and Northern Virginia attractions makes it an exciting destination for weekend and holiday leisure travelers.

#### 4. Purchase Behavior — What will this product/service do for this audience?

What are the target looking for — particular problems or challenges they face. Why does the audience want this product/service? What are the main message/benefits of the product/service? How does the product/service address their needs? What is the major differentiator of the product/service?

We believe visitors are looking for a smart, convenient and affordable choice when visiting the Capital Region. Arlington's unique location between DC and Northern Virginia allows visitors to move easily around all the sites and attractions in the area.

Other hot buttons for visitors when they travel are finding places to have fun and be inspired, interesting neighborhoods to explore, beautiful scenery, and places to touch and experience history—in short, look to see and do. Arlington's hot location and easy going feeling with major attractions and amenities right here, plus only minutes away from DC and other attractions in Northern Virginia—makes these hot buttons.

We believe a major differentiator in Arlington as a place to stay is the "multigenerational" view. It provides visitors—a blend of points to see DC and a whole lot more.

#### 5. Why should they believe that?

How do we substantiate and support each message/claim? Provide supporting information in order of priority. What proof do we have to support these claims?

Travelers cited location and convenience, great dining and shopping as their primary reasons to choose Arlington. In addition, Arlington's location near to Washington is the primary driver for visitors.

#### 6. Is it easy to buy this audience?

On both this piece, what should it look like?

Arlington is the smart place to stay and play. Arlington provides many to see DC and other places in the region.

#### 7. How to be a success?

Are the target's business objectives — increase response rates, increase conversions (e.g., increase sales by 10%, generate 1000

to brand for Arlington, to generate awareness and interest for the city

test awareness and ultimately validation, creating a long term

awareness to consistently guide marketing/promotional

awareness, interest and investment

visitor would really enjoy. A place a visitor would want to return to.

the product/service? How do we get around these objections?

by re-positioning DC? After all I came here to see the DC sites and

it's important to stay in Arlington. It's convenient, affordable, and just

to the mall, monuments and Smithsonian museum. Arlington

first day of sightseeing with diverse shopping, dining and

week also "urban village".

## Research Modes Used:

One-on-one Interviews

Competitive Brand Benchmarking

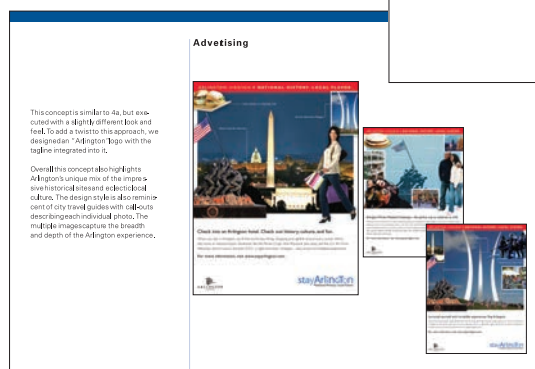
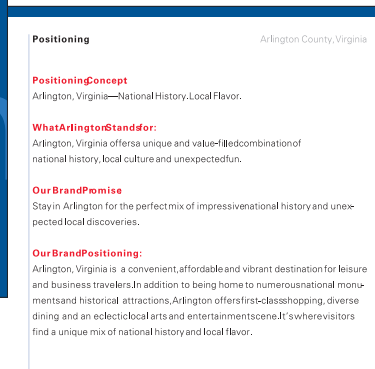
Desk Research

Review of Primary Research

- o positioning
- o logo and tagline
- o branding strategy

Arlington, Virginia is a convenient, affordable and vibrant destination for leisure and business travelers. In addition to being home to numerous national monuments and historical attractions, Arlington offers first-class shopping, diverse dining and an eclectic local arts and entertainment scene. It's where visitors find a unique mix of national history and local flavor.

**stayArlington**  
National History. Local Flavor.



**ARLINGTON, VIRGINIA • NATIONAL HISTORY. LOCAL FLAVOR.**

Check into an Arlington hotel. Check out history, culture, and fun.

When you stay in Arlington, you'll find world-class dining, shopping and nightlife around every corner. We're also home to national historic landmarks like the Marine Corps War Memorial (Iwo Jima) and the U.S. Air Force Memorial. And of course, the best of D.C. is right next-door. Arlington – easy access to incredible experiences.

For more information, visit [www.stayarlington.com](http://www.stayarlington.com).

**ARLINGTON VIRGINIA**

**stayArlington**  
National History. Local Flavor.

**ARLINGTON, VIRGINIA • NATIONAL HISTORY. LOCAL FLAVOR.**

Arlington Winter Weekend Getaways—the perfect way to celebrate or chill.

Nothing cures cabin fever like a winter weekend getaway! In Arlington's urban villages, you'll enjoy local flavor that's unlike any other in the Washington, D.C., area. And with awesome Friday and Saturday hotel rates, you'll feel great about treating yourself to our eclectic dining, first-class shopping, cutting-edge performances and super-indulgent spas. Special weekend packages include great rates and valuable dining and shopping discounts at Arlington's hottest restaurants and stores.

For more information, visit [www.stayarlington.com](http://www.stayarlington.com).

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**NATIONAL HISTORY. LOCAL FLAVOR.**

Surround yourself with incredible experiences. Stay Arlington.

Home to national historic landmarks like the Marine Corps War Memorial (Iwo Jima) and the U.S. Air Force Memorial, Arlington is the place to stay. And of course, the best of D.C. is right next door. Combine this with our unique local culture and find yourself surrounded with incredible experiences.

For more information, visit [www.stayarlington.com](http://www.stayarlington.com).

**ARLINGTON VIRGINIA**

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**ARLINGTON, VIRGINIA • NATIONAL HISTORY. LOCAL FLAVOR.**

With renowned performances at Signature Theatre, Arena Stage, and the Rosslyn Spectrum, Arlington plays a starring role in the capital region arts scene.

Choose from a wide range of exciting arts venues in Arlington! Enjoy your favorite musicals at Signature Theatre, a striking new theater in the heart of Shirlington's shopping and dining district. Take in the Tony Award®-winning productions of Arena Stage in the heart of Crystal City. Or, catch a performance at the Rosslyn Spectrum Theatre, home to Synetic Theatre, Arlington's own cutting-edge theater group that applies the "art of silence" and thrilling choreography to well-known productions. Hold your next meeting or event in Arlington, and get a standing ovation for your guests' incomparable arts experience.

For special event arrangements, or for information on venue rentals, contact the Arlington Convention and Visitors Service at 800-296-7996, or visit [www.stayarlington.com](http://www.stayarlington.com).

**ARLINGTON VIRGINIA**

**stayArlington**  
National History. Local Flavor.



- o winter promotional postcard and email
- o restaurant guide

**Arlington Winter Weekend Getaway**

To: David Frank  
Cc:  
Subject: Arlington Winter Weekend Getaway  
Attachments: none

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**ARLINGTON, VIRGINIA • NATIONAL HISTORY. LOCAL FLAVOR.**

**Arlington Winter Weekend Getaways—  
the perfect way to celebrate or chill.**

**Heat up your winter weekends with fantastic Arlington hotel rates — now through February 2008!**

Nothing cures cabin fever like a winter weekend getaway! In Arlington's urban villages, you'll enjoy local flavor that's unlike any other in the Washington, D.C., area. And with awesome Friday and Saturday hotel rates, you'll feel great about treating yourself to our eclectic dining, first-class shopping, cutting-edge performances and super-indulgent spas.

**Special weekend packages include:**

- Great rates — as low as \$95 per night — at 10 Arlington hotels
- Valuable dining and shopping discounts at Arlington's hottest restaurants and stores
- Event and reservation information for Arlington and D.C. concerts, plays, winter festivals and more
- Welcome gift and free Arlington Visitors Guide

**Book your hotel now at**  
[www.stayarlington.com/winter](http://www.stayarlington.com/winter)

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National History. Local Flavor.

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**stayArlington**  
National History. Local Flavor.

Arlington Convention and Visitors Service  
1100 N. Glebe Rd., Ste. 1500  
Arlington, VA 22201

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**Arlington Winter Weekend Getaways—  
the perfect way to celebrate or chill.**

**stayArlington**  
National History. Local Flavor.

**ARLINGTON, VIRGINIA • DISCOVER THE UNIQUE LOCAL FLAVOR**

**Clarendon**  
Quality shops, popular restaurants, and lively live music make this the quintessential Arlington experience.

**Ballston**  
This "city within a city" boasts shopping, dining, and even ice skating with the Washington Capitals!

**Shirlington**  
When the sun goes down, the curtain goes up! Enjoy theater and nightlife in this trendy neighborhood hotspot.

**Courthouse**  
Pleasant outdoor shopping and the greenery that everything you need is in this beautiful city center!

**Rosslyn**  
Known for its impressive skyline, Rosslyn offers fun-filled events and performances plus morning Georgetown views.

**Pentagon City**  
Delight in chic shopping and boisterous dining at the Potomac Center for Business City and the opposite place on Potomac Row.

**Crystal City**  
Experience the vibrancy of Arlington's largest downtown with fine restaurants, an underground shopping mecca, outdoor fun, and more!

**Crystal City Station**

**Countless cuisines, edgy theater and hot live music — just minutes away in Arlington!**

Step outside your hotel and discover Arlington's unique mix of history, culture and fun! Our vibrant urban villages — Ballston, Clarendon, Courthouse, Crystal City, Pentagon City, Rosslyn, and Shirlington — are home to national treasures, world-class shopping, diverse dining, cutting-edge arts attractions and eclectic local flavor. Here's just a sampling of our award-winning restaurants and night spots.

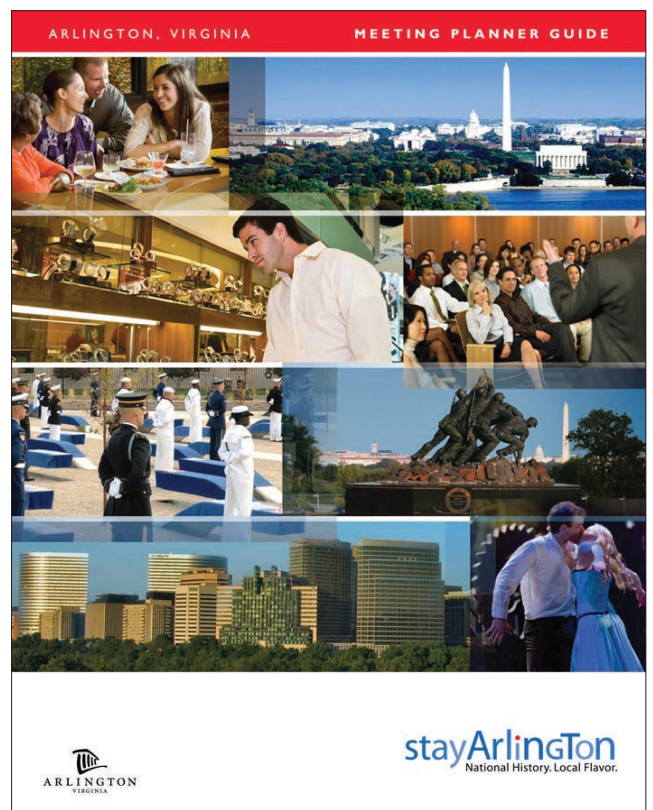
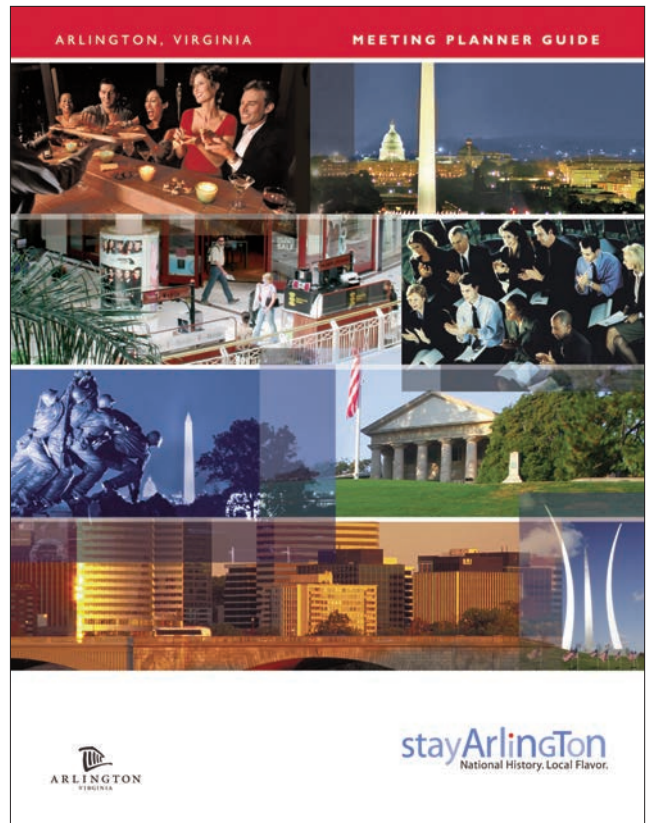
**Arlington Restaurants & Night Spots by Neighborhood**

Neighborhood	Restaurant/Night Spot	Address	Phone
Ballston	Big Bone Gourmet Grill	4401 Wilson Blvd	(703) 276-8002
	Caribbean Breeze	4100 Fairfax Dr	(703) 812-2997
	P.F. Chang's China Bistro	501 N. Glebe Rd	(703) 327-0991
	Rio Grande Cafe	4301 Fairfax Dr	(703) 528-3131
Clarendon	Boulevard Woodgrill	2501 Wilson Blvd	(703) 875-9663
	Dahi Club	135 N. Highland St	(703) 527-5444
	Beverly Street Lounge	1041 N. Highland St	(703) 351-1311
	Eventide Restaurant	1145 Wilson Blvd	(703) 276-3165
Courthouse	Rock Bottom Restaurant & Brewery	4238 Wilson Blvd	(703) 516-7688
	Redlands Barbecue & Grill	4205 Fairfax Dr	(703) 528-9663
	Vagabond	4401 Wilson Blvd	(703) 528-3113
	La Taca	2905 Wilson Blvd	(703) 812-9120
Pentagon City	Sette Bello	3101 Wilson Blvd	(703) 528-2858
	Tallula and EATBar	2761 Washington Blvd	(703) 778-5051
	The CheeseCake Factory	2900 Wilson Blvd	(703) 294-9966
	The Library Tavern	3195 Wilson Blvd	(703) 462-4360
Crystal City	Whitlow's on Wilson	521 2nd St S	(703) 276-7693
	Courthouse	2019 Wilson Blvd	(703) 276-3009
	Harry's Tap Room	2800 Clarendon Blvd	(703) 778-7788
	Me Jena	2300 Wilson Blvd	(703) 462-4440
Rosslyn	Men's Restaurant	2500 Wilson Blvd	(703) 528-2858
	Ray's the Steak	2761 Washington Blvd	(703) 841-7287
	Bebe Tratoria	2200 Crystal Dr	(703) 412-5077
	Cafe Pizzello	507 23rd St S	(703) 894-2250
Shirlington	Arora Restaurant	4052 Campbell Ave	(703) 575-8900
	Bobby's & Potts	4051 Campbell Ave	(703) 741-0870
	Capital City Brewing Company	4001 Campbell Ave	(703) 578-3888
	Carlyle	4000 Campbell Ave	(703) 931-0777

...and many more! See [www.stayarlington.com](http://www.stayarlington.com)



- o visitors guide covers







- exhibit booth and banner ups





- o print ad
- o banner ad
- o mobile visitors center  
van wrap

