



**INTERACTIVE MEDIA & PUBLIC RELATIONS**

The Web site was developed to provide government officials, community stakeholders and residents valuable government information.

An eNewsletter was used for public relations to keep the State's target audience up-to-date on government regulation changes, economic development achievements, etc.



**ADVERTISING**

The ad campaign picked up the consistent color scheme and highlighted each key benefit the State offered to developers.

**ADVERTISING**

Economic development's glamour brochure, designed with recruiting automotive manufacturers in mind, used a color scheme that reflected the colors of various car lines.



**ADVERTISING**

Direct mail was used to target site developers and brand the State's benefits.