



SMITHGIFFORD  
advertising and branding

December 7, 2009

# City of Falls Church: Branding Campaign



# Goal & Objectives



- Goal:
  - Re-balance tax revenue between commercial and residential
- Objectives:
  - Attract more of the right kinds of businesses
  - Articulate an identity/personality/sense of place that is appealing...and attracts Non-residents to visit & that Residents will embrace



# Research



- Analysis of various Historical Information
- 13 One-on-One Interviews
  - 3 with Industry Experts
  - 3 with Current CoFC businesses
  - 6 with Prospective businesses
  - 1 with Gerald Pressman
- 5 Focus Groups
  - 2 with Residents
  - 1 with Non-Residents
  - 1 with “Super-Involved” residents
  - 1 with Arts & Culture group
- Quantitative Branding Survey
  - 146 Residents
  - 102 Non-Residents



# Resident Conclusions



- Residents love their city!!!!
- Starting to feel worn down by the lack of a unified vision
- Residents represent a missed revenue opportunity – many do not shop in the CoFC – potentially substantial \$ leakage
- Residents know the business district is in need of sprucing up
- Aware there is a potential personality problem with non-residents

# Non-Resident Conclusions



- Seen strictly as a pass-through (over 1M people per month)
- Non-residents less aware of the aspects that make the CoFC a community
- Broad St/Washington St thought of as the business district
  - Current aged state is a source of ill will / personality problem
- New development has created an opening
  - See the city as getting “spruced up,” about ready to change
  - Non-residents ready to see the CoFC in a different way!
- Residents/non-residents have a common vision for the CoFC
- Lots of positive selling points to prospective businesses, but current business district makes it a “hard sell”



# What is our personality?



- Convenient
- Neighborly
- Involved
- Vibrant
- Lots going on
- Small-town values
- Down-to-earth
- Quirky
- Creative
- Human
- Warm
- Educated
- Fun
- Inclusive
- Welcoming
- Friendly
- Community-oriented



# Strategy & Creative



# Brand Statement



The City of Falls Church  
is a small place, on purpose.

We are enthusiastically small!

We are a small town oasis in the midst of a big  
city, and we are happy to be that way...



## Brand Statement



We're a mere 2.2 square miles, but we are not trivial.

We have the mindset of a big city – the thinking, culture, food, schools – without the crowding.

It's all the benefits of a big city without the drawbacks.

We have a metro, a performance venue, our own police department and government, access to major highways, malls, and are only a few minutes to downtown DC, but we have minimal crime, noise, congestion and most of the other drawbacks that come with being a city.

We're an impressive 2.2 square miles...

# Brand Essence



There is...  
The Queen City  
The Emerald City  
Sin City  
City of Lights  
The City that never sleeps  
Twin Cities  
Sister City  
The Windy City....

The  
Little  
City

CITY OF FALLS CHURCH



CITY OF FALLS CHURCH

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City Hall

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CITY OF FALLS CHURCH

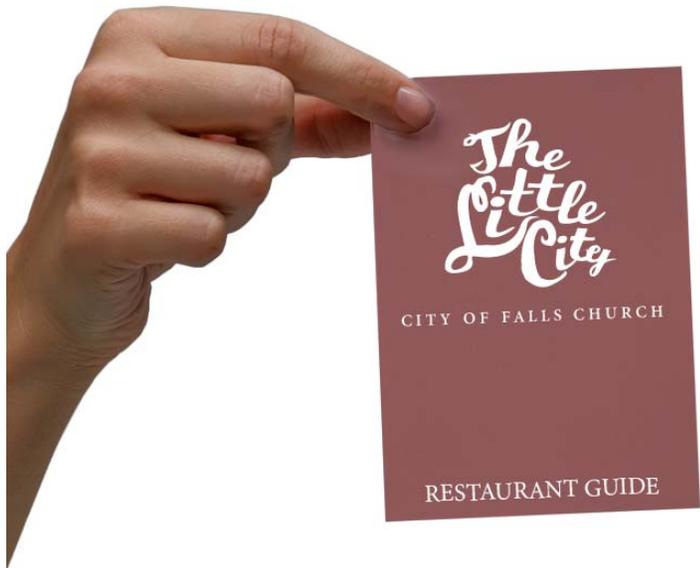
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300 Park Avenue  
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The  
Little  
City

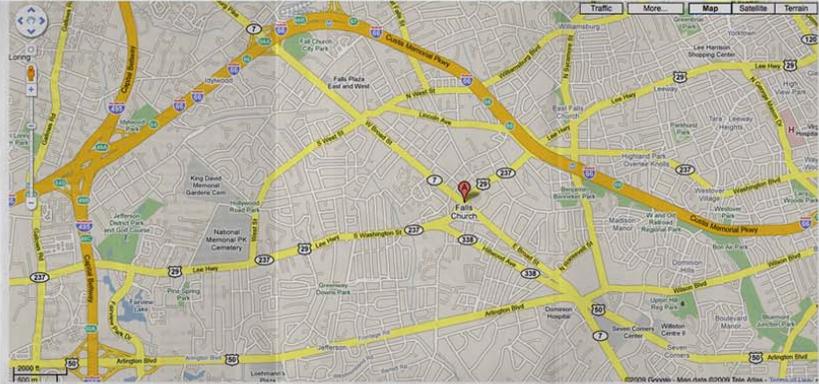
LITTLE CITY. BIG PLAN.



CITY OF FALLS CHURCH



# LITTLE CITY BIG TASTE



The standard Lorem Ipsum passage, used since the 1500s

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Section 1.10.32 of 'de Finibus Bonorum et Malorum', written by Cicero in 45 BC

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt

The standard Lorem Ipsum passage, used since the 1500s

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3A 3B 26A 26E

The  
Little  
City

**BUS**

CITY OF FALLS CHURCH



26A ESTRN FALLS

The  
Little  
City  
BUS

*The  
Little  
City*

CITY OF FALLS CHURCH  
**FARMER'S MARKET**

City Hall  
300 Park Ave  
Sat. 8-12





Thank You!

