



‘See what’s possible’ Campaign  
Flint & Genesee Rebranded  
FACT SHEET

***The Brand and Marketing Campaign***

- It is the first-ever branding campaign for the region.
- The new campaign represents the community in its entirety bringing the two names – Flint & Genesee together to form a single identity.
- The campaign was developed through a collaborative community process led by the Flint & Genesee Chamber of Commerce, formerly the Genesee Regional Chamber of Commerce with participation from elected officials, community leaders and the business community.
- More than 200 media outlets helped Flint & Genesee promote the marketing campaign.

***The Branding and Marketing Campaign’s Development***

- The campaign was produced in conjunction with branding consultant Mark Lantz, one of the creators of the award-winning Pure Michigan brand and campaign.
- The campaign includes TV and radio spots, print ads, billboards, signage and videos. Social media will also play a major role in the campaign.
- The campaign leveraged local talent; creating local jobs.
- 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.
- Campaign video and photography was shot at locations across the county, including: Lake Fenton, the Flint Institute of Art, Swartz Creek Golf Course, Applewood, Crossroads Village, Flint Crepe Company, Tapology, Machine Shop, Diplomat Specialty Pharmacy, Coffee Beanery, Hurley Hospital and many other locations.
- More than 400 people participated in the development of the campaign.
- Over 60 Genesee County organizations participated in the development of the campaign.
- Community stakeholders participated in six large group listening sessions, nine hours of one-on-one interviews and five large focus groups.
- The new website [flintandgenesee.org](http://flintandgenesee.org) launched in conjunction with the campaign, features:
  - an interactive map to locate businesses across the county;
  - a Visitors Guide for travelers looking for things to see and do;
  - a trip planners tool to search for best fares, set up, change or cancel a trip, check in for flights, change frequent flier miles;
  - an event registration and payment tool; and,
  - a mobile and tablet friendly application.
- The campaign is designed to promote the region's strengths as:
  - an emerging health and wellness capital,
  - one of fastest growing college towns in America,
  - the home of a host a major attractions and
  - a great location for businesses looking to grow.