



Flint & Genesee Re-Branded  
'See what's possible' Marketing Campaign  
FAST FACTS

- This is the first-ever branding initiative for the region.
- The brand identity and marketing campaign was created in conjunction with branding consultant Mark Lantz, one of the creators of the award-winning Pure Michigan campaign.
- More than 400 individuals and 60 organizations participated in listening sessions, interviews and focus groups in preparation for campaign development.
- The campaign includes three TV commercials and two radio spots, print ads, billboards, signage and a video.
- Local talent played a significant role in the marketing campaign development:
  - Original music and radio production by Fenton-based Shift Reset
  - Photography, cinematography and videography by Fenton-based Jason and Carrie Shaltz
  - Television and radio voice overs provided by Tapology Founder Bruce Bradley of Flint.
- Campaign TV spots, video and photography were shot at locations throughout Genesee County.
- More than 200 global news outlets helped promote the brand launch and marketing campaign.
- "Like" the *See what's possible* campaign on Facebook at [www.facebook.com/seewhatsflintandgenesee#!/](http://www.facebook.com/seewhatsflintandgenesee#!/) and follow the campaign on Twitter at <https://twitter.com/FlintandGenesee>.
- In addition to [www.flintandgenesee.org](http://www.flintandgenesee.org) visitors can learn about Flint & Genesee on the Pure Michigan website at <http://www.michigan.org/hot-spots/flint-genesee-county/>.