

**ORLANDO**  
ECONOMIC  
PARTNERSHIP

Orange County  
Branding Campaign Update  
Tuesday, March 20, 2018

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**ORLANDO**  
YOU DON'T KNOW  
THE HALF OF IT.®

# THE CAMPAIGN

Ken Potrock

Chair

*Orlando Economic Partnership*



orlando.org

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# ORANGE COUNTY ECONOMIC SUMMIT



GET ON THE SHORT LIST!



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## HIGHLIGHTS

**490** leads generated, with **134** prospect visits and **217** business retention and expansion visits

Attended or hosted **174** missions

Drove **402,430** visits to website, an **82%** increase.

**1,655** media stories resulting in **2.4 billion** media impressions

Partner trade agreements worth over **\$4 million** of annual in-kind support



# 2016-17 BUSINESS DEVELOPMENT RESULTS

**4,200+** Jobs

**\$769.5M** Capital Investment

**644** PPD (Film)



# 2016-17 BUSINESS DEVELOPMENT RESULTS



AMERICANTOURS INTERNATIONAL, LLC



HIGH PERFORMANCE R/C PLANES



Arrow Sky Media



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# PARTNERS



200+ companies



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# TACTICS/STRATEGY

## Continuing

- Advertising (print, TV, online)
- New News PR / Media Relations
- Orlando On-The-Road Missions & Tradeshows
- Social Media
- Out-Of-Home Advertising
- Direct Mail

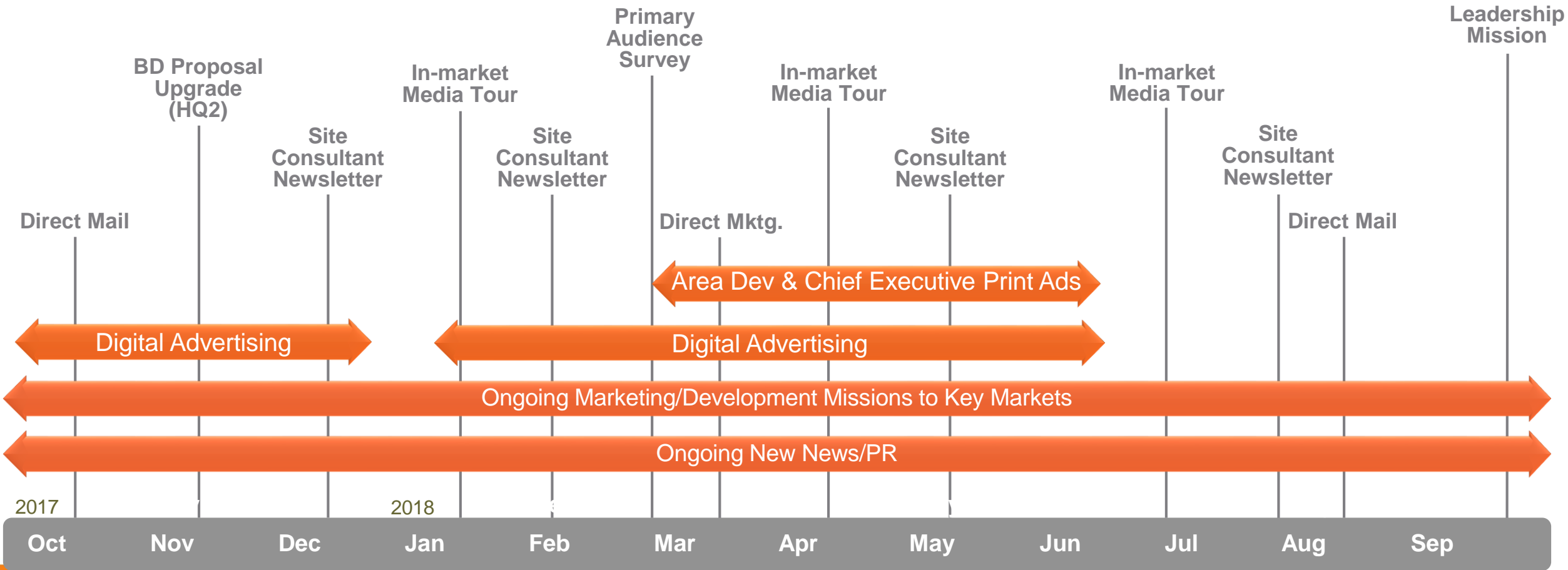
## New Efforts

- Target Audience Survey
- Hosting Media Familiarization Tours
- Webinars
- Content Marketing



# PRIMARY EFFORTS

FY 2017-2018 Marketing Timeline



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# NYC MEDIA MISSION



Tim Giuliani  
President & CEO  
*Orlando Economic Partnership*



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# BRANDING CAMPAIGN PHASE 2

- Orlando Region Stories
- More Targeted Outreach
- Recruitment Campaign
- Customized Tools for In-Market Amplification



# ORLANDO REGIONAL STORIES

- Broader array of business and lifestyle stories behind “the other half” that aren’t being told
- Identify storytellers
- CEOs/CIOs bank of spokespeople
- Curator to help find and tell the stories
- Stories custom to key targets



# MORE TARGETED OUTREACH



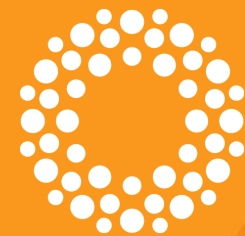


# THE ASK

- Keep investing and participating
- Keep supporting economic development
- Keep growing high paying jobs in our community







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Thank you.

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