

ECONOMIC DEVELOPMENT MARKETING CAMPAIGN

PHASE I

NOVEMBER 12, 2013



Businesses Welcome. Workforce Ready.



Background

- **Initial Marketing Proposal**
 - George Snider & Economic Growth Board created proposal.
 - Request to develop marketing campaign to spur corporate interest in Hudson.
- **Agency Search**
 - Issued 37 RFQs, local and national; 14 responses.
 - Committee: representatives from the Chamber, HEDC, Growth Board, Merchants of Hudson, Destination Hudson and commercial/industrial realtors.
 - 4 firms invited for final presentations; Atlas selected.

The Campaign: What It's Not

- Not just a logo.
- Not just a brand or a tag line.
- Not just printed materials that will sit on a shelf.

The Campaign: What It Is

- A comprehensive, ongoing strategic campaign targeting specific audiences with a message that will:
 - **Tell the Hudson Story** to appeal to site selectors and companies that want to locate and grow here.
 - **Differentiate Hudson** and make us stand out in the Northeast Ohio footprint.
 - **Keep Hudson top of mind** when looking for locations.
 - **Give Hudson a unique look and feel** that speaks to the needs of today's corporations.

Phase I

- Research and Development of Materials
 - Market Research
 - Marketing Plan
 - Concept Development
 - Trade Show Materials
 - Direct Mail and Email Campaign
 - Available Properties Directory
 - Website Content
 - Virtual Familiarization Tour
 - Databases (NAICS/Site Selectors)
 - Advertising Campaign
 - Travel and Expenses
- Budget: \$76,317

Business Card



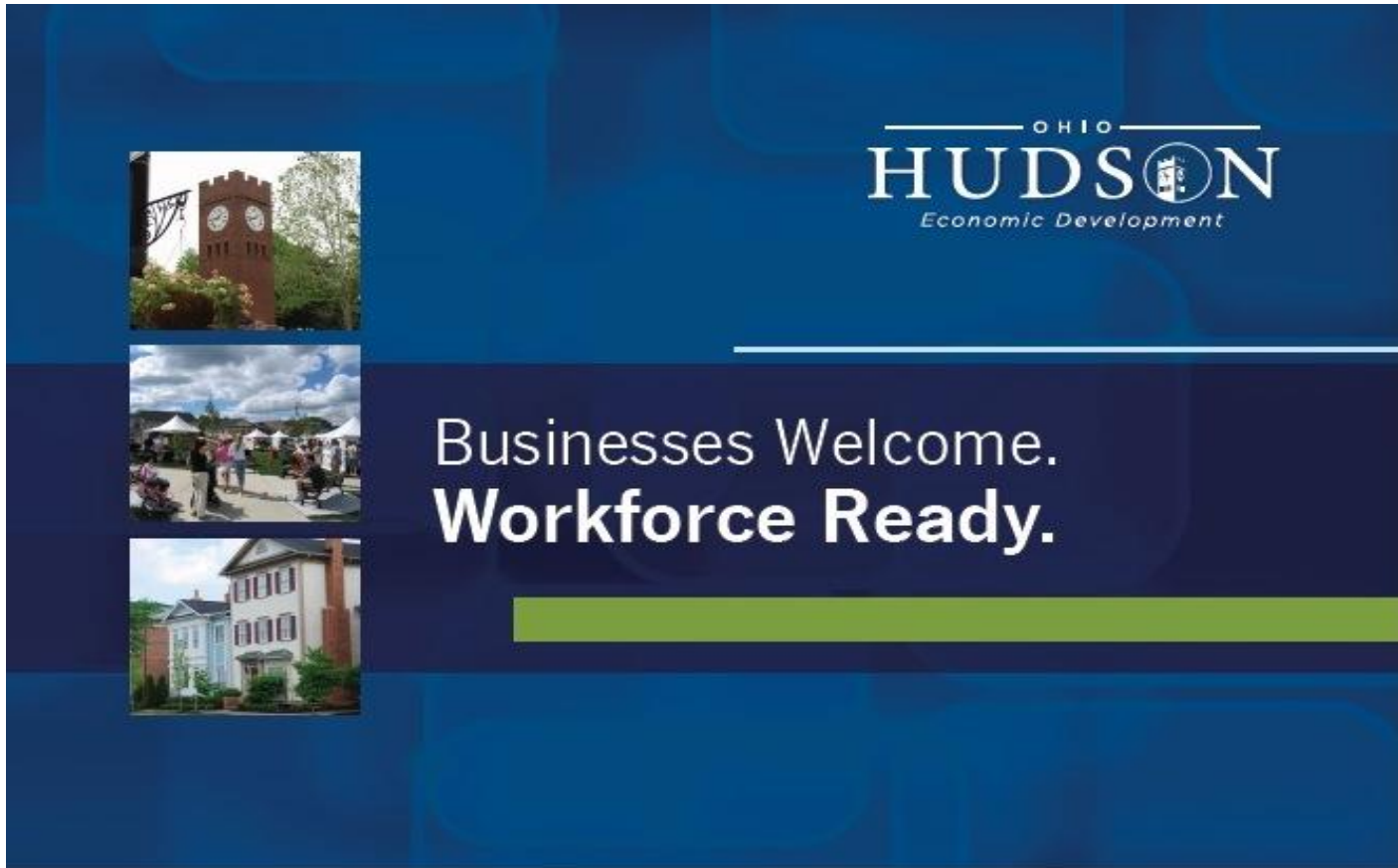
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Letterhead

Brochure



Half Page Advertisement

Almost half the U.S. and Canadian population is within a day's drive of Hudson, Ohio.

And more than half of the Fortune 500 U.S. headquarters are within the same distance. Hudson, Ohio is perfectly positioned to reach your customers, suppliers and vendors quickly and efficiently.

www.hudson.oh.us

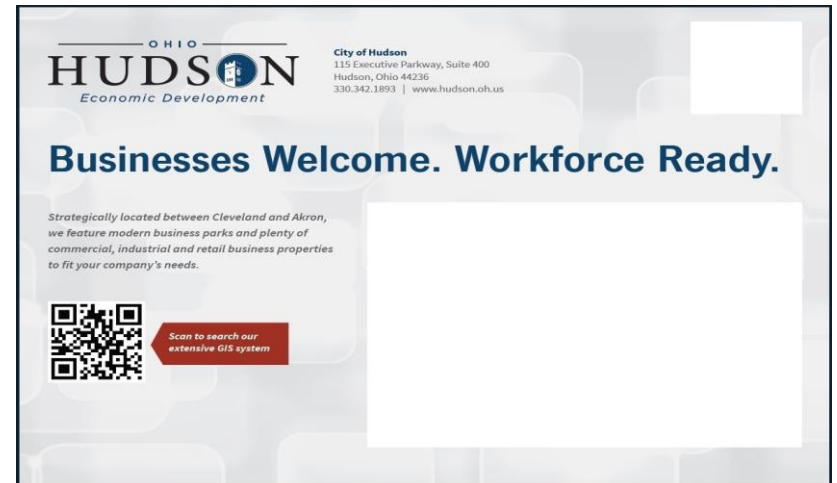
Scan to search our extensive GIS system



Postcard

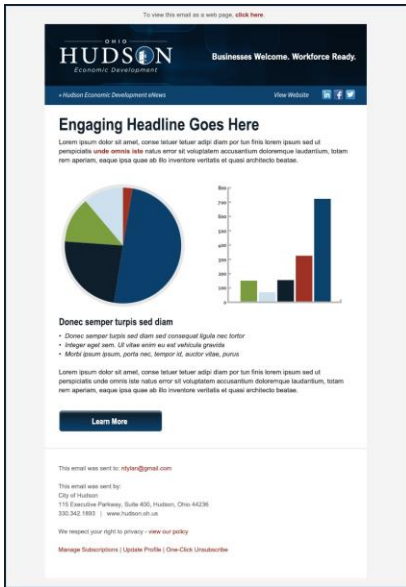


Front



Back

Hudson e-Newsletter



Virtual Familiarization Tour

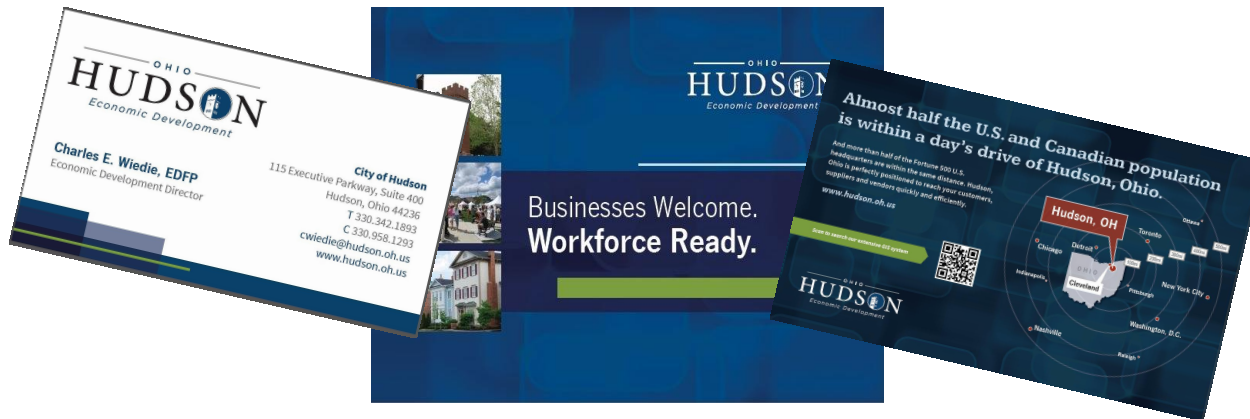


Phase I Summary

- \$76,317 for market research and collateral.
- Nearing completion.
- Ready to move into Phase II in 2014.

Phase II

- Action phase - materials created in Phase I will be targeted to specific audiences.
- Estimated Phase II budget is \$87,000.
- Phase II to begin in 2014.



Phase II – Business Recruitment and Retention

Item
Site Selector Visits and Events
Outreach to Companies
Trade Missions/Co-op Marketing
Direct Mail and Email Campaign
Site Selector List
Social Marketing Campaign
Organize “Hudson Business Coalition”
Advertising Campaign (online)
Host Annual Broker Event
Printing, Mailing & Other Costs
Attend Conferences/Events
Develop PPT Content/SlideShare
Collateral for Community/Company Presentations

Phase III

- This is a three-phase program. Will be discussed in budget meetings for 2015.

“Marketing is the **never-ending process** of attracting and keeping customers.”

Theodore Levitt
The Marketing Imagination

Questions?