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:
  o Original music and radio production by Fenton-based Shift Reset
  o Photography, cinematography and videography by Fenton-based Jason and Carrie Shaltz
  o 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#!/ and follow the campaign on Twitter at https://twitter.com/FlintandGenesee.

• In addition to www.flintandgenesee.org visitors can learn about Flint & Genesee on the Pure Michigan website at http://www.michigan.org/hot-spots/flint-genesee-county/.