



Rockville – Tagline Rationales

Key Considerations

- A tagline is not a brand - it is a visual messaging device intended to help communicate, differentiate and define a brand personality.
- Taglines are interchangeable, as long as each one of them ties back to the approved strategic positioning statement for the brand. Simply, as highly recognized and associated as “Just Do it” is with the Nike brand, it is replaceable, as long as the new line is similarly tied to the Nike name, logo and brand presentation and connotes and connects equally as well with the same spirit of energy, encouragement and commitment that the line promotes
- The strategic positioning statement anchors all messaging for the brand presentation. While not “copy,” per se, it is the touchstone to which all messaging must relate and with which it must comply.

This statement should serve as the strategic platform for consistent, engaging, truthful communication driving positive, branded awareness of/interest in/response to Rockville among primary and secondary target audiences. Said platform’s purpose is to serve as the brand marketing “launch pad” for pursuing, sustaining and nurturing differentiated awareness of Rockville as one of America’s premier small cities for work, play and life.

Rockville is justifiably regarded as one of America’s top, small cities for work, for play and for life. It is the upscale and highly educated, business-friendly home to some of the nation’s and the world’s most prominent biomed and technology companies and blessed by proximity to the resources of the world’s most powerful city, Washington, D.C. And Rockville is a city that remembers and reveres its roots, its commitment to citizen-centric public service, to the planet and to the connectivity of its neighborhoods and residents.

- Rockville's core communications objectives for this brand marketing program are:
 - To develop signature messaging/images accurately and compellingly reflecting the strategic platform. These should portray Rockville's "yesterday, today and tomorrow" appeal in the context of valuable connections (variously defined as connections to its roots and history, connections between neighbors and neighborhoods, the connections between residents and the community, between residents and their city government and even Internet connectivity), highly educated, diverse and green-conscious.
 - Messaging should meld the quality of life benefits of Rockville's intimate, hometown flavor (great neighborhoods, safe, walkable streets, great parks, recreation amenities, etc.) and the City's business sophistication as a biomed/high-tech "power center," its high level of education that all contribute to Rockville's unique appeal and bright future. Rockville today enjoys high profile recognition as a "top American city," the beneficial yield of its business and scientific communities.
 - To position the City both as resident and business-friendly, with a forward thinking administration and the right tools and processes and assets (workforce, housing) to support and advance sustainable investment.
 - To assure that messaging is in sync with the vision detailed in the *Mayor and Council Vision: 2020* foresees a "thriving" Rockville that is "a regional economic engine (that) stays true to its core values of environmental leadership and preserving neighborhoods and historical resources," a Rockville with "a renewed appreciation for the role of business as a provider of services, a revenue source, and a partner in community development and activities." Rockville as a city that can legitimately be presented and branded as representing the best of both worlds. It is one where top-notch services, businesses, elected officials and their staffs and "regular folks" all are inextricably connected to and impacted/benefited by their proximity to the world's most powerful city. It also is one that, on official and unofficial levels, nevertheless strives to maintain true "hometown" values – individual connectivity, community and a sense of common history and belonging that reflect time-honored traditions and values of neighborliness and caring about the individual.

Taglines

The core brand story of Rockville is that it is a top American small city that successfully encompasses, combines and nurtures (1) an intimate, hometown flavor (great neighborhoods, safe, walkable streets, great parks, recreation amenities, etc.); (2) business sophistication and opportunity; (3) cultural diversity and (4) individuals well.

We recommend the following tagline for the launch of the new campaign with the belief that it embodies the heart, soul and promise of what Rockville is and stands for:

Rockville, MD
The World Class City That Feels Like Home

Runner up taglines are:

Rockville, MD
Find The Good Life In A Great City

Rockville, MD
Get Into It

Rationales

- **The World Class City That Feels Like Home** – For us, this line says it all. Rockville is indeed a leading small city (a statement supported by its exceptional demographics and equally as exceptional recognition by major media) that has managed to hold onto the intimate physical and social characteristics that give it a true, hometown look, feel and appeal.
- **Find The Good Life In A Great City** – Ditto the above rationale, but with an invitation to the reader/listener to come to Rockville (online, in person etc.) to investigate and discover how the good life (for individuals, families, businesses) can be found in a city with a great physical, environmental, cultural offering, great access to the larger offering of Washington, D.C. etc.

- **Get Into It** – The phrase, “Get into it” is both an invitation and a motivation to discover, familiarize with, learn about and come to enjoy and incorporate something of value into one’s habits and mindset.

The online MacMillanDictionary.com offers varying definitions for the phrase, get into something, including to start enjoying something or to become enthusiastic about it, to begin to discuss something) and to start doing something regularly in a particular way. All are things we want to encourage people (residents, business owner/employees, prospective residents and business owners/employees, visitors, the media etc.) to do when it comes to Rockville.

Granting that, “Get Into It” doesn’t specifically refer to or infer anything specific to Rockville’s great city/good life attributes, the recommendation/invitation to find out more about the City and what it is/has is a good line for encouraging proactive exploration of the Rockville offering.