



Flint & Genesee Re-Branded

'See what's possible' Marketing Campaign

FREQUENTLY ASKED QUESTIONS

What is the brand?

The brand identity is "Flint & Genesee" which brings together the two entities; because together we are stronger. This message was conveyed consistently by hundreds of people who participated in listening sessions, interviews and focus groups. Flint and Genesee County together creates a powerful place.

How will the brand help us communicate?

The new identity is represented by a logo that reflects the Flint & Genesee brand partnership that can be used on websites, printed materials, signage, advertising, etc. Again, it is a symbol of the alignment between Flint and Genesee County.

What is *See what's possible*?

See what's possible is a new marketing campaign designed to promote Flint and Genesee County as a desirable destination for visitors, conventions and meetings, and business growth.

What is the purpose of the campaign?

The campaign was created to market the region to attract visitors, new businesses and students. Importantly, it will also help bridge the gap between our strengths and assets, and perceptions of the area.

What are the elements of the new brand campaign?

The campaign includes TV and radio spots, print ads, billboards, signage and videos. As the second phase begins, ads will appear in southern Ontario TV, Pure Michigan Warm Weather Radio and Online Campaign and in the *Pure Michigan* Travel Guide, *MSAE Impact* magazine, *Michigan Meetings & Events* and in Canadian newspapers.

In addition, a new website flintandgenesee.org was launched in conjunction with the campaign. It features an interactive map to locate businesses across the county; a Visitors Guide for travelers looking for things to see and do. Soon, an e-commerce portal will offer tourists the opportunity to book Flint and Genesee hotel stays online; purchase tickets to attractions and create customized packages. The site is also mobile and tablet friendly.

Social media is another resource being used to extend the reach of the campaign. See how we are capturing the great things that are happening here in Flint and Genesee County. Join the conversation on

[Twitter](#) by following us *See what's possible* [@flintandgenesee](#), check out our [blog](#) - See & Be Seen, and “like” us on [Facebook](#) at [facebook.com/SeeWhatsPossibleFlintandGenesee](#) .

Who created the campaign and why was it created?

Early last year, the Flint & Genesee Chamber of Commerce, formerly the Genesee Regional Chamber of Commerce was tapped to lead tourism efforts in Flint and Genesee County. At that time, the Flint & Genesee Convention and Visitors Bureau became part of the Chamber. The new branding campaign is the culmination of the Chamber’s efforts to create a campaign to market the region.

See what's possible was developed through a collaborative community process led by the Chamber with participation from elected officials, community leaders and the business community.

Who developed the creative part of the campaign? Was local talent involved?

The campaign was produced in conjunction with branding consultant Mark Lantz, one of the creators of the award-winning Pure Michigan brand and campaign. We’re proud to say that local businesses and individuals played a key role in bringing the campaign to life, including: original music and radio production by Fenton-based Shift Reset; photography, cinematography and videography by Fenton-based Jason and Carrie Shaltz and television and radio voice overs provided by Bruce Bradley, founder of Tapology.

Will the *See what's possible* campaign coordinate in any way with the state’s Pure Michigan campaign?

Yes. The *See what's possible* campaign will be promoted through a variety of Pure Michigan communications including the website, a video and print publications. The campaign also will be leveraged as part of coordinated business attraction efforts.

How can local businesses and organizations get involved in promoting the region?

A new logo has been created to promote the region. Local organizations can help promote the region by using both the logo and the tagline *See what's possible* in their communications. See the “Six ways to Help Promote the *See what's possible* Campaign” document

The goal of the campaign is to extend an invitation to *See what's possible* to potential visitors, as well as the local community. In addition to serving as a tourism brand, it is also an invitation to do business in the region. Visit [www.flintandgenesee.org](#) to download a web badge, see or download the TV commercials and a copy of an elevator speech.

What is the connection between the Regional Chamber changing its name to the Flint & Genesee Chamber of Commerce and the new brand campaign?

The time was right to align the Chamber with the new community brand. By adding Flint to the Chamber’s name, it reflects more clearly the communities the organization represents. Although the name has changed, the Chamber remains the same strong business and community partner.