

Flint & Genesee County Launches First Community Brand Identity

In March 2013, the Flint & Genesee Chamber of Commerce launched a destination brand and advertising campaign to market the Flint and Genesee County region as a desirable place for events, to visit or start a business.

The campaign tagline is *See what's possible*, which is a rallying cry that invites travelers to see various attractions that the County has to offer. The campaign plays off the word “see” and features iconic destinations and human moments through compelling imagery. The idea is to get travelers to see a more complete representation of Flint & Genesee.

The campaign was produced in partnership with branding consultant Mark Lantz, who was one of the creators of the award-winning Pure Michigan brand and campaign; Fenton firm Shift Reset, which provided original music and radio production; and Jamie and Carrie Shultz, who handled photography, cinematography and videography for the project, and are also based in Fenton.

Together they produced TV and radio spots, print ads, billboards, signage and video. Television and radio commercials will air on ABC TV 12 and on cable stations Fox News, MSNBC, CNN, TNT and USA network. Print ads will appear on MLive/The Flint Journal and Crossings magazine. A few weeks from now, ads will air on WJR news/talk radio, and be published in Pure Michigan Travel Guide, Pure Michigan Warm Weather Radio & Online Campaign, MSAE Impact magazine, Michigan Meetings & Events, Canadian Newspapers. The campaign will also be supported by a social media campaign. In addition, billboards will appear in southern Ontario, Canada, northern Ohio and southeastern Michigan along the I-75 north corridor.

The new identity represents the community in its entirety bringing the two names – Flint & Genesee -- together to form a single identity.

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

To see the ads, download a web badge or for information on the brand and marketing campaign, visit flintandgenesee.org.