



MONTGOMERY COUNTY

■ SITUATION ANALYSIS

The government of Montgomery County, Maryland was perceived as being indifferent to businesses located there, and the county was losing companies to other jurisdictions. The county's existing reputation originated in previous administrations, and the new administration had the awesome task of changing the image by bringing in new businesses.

Economic development was becoming increasingly competitive among locations in the Washington, D.C. area, as well as other parts of the country.

Boscobel was brought on to help improve perceptions with a strategic balance of marketing, branding and messaging.

■ OBJECTIVES

- Position Montgomery County among its competitors.
- Brand the county by giving it a unique 'look and feel' among its competitors.
- Conduct research on economic development competitors regionally, and in the U.S., to determine what strategies were being used and how effective they were.
- Develop a retention strategy by making local businesses feel connected to the county.

■ TACTICS

In order to capture the essence of Montgomery County as the center for bio-tech organization, high-tech companies and associations, Boscobel developed an identity which included a custom logo, type, graphics and slogan.

SERVICES

- Branding and Messaging
- Graphic and Web Design
- Advertising and Media Buying

Boscobel produced an eight-minute video promoting Montgomery County as the choice location for both business and lifestyle.

Boscobel also developed marketing brochures that coordinated graphically with the state of Maryland. This enabled the county to share trade show booths with the state and provide similar-looking materials, leveraging the county's marketing dollars.

RESULTS

The promotional video was met with rave reviews by county business development executives.

Boscobel's materials were well received by senior appointed and elected county officials, and business executives who were polled by independent groups reported the current economic climate is much healthier in Montgomery County than in years past.