

Goal 1: Share the Ohio Story

Excite the world about Ohio.



Our development strategy must begin by sharing Ohio's story with the world. Perception shapes risk, risk drives investment, and investment determines our economic future. The people who make investment decisions, including Ohioans, must understand what our state has to offer – a diverse state with different regional economies and assets, a broad portfolio of technologies and globally competitive products and services, and a redesigned business climate that enables companies to win globally. If we allow misperceptions to prevail, investors will view Ohio as a risk, driving down investment and diminishing our future.

Key Strategies and Major Initiatives to Share the Ohio Story:

Promote Ohio for New Capital Investment. Position Ohio as an ideal location for capital investment in the minds of company executives and site selection consultants.

- The **Ohio Sales Strategy** is a comprehensive, coordinated, and targeted state-level sales plan designed to refine the statewide lead management process and improve the quality and delivery of information to site selection consultants and corporate location executives.
- Our **Targeted Global Markets Strategy** will develop country specific strategies focusing on key opportunities in our targeted industries.
- The **Ohio Ambassador Initiative** will encourage all Ohioans to more fully understand the benefits of living and working in Ohio and to share the Ohio Story with others.



2007 Governor's Cup, Site Selection

- We will continue to invest in the **Ohio Business Development Coalition Branding and Marketing Campaign** to continue to build a more positive impression of Ohio among executives and site selection consultants.
- **Ohio Brand Extension Throughout State Government** will extend the use of our visual identity to other state agencies and departments and as a result reinforce the Ohio brand.

Promote Ohio's Regions. Strengthen Ohio's overall image by supporting regional branding and marketing initiatives that are aligned with the state's brand promise.

- **Enterprise Appalachia** will help stimulate economic activity in our Appalachian region by initiating a small business attraction and creation campaign built on the success of entrepreneurship in the region.



Holmes County, Ohio

- Our **Regional Marketing Program** will continue to leverage matching dollars around the state to support regional marketing initiatives in support of the Ohio brand.

Promote Ohio as a Tourism and Residential Destination. Leverage the Ohio brand and promote Ohio as an ideal destination where people of all ages want to build their lives and raise their families, and somewhere people from around the globe want to visit.

- **Ohio Means Home** is an integrated marketing and communications campaign targeting former Ohioans to reintroduce the professional and personal opportunities in our state.
- **Ohio's Tourism Campaign** will continue to leverage the State of Perfect Balance brand to help improve the perception of Ohio.
- **Ohio's Film Office** has been reestablished to grow and strengthen the film, video, and media production industry throughout the state.