



GET UP + GO WITH MOXIE

A delicious blend, both rich and flavorful: Now, *that's Moxie*. Slang for vigor, verve and pep, Moxie is the skill and know-how when it comes to courageously addressing difficult situations with spirit and energy. Our strategies and tactics have moxie and just like the fruit of thoughtful action, a pomegranate, Moxie has 840 seeds of ideas to solve your organization's needs. Moxie can conquer any issue in communication with energetic ideas of thoughtful action.

Our philosophy is a commitment to the happiness and satisfaction of our client and its customers. We create the ultimate all-in-one plan delivered with a blend of thoughtful action to satisfy everyone's taste. Now there's a plan that gets results with Moxie.





EXECUTIVE SUMMARY

Today's economy is a "global village." What once could only be purchased at a marketplace in town can now be purchased a thousand different ways from countries a thousand miles away.

Although the digital era has ushered in a convenience unfamiliar to generations before us, the changes have also brought about new challenges to overcome. How can a small town or a mid-sized city survive in such a competitive economic climate?

The Plus addressed this challenge in Northeast Ohio through regional marketing. Collectively, Akron, Canton, Cleveland and Youngstown have what it takes to compete in a global economy.

But the Plus faces challenges of its own. Northeast Ohio battles a negative perception that has lingered since the collapse of the industrial era. Also, community influencers in the Plus' target cities operate parochially and are unaware of how interdependence could positively affect their cities.

Moxie's research indicated that community influencers who were interviewed felt no connection to other cities in the region. Interviews with community influencers revealed that most influencers who participated are unfamiliar with regional marketing and the goals of the Plus brand. Once the Plus' overarching goals were explained, almost all community influencers who participated were willing to support the Plus' initiatives by spreading positive news about the region.

To accomplish the Plus' goals, Moxie has developed a communications plan to address negative perceptions and lack of interdependence in Northeast Ohio.

Moxie will encourage community influencers to Get Up + Go by empowering them with the tools necessary to engage in interdependence and become a sales force for the region.

The Get Up + Go with the Plus campaign will encourage the sharing of Northeast Ohio's positive news through relationship building and tourism.

Moxie will capitalize on the region's strengths highlighting the variety of cultural amenities available in Northeast Ohio. Moxie will implement online communication tactics in order to build relationships with influencers and connect them with each other.

This document summarizes the Get Up + Go with the Plus campaign that will help the Plus engage in a successful, in-region, regional marketing effort.

TABLE OF CONTENTS

Situation Analysis.....	4
Strengths & Weaknesses.....	5
Opportunities & Threats.....	7
Problem Statement.....	9
Goal Statement.....	9
Campaign Plan.....	10
Key Messages.....	10
Objectives.....	11
Strategies.....	11
Target Audiences.....	12
Tactics.....	13
Campaign Evaluation.....	21
Long-term Recommendations.....	22
Campaign Map.....	23
Scheduling Rationale.....	25
Budget.....	26
Communication Elements.....	28
Research Report.....	43
Primary Research.....	43
Secondary Research.....	55
Appendix.....	69

SITUATION ANALYSIS

CLIENT OVERVIEW

Cleveland Plus is an organization dedicated to driving a strategic, long-term marketing initiative throughout Northeast Ohio. Cleveland Plus believes that by focusing a direct, effective and ongoing communication plan across the region, Northeast Ohio can attract more business, increase tourism and allure new professional talents. Cleveland Plus intends to build regional pride and unity that will strengthen the region.

Cleveland Plus is a powerhouse of regional experts and marketers, combining a shared understanding of regional marketing strategies and the Northeast Ohio area as a whole. Cleveland Plus is comprised of three key organizations in the region: Greater Cleveland Partnership (GCP), Team NEO and Positively Cleveland. The executive teams of these three organizations govern Cleveland Plus, sharing similar business goals and communication objectives.

Prior to the formation of Cleveland Plus in 2007, many organizations attempted to develop Cleveland marketing campaigns, but ultimately failed. The campaigns were unsuccessful because of decreased marketing efforts and a lack of cohesiveness and support. Previous Cleveland campaigns failed because their strategies to address economic development challenges and marketing focused on the Cleveland area alone. Regional branding emerged as the driving force behind Cleveland Plus highlighting the business, civic, entertainment, arts, culture and philanthropic organizations throughout the entire region.

KEY PUBLICS

Our key publics are community influencers who represent subgroups of Northeast Ohio, specifically Akron, Canton, Cleveland and Youngstown. Community influencers play a key role in the passing of opinions and information about the region to the residents they represent.

PRIMARY PUBLICS

- + Civic and corporate board members
- + Business owners, "C" level executives
- + Elected/appointed public officials
- + Institutional leadership for:
 - + Hospitals
 - + Colleges
- + Executives in the tourism, arts, cultural and entertainment industries



SECONDARY PUBLICS

- + Local media of Akron, Canton, Cleveland, Youngstown
 - + Print
 - + Online
 - + Broadcast
- + Young professionals
- + Student leaders of:
 - + University of Akron
 - + Cleveland State University
 - + Kent State University
 - + Youngstown State University

Based on our research, Moxie decided to include community leaders in the health care system as a primary public. Of the community influencers we interviewed, a majority of them felt the region is transitioning from a manufacture-dominated industry to a health care-centered industry. In fact, psychographics in the region show that 83 percent of residents associate Northeast Ohio with the health care industry. Due to these findings, Cleveland Plus should consider health care executives prominent community influencers.

INTERNAL: STRENGTHS & WEAKNESSES

ORGANIZATIONAL STRUCTURE

Cleveland Plus has a strong internal company culture that consists of the following advisory committees:

- + Council of Regional Marketers
- + Media Relations Advisory Committee
- + In-Region Advisory Committee
- + Young Professional Advisory Committee
- + Executive Marketing Forum

The diverse talent and knowledge combined between these groups provides a strong core for the Cleveland Plus.

ORGANIZATIONAL IMAGE

Based on our interviews with community influencers in the region, residents in Northeast Ohio have either, A) not heard of Cleveland Plus, or B) have heard of it but are unaware of what it has to offer.

One of Cleveland Plus' communication strategies is to increase favorable media coverage, keeping residents informed of positive developments and news about the region. Our research indicates that because community influencers are unaware of the messages and initiatives behind Cleveland Plus, using media coverage as a primary strategy is a possible downfall. While it provides short-term measurement, it does not support the main business goal to drive a strategic, long-term marketing plan across Northeast Ohio.

Another issue facing the organization's image is the brand name "Cleveland Plus." Community influencers in Northeast Ohio, outside of Cleveland, do not associate with this name. All participants surveyed in our research felt positively about the "Cleveland Plus" initiative but said that in order to be successful outside of Cleveland, the name must be more inclusive of the other cities it represents.

Cleveland Plus found the same disassociation to the brand inside Northeast Ohio. To counter it, Cleveland Plus plans to launch an in-region marketing campaign without the word "Cleveland" in the brand name. Inside Northeast Ohio, it will be known as the Plus brand as an effort to unite the region. A study conducted by Team NEO and Positively Cleveland indicates that representatives of area chambers of commerce and convention and visitors bureaus support the Plus brand.

BRAND AWARENESS

Cleveland Plus is in the process of building contacts with opinion leaders to establish long-term relationships. This mutual relationship provides two-way communication beneficial to both parties. Cleveland Plus can gather the primary research it needs through direct association, while the opinion leader can see his or her beliefs implemented for the best interest of subgroups in smaller areas. The more subgroups Cleveland Plus targets through opinion leaders, the better chance it has to support its long-term awareness and marketing objectives. Establishing a positive network of partners across the region will promote circulation of positive perceptions and build bridges between people and cities.

AUDIENCE OUTREACH

The communication tools used by Cleveland Plus are well thought out and evaluated. Cleveland Plus has a great social media presence with profiles on Facebook, Twitter, the blogosphere and its own organizational Web site. Cleveland Plus's communication efforts have had successful outreach results so far.

COMMUNICATION VEHICLES

- + Pass the Plus e-newsletter has 4,000 subscribers
- + Annual “Be the Plus” contest last year had hundreds of residents participate
- + More than 2,000 young professionals participated in the “Networking in the Middle” events
- + Representatives of Cleveland Plus often speak publicly at engagements across the region to garner awareness and support
- + The Plus Report is distributed to over 1,000 stakeholders
- + A semi-annual funders report is distributed to funders with updates on the campaign’s progress

PROCESS OF EVALUATION

Campaigns are measured by:

- + Media coverage
- + Web traffic
- + Advertising response
- + Use of materials

EXTERNAL: OPPORTUNITIES & THREATS

KEY FINDINGS

While the “Cleveland Plus” brand attracted significant business expansion and tourism from outside of the region to Northeast Ohio, the brand name does not resonate well with in-region residents. Moxie conducted intercept interviews with opinion leaders in the region as well as conducted a focus group with student leaders in the region to gain insight.

INTERVIEWS

Based on interviews with community influencers from around the region, Moxie found that a majority of participants associated health care with the region. The health care industry’s success represents positive growth in the region and is a positive key message to residents.

The communication gap between community influencers in different cities outside of the region is an issue. Participants from outside of Cleveland claim to fill little to no connection to the city of Cleveland. One community influencer said Cleveland Plus is trying to please too many people and needs a more tailored message. What this means to our client is “Cleveland” must be dropped from the brand name, leaving just “the Plus.”

Local newspapers were listed as the primary source of information among community influencers. While it is a reliable source, it is not reaching enough people. Based on our

research, it was surprising how some community influencers were unaware of what Cleveland Plus represented. As counselors, we would like to recommend more efficient strategies and tactics to allow more frequency of the Cleveland Plus message. There is good news in Cleveland, but residents and their community influencers do not believe it because it is not disbursed frequently.

Delivering positive news more effectively and more frequently will help Cleveland Plus build credibility. Frequency and credibility supports belief which is why Moxie would like to recommend more efficient ways to deliver relevant news. If our publics, the community influencers, believe in who is saying the message and what that message entails, they will adopt the brand as well.

There is a low self-esteem issue within Northeast Ohio but there is also great news to promote in the area. All participants mentioned the cost of living as one of the best things about the region and enjoyed living by the lake. Based on our research, we found that the majority of our participants have not participated in other cities' tourism, arts, cultural and entertainment activities. This is another positive outlet for community sharing. All community influencers interviewed outside of Cleveland said the "Cleveland Plus" brand needs to be more inclusive to the other cities it represents. Both parties need to open up and this can be solved with through communication and relationship building.

Another issue is the separate initiatives currently going on in the region. One community influencer said that elected officials from around the region are meeting regularly to discover how the region can collaborate. The majority of the community influencers we interviewed said they do not associate with other regions. Cleveland Plus needs to break down the barriers between regions, but more importantly break down the attitude barriers from community influencers outside of Cleveland. Once relationships are built, initiatives to begin strategizing together will be more productive.

FOCUS GROUP

Our focus group with student leaders from the region indicated that location is extremely important to them when looking for employment. This indicates that the client's "Plus College" outreach to students is a good step in promoting the region to students before they have to make the choice of where to live post graduation.

During the focus group, two students shared stories of the media portraying their hometowns, Canton and Youngstown, negatively. The students were still bothered by these occurrences, even though they took place several months ago. If Cleveland Plus continues to spread the good news about the region and can succeed in having the media pick up positive stories, it would improve the perception that students have of their region.

All focus group participants said they receive most information about upcoming local events and activities through word-of-mouth. Cleveland Plus wants people within the region to know about the opportunities for entertainment and leisure the region has to offer, so it should focus on spreading this information through word-of-mouth. Continued use of social media and further interaction with community influencers would increase opportunities to disperse information about the region.

All students felt it is important for cities within the region to be connected and work together;

however, most students said while they feel connected to their hometowns, they do not feel connected to neighboring cities. Cleveland Plus needs to continue building a sense of unity within the region and have the support of student leaders in its initiative.

When asked if they had heard of Cleveland Plus, three students had, four had not and one was unsure. This indicates that Cleveland Plus still has a lot of work to do in spreading its brand and messages within the region, especially among student leaders. However, it is good to note at least some name recognition at this stage.

BRAND IMAGE

Because community influencers from outside of Cleveland felt little to no connection with Cleveland, it will be difficult for residents throughout the region to identify themselves with a brand called “Cleveland Plus.” In addition to finding the brand name hard to identify with, some interview participants said the brand name demoted their city by presenting it as an afterthought to the larger, more widely known city of Cleveland.

ENVIRONMENTAL FACTORS

Cleveland Plus’ strategy to accurately and positively position the region is hindered by negative criticism toward the region. Many people associate the region with its negative past. Corrupt politicians have chased away some industries and the lake has not been maintained because of pollution. Over time, residents have developed negative perceptions and attitudes toward the area. Fortunately, communication can solve this by focusing on sharing positive news about regional growth and business development in the region.

POTENTIAL RELATIONSHIPS

Cleveland Plus can reach a significant percentage of the region’s 4.1 million residents by building relationships with community influencers in each of area. Community influencers have a crucial role as regional “salespeople” and can promote the brand to residents and provide feedback for Cleveland Plus brand development.

PROBLEM STATEMENT

Moxie’s research found that communities in Northeast Ohio are operating independently of one another and not communicating effectively. As a result, they are unable to capitalize on one another’s strengths good news about the region isn’t being communicated.

GOAL STATEMENT

Moxie will use the Plus as a platform to facilitate communication among community influencers. Community influencers will be motivated to develop beneficial economic and personal relationships. Stronger relationships will allow the region to operate more interdependently and increase the proliferation of positive information about the region.



CAMPAIGN PLAN

To spread the Plus' in-region message, "you can make a difference in the economic future of Northeast Ohio," Moxie has developed the Get Up + Go with the Plus campaign.

The campaign's motivational theme will encourage community influencers to become engaged in the work of the Plus by communicating a sense of personal responsibility.

By encouraging community influencers to "Get Up + Go," the Plus will attach the importance of community influencers' active advocacy to the region's success. This will encourage the audience to proliferate the Plus' initiatives.

KEY MESSAGES

- + Northeast Ohio is a great place to visit, build a business and raise a family.
- + What's good for individual cities in the region is good for the region as a whole.
- + Northeast Ohio is competitive in a global market when communities capitalize on each other's strengths.
- + Community influencers have a stake in the success of other communities in the region.
- + Northeast Ohio is a must-see destination for tourists.

OBJECTIVES

Objectives address the needs and problems identified through primary and secondary research.

- + To use the Plus brand to increase awareness about the benefits of interdependence and partnership with the Plus by 20 percent among community influencers in Akron, Canton, Cleveland and Youngstown by January 2012.
- + To improve community influencer event attendance and participation in Plus activities by 15 percent by January 2012.
- + To enhance effective two-way communication between community influencers by 20 percent by January 2012.
- + To increase coverage of regional growth and business development among Akron, Canton, Cleveland and Youngstown media outlets by 15 percent by January 2012.
- + To provide information to 20 percent of college students in Akron, Canton, Cleveland and Youngstown that will encourage them to begin professional careers in the region.

STRATEGIES

- + Frequently communicate regional development updates and consistent story ideas to media outlets in Akron, Canton, Cleveland and Youngstown.
- + Communicate the benefits of interdependence and sharing positive news through face-to-face engagements with Plus representatives and community influencers.
- + Use traditional and non-traditional methods to inform community influencers about opportunities for engagement and the importance of sharing positive news.
- + Empower community influencers to act as sales people for the region by providing them with messaging that promotes interdependence and the proliferation of the region's positive developments.
- + Support community influencers in disseminating information to their stakeholders by supplying them with frequent and reproducible news content.
- + Provide face-to-face opportunities for community influencers from across the region to develop relationships with one another.

TARGET AUDIENCES

This campaign was designed for community influencers in Akron, Canton, Cleveland and Youngstown. Community influencers were identified and separated into primary and secondary publics.

PRIMARY PUBLICS

- + Civic and corporate board members
- + Business owners, “C” level executives
- + Elected/appointed public officials
- + Institutional leadership for:
 - + Hospitals
 - + Colleges
- + Executives in the tourism, arts, cultural and entertainment industries

SECONDARY PUBLICS

- + Local media of Akron, Canton, Cleveland, Youngstown
 - + Print
 - + Online
 - + Broadcast
- + Young professionals
- + Student leaders of:
 - + University of Akron
 - + Cleveland State University
 - + Kent State University
 - + Youngstown State University



TACTICS

GET UP + GO CONNECT

Moxie recommends that the Plus uses a new marketing database called Omni ChannelBASE to directly connect with the region's leaders. Using this tool, Moxie will build a list with contact information for business and corporate managers of industries across the region. Postal, e-mail and telephone information will help Moxie disburse information to influencers.

Contact information will be separated by the following industries: building and contracting, healthcare, human resources, information and technology, financial, government and manufacturing. The database will serve an effective tool for the Plus.

The database will allow the Plus to engage in more effective direct marketing. By sending community influencers information pertinent to their area of business or expertise, the Plus will gain credibility and build stronger relationships with key audiences. The database will be used to send e-blasts to community influencers when positive developments in their industries arise. Also, the e-blasts will inform community influencers of the importance of disseminating this positive news to their stakeholders.

Once contacted, the Plus will also encourage community influencers in Akron, Canton, Cleveland and Youngstown to allow their information to be made available to other influencers in the region on the Plus Web site.

RATIONALE

Research indicated that cities are operating parochially. Using the database to tailor messaging to community influencers in Northeast Ohio will encourage interdependence and partnership with the Plus. Sending information that directly affects a community influencer's industry will increase the likelihood that the community influencer passes the information on to others.

PARTNERSHIPS

The Plus will purchase a membership with OmniChannelBASE for \$150 a month. A membership grants access to the marketing database, which will supply Moxie with the necessary tool to gain contact information for business leaders in Northeast Ohio.

AUDIENCE

This tactic targets business owners and executives, public officials and institutional leaders in Northeast Ohio.

EVALUATION

Tracking tools will be set up to determine who opens the e-blasts, and surveys will be distributed to community influencers to determine the effectiveness of the messaging disbursed from the Plus using the database.

GET UP + GO MEET THE LEADERS

The Plus will host biannual trade show events specific to top industries in Northeast Ohio. These events will provide face-to-face interaction and give influencers the opportunity to network with other leaders, exchange ideas and learn about future trends in the industry. Community influencers will be encouraged to host a booth and share their expertise with other leaders in the region.

Save-the-date postcards will be sent to a list of industry-leading influencers generated using Omni ChannelBASE six months prior to the event. Invitations will be sent three months before the trade show and will lead influencers to RSVP online on the Plus Web site. In addition to inviting community influencers to the trade show events, the Plus will also offer VIP passes to the most prominent and influential leaders, which would admit them to the event free of charge and help ensure their attendance. All other attendees will pay anywhere between \$20 and \$150, depending on the trade show's location and featured industry.

A panel of prominent industry experts and keynote speakers from Northeast Ohio will discuss trends and the future of the industry. A representative from the Plus will disseminate informational material to attendees at each event and provide them with mesh bags adorned with logos of the participating organizations to collect products from booths. Attendees will also be able to tweet live from the event at a special social media station.

Each event will be held at a different location in the region in either June or December. The second tradeshow event will focus on the growing biomedical industry in Northeast Ohio and coincide with the opening of the Cleveland Medical Mart & Convention Center on Friday, Dec. 3, 2010, from 8 a.m. to 3 p.m.

YEAR ONE:

- + The first tradeshow event will feature insurance, professional and financial services and will be held at the Covelli Center in June 2010
- + The second tradeshow event will focus on the growing biomedical industry in Northeast Ohio and coincide with the opening of the Cleveland Medical Mart & Convention Center on Friday, Dec. 3, 2010, from 8 a.m. to 3 p.m.

YEAR TWO:

- + The third event will focus on advanced manufacturing and be held at the Canton Memorial Convention Center in June 2011
- + The fourth will feature Fortune 1000 companies and be held at the John S. Knight Center in Akron in December 2011

These events are opportunities for the Plus to meet and engage community influencers. By working with institutions in the region to plan these events, the Plus can convey the vast opportunities available in Northeast Ohio. Attendees can build both personal and business relationships with other regional influencers while becoming familiar with the Plus and its initiatives. Participating organizations would earn publicity by having their name and logo included on all promotional materials for the event and on the Plus Web site.

RATIONALE

Moxie's research indicates that building relationships with community influencers is imperative to the success of the Plus. Get Up + Go Meet the Leaders trade events would provide Plus organizers opportunities to meet community influencers. These events would also help strengthen bonds among leaders in the region. By meeting other influencers in Northeast Ohio within the same industry, attendees could potentially find opportunities to work with others for business purposes.

By working with institutions in the region to plan and hold the event, the Plus can strengthen relationships with tourist attractions in Northeast Ohio and increase awareness and future attendance rates of these attractions. Rotating the location between cities will give influencers opportunities to travel outside of their hometowns.

PARTNERSHIPS

The Plus would collaborate with prominent industry-specific organizations in Northeast Ohio to fund the trade show events. For example, the Plus would collaborate with the Northeast Ohio Health, Science & Innovation Coalition, an organization providing a coordinated approach to the region's health care employee shortage, to co-sponsor the biomedical trade show. The Plus would also work closely with various venues, leading businesses and Positively Cleveland Convention Services to host the events. Everyone involved would benefit from exposure to community influencers and possible media coverage. Moxie would be responsible for coordinating planning logistics for the events.

AUDIENCE

This tactic targets community influencers in Akron, Canton, Cleveland, Youngstown and surrounding communities. Community influencers include business executives, civic and corporate board members, politicians, institutional leaders, journalists and young professionals.

MEDIA AND PROMOTION

- + Event descriptions will be posted on the Plus Web site
- + A link to the Plus' event page will be featured on venue and participating organizations' Web sites
- + Information about each event will be included in media kits distributed to reporters in the region
- + Event reminders will be included in the Pass the Plus e-newsletter prior to the event
- + Save-the-date postcards will be sent to community influencers prior to distributing invitations
- + Media alerts will be sent out to Northeast Ohio media outlets prior to the event

EVALUATION

Moxie will determine the success of each event by measuring attendance and obtaining feedback from attendees using an exit survey.



GET UP + GO REPORT

Moxie will create media kits to distribute to editors at prominent media outlets in Akron, Canton, Cleveland and Youngstown to launch the Plus' Get Up + Go campaign. The media kits will include USB drives pre-loaded with fact sheets and press releases about the Get Up + Go campaign and background information about the Plus. Physical copies will be included in the kits.

Media kits will be sent by mail to editors who have reported on Cleveland Plus in the past and to business and city reporters at local newspapers, B2B trade magazines, television stations and news radio stations in Akron, Canton, Cleveland and Youngstown. Moxie will pitch stories to these journalists about positive news in Northeast Ohio and the region's economic development progress throughout the two-year campaign.

Some of the stories Moxie will pitch to continue coverage of the Get Up + Go campaign will include the launch of the Get Up + Go section on the Plus Web site, the expansion of the Plus College site to university intranet tabs and the Plus-hosted trade shows.

RATIONALE

Moxie's analysis of local media coverage determined that Cleveland Plus is not being reported on frequently in areas outside of Cleveland. By dispersing media kits announcing the Get Up + Go campaign and Plus brand to the four major cities in Northeast Ohio, Moxie will work at increasing coverage of the Plus and how it is helping the region. Moxie also expects to see an increase in coverage with continued media pitching throughout the duration of the campaign.

Moxie learned from in-depth interviews that community influencers often get their information from local newspapers and that they wish they heard more positive news reported about their hometowns. By targeting the local media and encouraging them to report stories on positive regional news, Moxie aims to reach community influencers and improve their perceptions of Northeast Ohio.

PARTNERSHIPS

Moxie recommends partnering with individual governments in cities that make up region. The cities' offices, specifically their economic development departments, can send positive news to the Plus to be pitched to media outlets. Building relationships with local reporters in Northeast Ohio will also be important to the success this tactic.

AUDIENCE

Moxie will target local media outlets to send media kits to, specifically journalists who report on local and business news. In addition to targeting the Cleveland Plain Dealer, the Akron Beacon Journal, the Youngstown Vindicator, the Canton Repository and Crain's Cleveland Business, Moxie will target B2B trade magazines, television and radio outlets.

EVALUATION

Moxie will evaluate the effectiveness of the Get Up + Go media kits by monitoring media coverage. Moxie will set up media alerts to monitor online feedback and will use Cision to create valuable media lists.



GET UP + GO STANDING DEPARTMENT IN THE PASS THE PLUS E-NEWSLETTER

Moxie will develop a standing department for the Plus' monthly e-newsletter. The standing department will include:

- + The Get Up + Go event updates
- + Blurbs spotlighting different tourist attractions in the region
- + Short stories highlighting the successes of different leaders of the region
- + Link to the Get Up + Go section of the Plus Web site
- + Link to the latest Get Up + Go podcasts and Webisodes

Each month will not include identical content. During certain months, the standing department will highlight upcoming Get Up + Go events. During other months, the section may focus on tourist attractions throughout the region or the successes of one of the region's influencers.

RATIONALE

The Pass the Plus e-newsletter has 4,000 subscribers. Developing a standing department with the Get Up + Go theme will enhance the newsletter and the Get Up + Go message will remind readers to take ownership of the region.

Moxie's secondary research indicated that community influencers in Akron, Canton, Cleveland, and Youngstown operate independently of one another and do not know what is happening outside of their communities. The standing department in the Pass the Plus e-newsletter will encourage event attendance and relationship building between community influencers in the Plus' target cities. It will also highlight various cultural amenities available throughout the region and encourage readers to take advantage of nearby tourist attractions. Highlighting the successes of community influencers in the region will educate readers about positive news happening throughout the region.

PARTNERSHIPS

Moxie will develop content for the newsletter. Cooperation from featured community influencers will be important to the success of this tactic.

AUDIENCE

This tactic targets community influencers in Akron, Canton, Cleveland and Youngstown in addition to the current readership of the Pass the Plus e-newsletter.

MEDIA AND PROMOTION

The standing department will be a part of the existing Pass the Plus newsletter, which has a readership of over 4,000. Moxie will use the Connect database to alert specific leaders or industries when the focus of the standing department may be of particular importance to them. This will increase the number of community influencers who subscribe to the Pass the Plus e-newsletter.

EVALUATION

Moxie will evaluate the success of the enhanced e-newsletter through an e-mail monitoring system. Moxie will track who is opening the e-newsletter and which links are accessed.



GET UP + GO WEBISODES AND PODCASTS

Moxie understands that the Plus will be launching a new Web site at the end of 2009. The following tactic is a recommendation for additional content to this site.

Moxie recommends creating web episodes and podcasts, less than five minutes long, featuring different community influencers from Akron, Canton, Cleveland or Youngstown. These Webisodes and podcasts will be posted on the Plus Web site and YouTube.

Webisodes and podcasts will reinforce the importance of regional interdependence and spreading good news to residents. These episodes will also highlight the accomplishments of individual communities as they relate to the region as a whole. Moxie recommends the first Webisode and podcast be posted Monday, Feb. 1, 2010.

Moxie will tailor the Webisodes and podcasts to the top 12 industries of the region by featuring leaders from those trades. Elected officials will also be a focus of this tactic because of their strong influence.

RATIONALE

Moxie's research indicated that communities in Northeast Ohio are operating independently and are unaware of how regional interdependence can advance their business and institutions and help them compete globally. This tactic is a way to showcase the strengths of communities within the region, and potentially help community influencers build relationships with one another.

PARTNERSHIPS

Moxie will produce, edit and post the Webisodes and podcasts. Cooperation from community influencers will be important to creating relevant content.

AUDIENCE

Webisodes and podcasts will target community influencers in Akron, Canton, Cleveland and Youngstown, the media and residents of Northeast Ohio.

MEDIA AND PROMOTION

The Connect database will be used to directly market the Webisodes and podcasts to community influencers in the specific industry they affect. Moxie will promote the Webisodes and podcasts on the Get Up + Go section of the Plus Web site, the standing department in the e-newsletter and through mainstream local media outlets. Community influencers will also be encouraged to post links to the Webisodes and podcasts on their company or organization's Web sites.

EVALUATION

Moxie will evaluate its success by monitoring views of the Webisodes receives on YouTube and the Plus Web site. Moxie will also monitor how many people click to listen to the podcasts through a tracking service. The Webisodes and podcasts are designed to inform and drive traffic to the Plus Web site, where additional information about the Plus brand and its Get Up + Go campaign is available.



GET UP + GO SECTION OF THE PLUS WEB SITE

Moxie recommends a central location for key audience members to go to obtain information. The Get Up + Go with the Plus campaign will use a tab on the Plus Web site to house helpful information about regional developments, upcoming events, opportunities to get involved and interactive tools for community influencers to access and utilize.

The Get Up + Go section will feature Webisodes, podcasts, event calendar, regional news, a forum and a Twitter feed. A Get Up + Go spotlight featuring a community influencer and how his or her business or organization is benefiting the region will also be included.

RATIONALE

Moxie's research indicated there is a lack of communication between community influencers in Akron, Canton, Cleveland and Youngstown. By combining all the information in one location, these influencers can easily access relevant information.

Moxie hopes to inform the community influencers and motivate them to build relationships with one another to develop interdependence in the region.

PARTNERSHIPS

The Get Up + Go with the Plus tab requires dedication from Moxie to ensure content is relevant and updated.

AUDIENCE

This tactic targets community influencers in Akron, Canton, Cleveland and Youngstown.

MEDIA AND PROMOTION

A link to the Get Up + Go tab will be available in the standing department of the Pass the Plus e-newsletter. A press release will be sent to media outlets in Akron, Canton, Cleveland and Youngstown at the launch of the Web site.

EVALUATION

Moxie will use site analytics to determine the number of visitors who click on the Get Up + Go tab.



PLUS COLLEGE TAB

The area's college students are the area's future young professionals and community influencers. In order to aid the Plus in its goal of attracting and retaining talent, Moxie will work with large universities in the area to develop a Plus College tab for student intranets.

Moxie will bring the information from the Plus College Web site directly to students by creating tabs on the following university intranets:

- + University of Akron's ZipLine
- + Cleveland State University's CampusNet
- + Kent State University's Flashline
- + Youngstown State University's My YSU

When clicked on, the tabs will display the Plus College Web site content. This will create awareness for the Plus and will make it easy for students to connect to the Plus College Web site.

RATIONALE

In a focus group with college leaders, Moxie found that half of the leaders who participated didn't know about the Plus. All focus group participants said that they don't feel connected to neighboring cities and that the area's opportunities, events and activities needed to be promoted more. The content on the Plus Web site promotes the area's opportunities, events and activities and encourages students to become engaged in Northeast Ohio.

PARTNERSHIPS

The Plus will need to partner with the University of Akron, Cleveland State University, Kent State University and Youngstown State University in order to get the Plus College tab incorporated into the universities' intranets.

AUDIENCE

The Plus College tab will target college students at Akron, Cleveland, Kent and Youngstown.

EVALUATION

Moxie will evaluate the success of the tab by monitoring hits to the Plus College Web site tab from the four college intranets.

CAMPAIGN EVALUATION

Moxie has set specific, measurable, time-bound and attainable objectives for the Plus' Get Up + Go campaign. Evaluation methods will provide feedback about which components of the campaign are successful, and which components need improvement.

Objective: To use the Plus brand to increase awareness about the benefits of interdependence and partnership with the Plus by 20 percent among community influencers in Akron, Canton, Cleveland and Youngstown by January 2012.

Evaluation: Conduct a pre-and post survey with community influencers to determine awareness of the benefits of interdependence and measure the number of partnerships developed as a result of the campaign. Also, funds raised throughout the two-year campaign indicate its success.

Objective: To improve community influencer event attendance and Plus participation by 15 percent by January 2012

Evaluation: Measure attendance at tradeshow events and distribute surveys to community influencers to determine success and identify ways to improve future events.

Objective: To enhance effective two-way communication between community influencers by 20 percent by January 2012.

Evaluation: Conduct a pre-and post survey with community influencers to determine if there is consistent two-way communication between community influencers and the Plus.

Objective: To increase coverage of regional growth and business development among Akron, Canton, Cleveland and Youngstown media outlets by 15 percent by January 2012.

Evaluation: By analyzing media coverage of the Plus' Get Up + Go campaign, which media outlets are reporting, the frequency of key messages in the media and circulation and reach will help determine if positive coverage has increased.

Objective: To provide information to 20 percent of college students in Akron, Canton, Cleveland and Youngstown that will encourage them to begin professional careers in the region.

Evaluation: Using tracking analytics to determine how many students click on the Plus College tab and how many visits to the Plus College Web site will help determine if college students find the information helpful.

LONG-TERM RECOMMENDATIONS

Building relationships and changing attitudes is an ongoing process. Although the Plus can expect significant success through Moxie's two-year, \$300,000 campaign, Moxie suggests that the Plus engages in the following tactics to continue encouraging positive perceptions and interdependence throughout Northeast Ohio:

- + Continue tradeshow events, if they continue to be successful. Success will be determined by event attendance.
- + Tailor the "Be the Plus" contest to community influencers by offering incentives for business leaders to hold a "Be the Plus" competition at their business. This will increase the impact of the contest and encourage community influencers to get involved.
- + Market the Plus' five-year anniversary in 2012. This should involve sending media kits to local media outlets and throwing a high-profile event. This will draw attention to the Plus and its objectives.
- + Moxie suggests that the Plus expands its target audience beyond community influencers in Akron, Canton, Cleveland and Youngstown to include the general public, or Northeast Ohio residents. Residents will be influenced to a degree by the information filtered down from community influencers, but Moxie suggests targeting residents directly. Targeting more people will increase the Plus' support base and reinforce key messages. Residents have a vested interest in their communities and are, therefore, stakeholders of the Plus brand.

Get Up + Go Campaign Map

2010-2011

TACTIC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Get Up + Go Connect	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning
Get Up + Go Meet the Leaders	Planning	Planning	Planning	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution
Get Up + Go Report	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning
Get Up + Go Standing Department in the Plus e-Newsletter	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning
Get Up + Go Webisodes and Podcasts	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning
Get Up + Go Section of the Plus Web site	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning
The Plus College Tab	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning
Campaign Evaluation	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning

Planning
Execution
Evaluation
No Activity

Get Up + Go Campaign Map

2011-2012

TACTIC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Get Up + Go Connect	Planning	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution
Get Up + Go Meet the Leaders	Planning	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution
Get Up + Go Report	Planning	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution
Get Up + Go Standing Department in the Plus e-Newsletter	Planning	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution
Get Up + Go Webisodes and Podcasts	Planning	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution
Get Up + Go Section of the Plus Web site	Planning	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution
The Plus College Tab	Planning	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution
Campaign Evaluation	Planning	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution	Execution

Planning
Execution
Evaluation
No Activity

SCHEDULING RATIONALE

GET UP + GO CONNECT

Planning for this tactic will take two months. The planning process includes purchasing the Omni ChannelBASE service, creating a contact list, speaking with business leaders within the region and creating e-blasts. E-blasts will be sent when positive developments arise. Evaluation for this tactic will be ongoing throughout the two-year campaign.

GET UP + GO MEET THE LEADERS

Planning for the trade shows will begin six months prior to each event including distribution of save-the-date cards and invitations, securing the venue for each event, confirming keynote speakers and panelists and establishing partnerships with industry-specific organizations. The events will be held biannually and will be evaluated by attendance and through exit surveys.

GET UP + GO REPORT

Planning for this tactic will take one month. The planning process includes ordering imprinted folders and USB drives, developing releases and other media kit materials and building media contacts. The evaluation of the media kits will be determined through monitoring ongoing media coverage.

GET UP + GO STANDING DEPARTMENT IN THE PASS THE PLUS E-NEWSLETTER

Developing the standing department will take one month. The planning process includes gathering content and graphics design. The first Get Up + Go standing department will run in February's Pass the Plus e-newsletter. The tactic will be evaluated throughout its ongoing execution.

GET UP + GO WEBISODES AND PODCASTS

Planning for this tactic will take one month. The planning process includes contacting community influencers and producing, editing and posting the videos and podcasts online at the Get Up + Go section of the Plus Web site and YouTube. Links to the Webisodes and podcasts will be embedded in the Get Up + Go standing department of the Pass the Plus e-Newsletter. The tactic will be evaluated throughout its ongoing execution.

GET UP + GO SECTION OF THE PLUS WEB SITE

Planning the development of the Get Up + Go section of the Web site will take two months. The planning process includes Web design, gathering content and recruiting businesses for partnership. The section of the Web site will launch in March and begin ongoing evaluation immediately afterward.

THE PLUS COLLEGE TAB

Planning for this tactic will take four months. Planning includes modifying content from the Plus College Web site so that it can be accessible by tabs on college intranets. Also, the Plus needs to build relationships with Akron, Cleveland State, Kent State and Youngstown State Universities so that the Plus College information can be made available on the colleges' intranets. This tactic will be evaluated through its ongoing execution.

CAMPAIGN EVALUATION

Planning for this tactic will take one month. This tactic will be evaluated at the beginning of the campaign and again at the end of year one and year two.

Get Up + Go Campaign Budget

TACTIC	OUTSIDE COSTS Year 1; Year 2	PLUS HOURS Year 1; Year 2	MOXIE HOURS at \$100/hour Year 1; Year 2	TWO-YEAR TOTAL COST
Get Up & Go Connect!				
OmniChannelBASE subscription	\$1800; \$1800			\$3,600
Moxie Hours: Collect contact information for business and corporate managers of NEO industries			50 h; 50 h	\$10,000
Total	\$1800; \$1800		\$5000; \$5000	\$13,600
Plus College Tab				
Moxie Hours: Update content regularly, measure and record site activity and feedback			50 h; 50 h	\$10,000
Total			\$5000; \$5000	\$10,000
Get Up & Go E-newsletter				
Moxie will continue to use existing Plus e-newsletter				
Moxie Hours: Get Rick Batyko approval, feature article from Plus representative, provide content			24 h; 24 h	\$4,800
Total			\$2400; \$2400	\$4,800
Get Up & Go Webisodes and Podcasts				
Develop 24 Webisodes (6 hours each)				
Develop 24 podcasts (4 hours each)				
Plus Hours: Feature Plus representative at beginning of each podcast/webisode		12 h; 12 h		
Moxie Hours: Influencers interviews, produce, edit and post webisodes and podcasts			120 h; 120 h	\$24,000
Total		12 h; 12 h	\$12000; \$12000	\$24,000
Get Up & Go Report!				
25 USB drives for media kits	\$325; \$325			\$650
Printed fact sheet, press release, event list and background information for each media kit	\$50; \$50			\$100
Plus Hours: Provide interviews for media		12 h; 12 h		
Moxie Hours: Assemble media kits, developing and sustaining relationships with NEO media			15 h; 15 h	\$3,000
Total	\$375; \$375	12 h; 12h	\$1500; \$1500	\$3,750
Get Up & Go Meet the Leaders!				
Venue rental	\$8000; \$8000			\$16,000
Positively Cleveland Convention Services	\$50,000; \$50,000			\$100,000
Get Up + Go Tent	\$1,500.00			\$1,500.00
Marketing for event				
Save the Date Cards	\$2,000; \$2,000			\$4,000
Programs	\$350; \$350			\$700
Day-of Supplies				
Get Up + Go lanyards	\$5,700; \$0			\$5,700
Name badges for all professionals	\$3,500; \$0			\$3,500
Professional speakers	\$20000; \$20000			\$40,000
Audio/Visual rental				
Microphones for panelist (6 per event x 4 events)	\$200; \$200			\$400
Computer rental for social networking lounge (20 computers x 4 events)	\$6,000; \$6,000			\$12,000
Vendor kit- cover letter, participation checklist, directions, postage	\$400; \$400			\$800

Get Up + Go Campaign Budget

Get Up + Go Giveaways					
Travel mugs		\$15,900; \$0			\$15,900
Mint dispensers		\$12,500; \$0			\$12,500
Mesh bags		\$10,000; \$0			\$10,000
Plus Hours: Speak at four events, meet and greet at Plus tent	20 h; 20 h				
Moxie Hours: Partner with PCCS to plan and host four events	100 h; 100 h				\$20,000
Total	20 h; 20 h	\$136,050; \$86,950	\$10,000; \$10,000	\$10,000	\$243,000
FIRST YEAR TOTAL	44 hours	\$138,225	359 hours		
SECOND YEAR TOTAL	44 hours	\$89,125	359 hours		
CAMPAIGN GRAND TOTAL	88 hours	\$227,350	\$71,800		\$299,150

GET UP + GO SAVE THE DATE CARDS

TARGET AUDIENCE

This communication element targets community influencers of the biomedical industry in Northeast Ohio interested in tradeshow events.

TRADE SHOW SAVE THE DATE POSTCARDS

OBJECTIVES

- + To inform Northeast Ohio community influencers of upcoming Plus tradeshow event details.
- + To create positive communication and excitement about the event.

COMMUNICATION CHANNEL

Save the Date cards will serve as a communication channel by providing Northeast Ohio community influencers event details while building excitement for the event.

GET UP + GO WITH THE PLUS BIOMEDICAL TRADE SHOW BAG

TARGET AUDIENCE

This communication element targets Northeast Ohio community influencers of the biomedical industry interested in tradeshow events.

OBJECTIVES

- + To provide attendees with a customized Plus promotional item that can hold trade show promotions and publications being given away at company booths.
- + To provide a publicity incentive for participating companies by featuring company names on the bag.
- + To create a bag similar to recyclable shopping bags so that the item will serve a purpose beyond the trade show.

COMMUNICATION CHANNEL

The Get Up + Go with the Plus mesh bag will serve as a promotional item for the Plus and as well as free publicity for participating companies in the trade show. The bag was created for use beyond the trade show as popular “green” recyclable shopping bags.



GET UP + GO MEDIA KIT

TARGET AUDIENCE

This communication element targets traditional and non-traditional outlets, including newspaper, magazine and online reporters in Akron, Canton, Cleveland and Youngstown.

OBJECTIVES

- + To increase local media coverage about the Plus and its efforts in promoting the region.
- + To spread good news about the economic development and tourism in the region to the media and encourage journalists to share the good news with the rest of Northeast Ohio.

COMMUNICATION CHANNEL

The media kits will serve a communication channel to reporters informing them of the “Get Up + Go with the Plus” campaign and of the events and other elements the Plus is planning for Northeast Ohio. News releases and other materials will be added to the Plus Web site’s digital newsroom.

ELEMENTS INCLUDE:

- + Get Up + Go press release
- + Biomedical trade show press release
- + Biomedical trade show pitch e-mail with fact sheet
- + The Plus fact sheet



CONTACTS:

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Jenn Yokley
Moxie
555.666.5566
yyokley@moxie.com

FOR IMMEDIATE RELEASE

The Plus Encourages Community Influencers to Get Up + Go

New campaign will help unite communities of Northeast Ohio and showcase the region's amenities

CLEVELAND, February 1, 2009— The Plus has announced the launch of its new campaign, Get Up + Go with the Plus. The two-year campaign will focus on motivating the region's community influencers to spread positive news about the region and become more familiar with the opportunities and relationships available in their own communities.

The Plus will host a series of tradeshow featuring the region's top industries as an effort to showcase Northeast Ohio's businesses and talent. Tradeshow will be held biannually and will kick off 2010 with the following industries: insurance, professional and financial services, biomedical life and sciences, advanced manufacturing and Fortune 1000 companies. The first trade show will occur June 2010 at the Covelli Center and will feature the insurance, professional and financial industries. Tradeshow industries and locations will rotate for each event in the series, choosing high-profile locations in the region.

"Our in-region communication program is designed to spread good news and information about our region's progress and to encourage residents to support the work of the organizations that are guiding our way to a more vibrant future," says Rick Batyko, vice president for regional marketing, Cleveland Plus Marketing Alliance.

Through a variety of information-sharing activities and exclusive trade shows sponsored by the Plus, regional community influencers will have new opportunities to build relationships and share news with each other, as well as learn more about the benefits that come with living and working in Northeast Ohio. The campaign is designed to encourage these influencers to develop stronger ties to the region and pass on good news of Northeast Ohio to their friends, families and employees.

With the launch of this new campaign, the Plus is unveiling a Get Up + Go tab on the Plus Web site which will feature Webisodes and podcasts starring some of the region's leading industry leaders, as well as more information about the Get Up + Go campaign. The Plus is expanding its Plus College Web site by creating tabs on student intranet systems at universities throughout Northeast Ohio.

ABOUT THE PLUS

The Plus is an in-region sub-brand of Cleveland Plus, a campaign to unify Northeast Ohio, and is the driving force behind Get Up + Go campaign. Get Up + Go will give influencers the chance to learn more about the Plus and become stronger, more enthusiastic ambassadors of the region. For additional information on the Plus, please visit www.theplus.com.

ABOUT CLEVELAND PLUS

Cleveland Plus is a campaign that brings all of Northeast Ohio together as one united region leveraging all of our strengths to compete for new businesses, leisure travelers, conventions and meetings. For more information on Cleveland Plus, please visit www.clevelandplus.com.

###



CONTACTS:

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216.592.2225
rbatyko@clevelandplus.com

Jenn Yokley
Moxie
555.666.5566
jyokley@moxie.com

FOR IMMEDIATE RELEASE

The Plus Hosts Trade Show for Biomedical Leaders in NEO

Regional biomedicine leaders invited to learn more about industry; exchange ideas

CLEVELAND, Nov. 15, 2010 — The Plus will host the 2010 Northeast Ohio Biomedical Trade Show from 8 a.m. to 3 p.m. on Dec. 3 at the newly opened Cleveland Medical Mart & Convention Center. The event will feature booths from industry-leaders and will encourage the exchange of ideas and create positive communication about the future of the biomedical industry within the region.

A social media station will be set up in a prominent show location and will allow attendees to tweet live from the event and share their experiences with others instantly. At 1 p.m., a panel of biomedical experts will discuss and answer questions about their experiences and the current trends in biomedicine.

Featured Panelists

Cleveland is a global leader in medical imaging, orthopedics, neurostimulation and cardiovascular biomedicine. The expert panelists represent each of these areas:

- + Hiroyuki Fujita, Ph.D.
 - + Founder of Quality Electrodynamics (QED)
 - + QED is located in Mayfield Village, Ohio and currently employs 45 workers. The medical technology manufacturer made \$4.7 million in revenue in 2008.
 - + Forbes ranks QED 11th “Most Promising Company” in the US.
- + Frank L. Douglas, Ph.D., M.D.
 - + President and CEO of Austen BioInnovation Institute of Akron
 - + Award-winning and an industry veteran, he has 24 years of experience in healthcare, pharmaceutical research and biotechnology.
- + Dr. Michael De Georgia
 - + Director of Reinberger Neuroscience Intensive Care Unit at University Hospitals Case Medical Center
 - + Professor of Neurology at Case Western Reserve University School of Medicine
- + Dr. Steven Nissen
 - + Chairman of Cleveland Clinic’s Department of Cardiovascular Medicine
 - + Internationally acclaimed for his research on coronary artery disease and is a well-known activist on public health and policy matters.

-more-

This is the second in a series of tradeshow the Plus is hosting. The events are biannual and the featured industry changes each time, along with the location. The Plus aims to showcase the top industries in Northeast Ohio and host the events in different cities each time. The first tradeshow will take place in June 2010 at the Covelli Center in Youngstown, Ohio and will feature the insurance, professional and financial services industry.

Representatives from fifteen organizations are participating in the 2010 Northeast Ohio Biomedical Trade Show. They include:

- + Akron Children's Hospital
- + Arterioocyte
- + BioEnterprise
- + Case Western
- + Clear Catheter
- + Cleveland Clinic
- + GE
- + Global Cardiovascular Innovation Center
- + Phillips
- + M2M Imaging
- + Proxy Biomedical
- + QED
- + Summa Health System
- + University Hospitals Health System
- + ViewRay

ABOUT THE PLUS

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ABOUT CLEVELAND PLUS

Cleveland Plus is a campaign that brings all of Northeast Ohio together as one united region leveraging all of our strengths to compete for new businesses, leisure travelers, conventions and meetings. For additional information on Cleveland Plus, please visit www.clevelandplus.com.

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Biomedical Tradeshow Pitch E-Mail with Fact Sheet

Pitch e-mail to Sarah Tribble, medical reporter for the Cleveland Plain Dealer. Tribble focuses on the business of medicine.

To: stribble@plaind.com

Subject: The Plus Biomedical Tradeshow

Ms. Tribble,

I'm writing on behalf of our client, The Plus, who is hosting the 2010 Northeast Ohio Biomedical Trade Show at the new Cleveland Medical Mart & Convention Center in December of 2010.

Top leaders in the biomedical industry of Northeast Ohio will set up booths and have the chance to interact with other industry leaders. The event will feature expert panelists to discuss breaking industry research, trends and how Northeast Ohio can continue to succeed as a global leader in biomedicine.

Since your readers are interested in economic development and the unique opportunities available in the region, they would benefit from learning more about the Plus and this event.

Below is a fact sheet with event details. Feel free to contact either Rick Batyko or myself for quotes and more information. The Plus has also mailed a VIP pass to your office for free admission to the show. Hope to see you there!

Sincerely,

Marissa Mendel
Moxie
555.666.5566
mmendel@moxie.com

Rick Batyko
Cleveland Plus Marketing Alliance
216.592.2225
rbatyko@clevelandplus.com

-more-

The Plus Holds Northeast Ohio Biomedicine Trade Show

- What:** 2010 Northeast Ohio Biomedical Trade Show hosted by the Plus
- Who:** + Biomedicine leaders from all over Northeast Ohio
- + Representatives from 15 top organizations including:
 - + Akron Children’s Hospital
 - + Cleveland Clinic
 - + Global Cardiovascular Innovation Center
 - + Summa Health System
 - + The Plus staff
 - + Featured panelists:
 - + Hiroyuki Fujita, Ph.D., Founder of Quality Electrodynamics (QED)
 - + <http://www.forbes.com/entrepreneurs/promising-companies/>
 - + Frank L. Douglas, Ph.D., M.D., President and CEO of Austen BioInnovation Institute of Akron
 - + http://www.bioinnovationinstitute.org/release_douglas.html
 - + Dr. Michael De Georgia, Director of Reinberger Neuroscience Intensive Care Unit at University Hospitals Case Medical Center
 - + <http://www.uhhospitals.org/AboutUH/MediaNewsRoom/News/tabid/5077/mid/3423/newsid3423/528/Default.aspx>
 - + Dr. Steven Nissen, Chairman of Cleveland Clinic’s Department of Cardiovascular Medicine
 - + http://my.clevelandclinic.org/staff_directory/staff_display.aspx?doctorid=1185
- Where:** The Cleveland Medical Mart & Convention Center. Public parking available on site.
- When:** The trade show will take place from 8 a.m. to 3 p.m. on Dec. 3.
- Why:** To encourage interaction and create positive communication between industry leaders in one of the region’s most competitive industries. The event will give influencers the opportunity to network with other leaders, exchange ideas and learn about future trends in the industry. Community influencers will be encouraged to host a booth and share their expertise with other leaders in the region.
- Contact:** Rick Batyko, 216.592.2225, rbatyko@clevelandplus.com
Marissa Mendel, 555.666.5566, mmendel@moxie.com

###

The Plus Fact Sheet

About Get Up + Go with The Plus

Beginning January 2010, the Plus will encourage community influencers in Akron, Canton, Cleveland and Youngstown to “Get Up + Go” through a variety of activities. The Get Up + Go campaign aims to motivate the region to experience and embrace the many amenities the region has to offer and to build relationships with their neighboring communities. At the end of the campaign’s two-year run, more community influencers will be spreading the benefits of living and working in the region to their friends, families and followers.

About The Plus

The Plus is a sub-brand of the Cleveland Plus Marketing Alliance geared toward in-region participation. The Plus brings all of Northeast Ohio together as one united region leveraging all of our strengths to compete for new businesses, leisure travelers, conventions and meetings. The Plus is the first integrated marketing campaign to put all of the region’s assets – business, travel, tourism, our residents and quality of life – together under one brand to drive action to strengthen our economy.

The Plus Includes:

- + Direct marketing to increase business investment
- + Targeted marketing to increase travel and tourism
- + In-region communications to instill regional pride and unity
- + Handing out the tools community influencers need to spread positive regional news throughout Northeast Ohio

Our Alliance:

The alliance, formerly known as the Greater Cleveland Marketing Alliance, was formed in 2006 by:

- + Positively Cleveland- An economic development organization focused on attracting leisure tourists and conventions and meetings, in order to support and build the region’s tourism industry.
www.positivelycleveland.com
- + The Greater Cleveland Partnership- With more than 16,000 employers in Northeast Ohio as its members, is one of the nation’s largest chambers of commerce.
<http://www.gcpartnership.com/>
- + Team NEO- A private sector-led, non-profit regional economic development organization that unites the region to attract and expand high growth businesses to Northeast Ohio.
www.teamneo.org

For More Information:

Rick Batyko, APR
Cleveland Plus Marketing Alliance



GET UP + GO STANDING DEPARTMENT IN PASS THE PLUS E-NEWSLETTER

TARGET AUDIENCE

The communication element targets influencers who already receive the “Pass the Plus” e-Newsletter.

OBJECTIVE

- + To inform Northeast Ohio community influencers and residents what’s going on in the region and how to get involved.

COMMUNICATION CHANNEL

The Plus e-Newsletter will maintain a standing department for Get Up + Go updates on news and events.

+ThePlus

Cleveland+Akron+Canton+Youngstown

Northeast Ohio was recently named one of the top 10 most fascinating regions to visit in the United States by Travel Smartmagazine.

Home Living Here College Travel Business The Brand News



+ Pass The Plus

Sign up for our FREE "Pass The Plus" e-Newsletter [HERE](#).

+ 2010		
+ January 2010	+ February 2010	+ March 2010
+ April 2010	+ May 2010	+ June 2010
+ July 2010	+ August 2010	+ September 2010
+ October 2010	+ November 2010	+ December 2010
+ Also check out our national news coverage		
+ Visit Our Site		

2010 Northeast Ohio Biomedical Trade Show



The Plus will host the 2010 Northeast Ohio Biomedical Trade Show from 8 a.m. to 3 p.m. on December 3 at the new Cleveland Medical Mart & Convention Center. The event will feature booths from industry-leaders and will encourage the exchange of ideas as well as positive communication about the future of the biomedical industry within the region.

[+ Learn more about the event here](#)



Cleveland Medical Mart & Convention Center

+Incase You Missed It

Visit our site to view monthly [Webisodes](#) and [podcasts](#) featuring NEO industry leaders.

PLUS COLLEGE TAB

TARGET AUDIENCE

This communication element targets future community influencers of the region: College students attending schools in Akron, Canton, Cleveland and Youngstown.

OBJECTIVE

- + To provide students with information about events taking place in the region, internship opportunities and other Northeast Ohio news they may be interested in.
- + To give college students reasons to stay in-region when they graduate.
- + To introduce the Plus to students and convey its key messages to a younger audience that can pass it forward for years to come.

COMMUNICATION CHANNEL

The Plus College Tab will appear on college intranets at Akron University, Cleveland State, Kent State and Youngstown State. It will bring information from the Plus College Web site directly to students using the Web page they access every day for email, news and campus happenings.

November 19, 2009

[Home](#) | [About](#) | [Contact](#) | [Feedback](#)

[Log out](#) | [Help](#)

[My Campus](#) | [My Courses](#) | [Student Tools](#) | [Library](#) | [Student Career Path](#) | [Help](#) | [My Tab](#) | [College](#)

Welcome to
Kent State University
FlashLine

My Account
Content Layout

Welcome **Kristen E Thompson**
You are currently logged in.

[Docus](#) | [E-mail](#) | [Groups](#) | [Logout](#) | [Help](#)

Kent State News
In the News

(Athletics) Flight 93 benefit set - Akron Beacon Journal, The
KSU plans \$200 million in improvements (Lefton, Mullin) - Akron Beacon Journal - Online, The
(AAUP) KSU's faculty will get bonuses worth \$2.855 (Lefton) - Aurora Advocate

Other Kent State News Sources

- e-Inside
- Kent State Magazine
- KSU Home Page News
- KSU Media Web Site
- KSU Student Media

Kent State News
In the News

(Athletics) Flight 93 benefit set - Akron Beacon Journal, The
KSU plans \$200 million in improvements (Lefton, Mullin) - Akron Beacon Journal - Online, The
(AAUP) KSU's faculty will get bonuses worth \$2.855 (Lefton) - Aurora Advocate

Other Kent State News Sources

- e-Inside
- Kent State Magazine
- KSU Home Page News
- KSU Media Web Site
- KSU Student Media

Personal Announcements
Get in on the action -- land your C4C scholarship this Friday!
H1N1 Flu Clinic for Priority Group to Occur Nov. 21 at Kent State Field House
In A Flash -- Weekly Message From President Lefton

Academic Services

Kent Campus

- Accessibility Services
- Advising Services
- Math Assistance Program
- Online Classes
- Supplemental Instruction
- Tutoring
- Writing Center

All Campuses

- Academic Departments (Kent Campus)
- Internships - Graduate & Undergraduate
- Schedule of Classes
- University Calendar

Phone Directory

Search:

Last:

First:

E-mail:

List Departments
Advance Search

Campus Resources

Kent Campus

- Adult Student Services
- Bookstore
- Building & Department Locator
- Campus Bus Service
- Computer Labs
- Counseling Services
 - Counseling & Human Development Center
 - Psychological Clinic
 - University Psychological Services
- Dining Services
- Emergency Guidebook
- Financial Aid & Scholarships
- Graduation Information
- Health Services
- Hearing, Speech, and Language Services
- Helpdesk
- Housing Contract Renewal
- International Student Services
- Nutrition Outreach Program
- Offices and Services Directory
- Online Housing Application
- Parking Services
- Recreational Services
- Residence Services
- ResNet

Campus Events

Kent Campus

Human Resources
Emotional Intelligence Ability Series
CommonSpot Training : Open Lab Session
CommonSpot Training : Open Lab Session
A.L.I.C.E. Training
Interpersonal Communication for Supervisors
New Hire Orientation

Events
Iron Chef Kent State
Comedy Night @ the Raat

KSU Life

Kent Campus

- Arts
- Athletics
- Greek Life
- Student Government
 - Graduate Student Senate
 - Student Quality Advisory Committee
 - Student Trustee
 - Undergraduate Student Senate
- Student Organizations
- Student Recreation & Wellness Center

All Campuses

- Just for Fun
- Volunteer Opportunities

My University

Policies

- Digest of Rules & Regulations
- Policy Register

RESEARCH REPORT

PRIMARY RESEARCH FINDINGS

EXECUTIVE SUMMARY

Moxie completed thorough primary research with key audiences and college students to determine attitudes and perceptions about Northeast Ohio. We conducted 17 interviews with community influencers ranging from elected officials to C-level executives and a focus group with college students from cities in the Plus region. This research uncovered important issues essential to planning this campaign.

Overall, publics enjoy living in Northeast Ohio because it has both metropolitan amenities like New York or Chicago, but also maintains a small-town charm. Publics feel the region is transitioning from a manufacture-dominated industry to a health care-centered economy.

Both interviewees and focus group participants showed interest in the amenities Cleveland has to offer; however, they did not necessarily associate themselves or their individual cities with Cleveland. Although the majority of students and community influencers who participated in Moxie's research knew about Cleveland Plus and its objective to improve the Northeast Ohio region, most expressed a disconnect from the name and believe the campaign to be a Cleveland-centered initiative and non-inclusive of the entire region.

FOCUS GROUP

Moxie conducted a focus group with eight student leaders on Sept. 25, 2009. The students attended Kent State University, but represented each city in the Cleveland Plus region. The participants in the focus group voluntarily agreed to discuss their perceptions about the Northeast Ohio region.

OBJECTIVES

- + To assess what young professionals are looking for in a future location of employment (ex. Safety, education, entertainment)
- + To gain more insight into how the image and reputation of a city can affect its future business.
- + To assess the level of communication between a community and future professionals. Determine the importance of communication within a network.

SCREENING

Students were selected from a variety of organizations and leadership positions, but all were residents of Akron, Canton, Cleveland or Youngstown. All participants signed consent forms agreeing to take part in the discussion and agreed to be audio recorded for research purposes.

METHODOLOGY

Moxie used open-ended questions to engage the students in conversation about their perceptions of the Northeast Ohio region. Combining these questions with a postcard-making

activity to create a visual element, Moxie was able to identify the degree of connection they feel toward the region and how important communication is within their network.

PARTICIPANTS

- + Bryan Kelly – Canton resident, member of Kent State Men’s Chorus
- + Chadd Smith – Cleveland resident, Kent State College Democrats Officer, Undergraduate Student Government Senator for the Residence Halls
- + Cory Tilson – Cleveland resident, marketing intern for the Cleveland Jewish Community Center
- + Sami Downey – Youngstown resident, resident assistant in McDowell Hall, member of Kent Interhall Council
- + Macy Rosso – Cleveland resident, study abroad participant, Kent State Residence Services desk assistant
- + Miranda Monroe – Akron resident, Kent State Student Ambassadors, National Society of Collegiate Scholars
- + N’J Nicholson – Canton resident, member of Chi Omega sorority, Kent State Dance Team
- + Jasmine Balosky – Cleveland resident, Kent State Ad Club officer

POSTCARD ACTIVITY KEY FINDINGS

- + One Akron resident placed a small piece of the sun in her picture because she said that “there is never any sun in Akron.” She included buildings to represent the industrial feel, a road sign because she said that Akron is just a bunch of roads, and tires to represent the Goodyear industry.
- + Both Canton residents drew the National Football Hall of Fame. One student also included a football because he said that Canton is one of the largest football towns in the country, a road to Chicago to stand for its old “Little Chicago” reputation, and Mercy Hospital to represent the health care industry that our region has.
- + Every Cleveland student used at least one reference in all of their pictures (team colors, names, mascots,) and all students agreed that sports teams are very important in their city. According to one student, the only thing his Chinese roommate knew about the area was the Cleveland Cavaliers because “The economy sits on LeBron James.”
- + The Rock and Roll Hall of Fame was mentioned in three of the four Cleveland postcards.
- + A Youngstown resident drew a highway and explained that a lot of people “travel through Youngstown to get somewhere else.”

OBJECTIVE ONE: KEY FINDINGS

To assess what young professionals are looking for in a future location of employment

- + Half of the students felt that they could see themselves back in Northeast Ohio in 10 years. Two of these students felt that family and safety would be a primary benefit to staying in the area.
- + All students said that when looking for future employment, the location of a city and what it has to offer (nightlife, culture, employment opportunities) has a tremendous influence on their decision. On a scale of 1-10, all students ranked the importance of location and city amenities a 9-9.5

OBJECTIVE TWO: KEY FINDINGS

To gain more insight into how the image and reputation of a city can affect its future business.

- + Two students said that their hometowns had been negatively misrepresented on a public medium, one through a *60 Minutes* episode and the other in a *Rolling Stone* magazine.
- + All students felt that events and activities in the region should be promoted more, but not through traditional media or news Web sites.
- + All students said that word-of-mouth was the best way to receive information about upcoming local events and activities.

OBJECTIVE THREE: KEY FINDINGS

To assess the level of communication between a community and future professionals and determine the importance of communication within a network.

- + All students felt that it is important for cities to be connected to each other in a region. One student said that in order to work together, cities must “work as a team,” pull resources together and find ways for the community to be involved.
- + Most students still feel connected to their hometowns, but do not feel connected to neighboring cities. One student said that he felt that people only travel to other cities for entertainment purposes.
- + Knowledge of the Cleveland Plus brand was split—three students (Youngstown, Canton, Cleveland) had heard of the campaign, four said they had not, and one was unsure.

IMPLICATIONS

Many students had pride in their cities, although they still made jokes about it (there’s a YouTube video called “Hastily Made Cleveland Tourism Video” that they kept referencing because it was so true.) None of the students felt connected to other cities in the region, but felt very connected to their own because of the familiarity. They wanted to see more promotional work done with upcoming local events, but in a medium that reaches out to them, such as an existing Web site that is constantly visited or social media.

“Most students agreed that if the city of Cleveland was more successful and brought more business and residents in, all nearby cities would prosper.”

KEY QUOTES

- + “[My hometown] It’s such a safe place. It’s such a good place to raise a family. Ten years might be too soon, but someday, I see myself back here.”
- Sami Downey, Youngstown resident
- + “Everyone outside of Ohio views Ohio itself and Northeast Ohio as just this giant cornfield. Everyone’s driving a John Deere, you know. They honestly don’t understand what Northeast Ohio’s about.”
- Bryan Kelley, Canton resident
- + “I think Northeast Ohio’s reputation as a whole is sort of run-down industrialism. People think of it as a place where factories used to be.”
- Chad Smith, Cleveland resident
- + “All the major cities around Northeast Ohio are tied together as far as success or failure because all of our economies are based off of the same thing for so long and all of our economies are suffering for the same reasons.”
- Cory Tilson, Cleveland resident
- + “If Cleveland does better, then I think everyone does better.”
- Cory Tilson, Cleveland resident
- + “If the city of Cleveland is more successful and had a stronger economy, then people would come in; people would move to Canton and Akron and all around.”
- Cory Tilson, Cleveland resident
- + “I feel like everyone can kind of connect to Cleveland because that’s like our big city. That’s where everything happens.”
- N’J Nicholson, Canton resident

INTERVIEWS WITH PRIMARY KEY PUBLICS

Community Influencers in the Cleveland, Akron, Canton and Youngstown areas

METHODOLOGY

Moxie used the same methodology with each of its key publics. Moxie asked participants a series of 17 questions, most of which were open-ended, about the general attitude in Northeast Ohio, the state of the economy and what they felt were residents' perceptions of the region. Participants were asked probing questions about what influences their opinions, where they get their information and what the perceived connection between major cities in the region is.

CIVIC AND CORPORATE BOARD MEMBERS

- + Hannah Belsito from Cleveland
 - + Program Director of Cleveland Bridge Builders
- + Mark Hauserman from University Heights
 - + Director of John Carroll University Entrepreneurs Association
- + Mark Lammon from Cleveland
 - + Special Projects Manager at Downtown Cleveland Alliance
- + Donald Peterson III from Canton
 - + Business representative of Canton Community Improvement Corporation (CCIC)
- + John R. Swierz from Youngstown
 - + Youngstown City Council Member for the Seventh Ward

KEY FINDINGS

- + All participants named medicine or health care as the one industry they associated with the region.
- + All participants said that their cities were ideal places to start a business.
- + Two-thirds of participants mentioned the cost of living as one of the best things about the region.
- + All participants felt positively about the Cleveland Plus initiative but said that in order to be successful outside of Cleveland, the name must be more inclusive of the other cities it represents.

KEY QUOTES

- + “Traditional media is out of touch.” – Mark Hauserman, Director of John Carroll University
- + “We have to connect regionally and economically to succeed against the rest of the world.” – John Swierz, Youngstown city council member
- + “I’m judging Cleveland as an outsider, and all the people I have met have absolutely no negative connotation of Cleveland—they have positive feelings toward the city and the area.” – Mark Lammon, special projects manager at Downtown Cleveland Alliance

IMPLICATIONS

These participants have a positive outlook on the future of their cities and the business opportunities in the area. They believe in the Cleveland Plus message and would most likely be advocates of the brand if its message was more clearly communicated and inclusive. Moxie must use the Internet and encourage face-to-face communication to articulate the benefits of the Cleveland Plus brand to the cities it represents.

BUSINESS OWNERS AND C-LEVEL EXECUTIVES

- + Mike Broderick from Youngstown
 - + President and CEO of Turning Technologies
- + Steven Brubaker from Akron
 - + Vice President of Corporate Affairs of InfoCision
- + Michtell Kahan from Akron
 - + CEO and Director of Akron Art Museum
- + Skip Jacobsen from Cleveland
 - + Engineering/Project Manager of Cleveland-Cuyahoga County Port Authority
- + Toby Weber from Akron
 - + CEO of American Red Cross of Summit and Portage Counties

KEY FINDINGS

- + All participants said that their city was an ideal or good place to start a business.
- + All participants mentioned the convenient location (in relation to other larger cities in the country) and the fact that their cities were “easy to get around” when expressing what they liked about the area.
- + Participants from outside of Cleveland said that, on a scale from one to 10, the connection of their city with Cleveland was a four or below.
- + Publications like the *Cleveland Plain Dealer* and *Crain’s Cleveland Business* connected participants from other cities to Cleveland; they said that their cities were sometimes represented in those publications, although they don’t make a strong connection between Cleveland and their particular city.
- + All participants mentioned health care as the one industry they associated with the region.
- + All participants said that, though the region is in a tough economic state, the future of the economy in the area looks bright.
- + Two-thirds of participants said that the local newspaper and the Internet were among their main sources of information.

KEY QUOTES

- + “I go to Columbus a lot, it’s easier to navigate and I like the neighborhoods. I find an edginess and intensity to Cleveland— A bottom-line focus. I don’t find Cleveland appealing.” – Toby Weber, CEO of American Red Cross of Summit and Portage Counties
- + “The quality of life here is very strong from a cultural perspective as well as from a family perspective.” – Mike Broderick, CEO of Turning Technologies
- + “Cleveland owns Akron in a way because they control the major media. Other than that though Akron has its own identity and the people here do not feel part of Cleveland. We many times go out of our way to express our individuality from Cleveland.” – Steve Brubaker, vice president of corporate affairs at InfoCision

IMPLICATIONS

Participants have a positive outlook on the economic state and business opportunities in their cities. Participants from outside of Cleveland don’t feel a connection with Cleveland and therefore don’t see the Cleveland Plus brand as a representation of their city. Participants were pleased with the quality of life that their city had to offer. These participants want to see their city succeed and would most likely buy into the Plus brand if they saw how it benefited their particular city. Moxie must use communication strategies involving the Internet and local newspapers to enlighten business leaders on the benefits of regional marketing and how it can positively affect their cities.

ELECTED/APPOINTED PUBLIC OFFICIALS

- + Terry Albanese, Ph.D. of Akron
 - + Chairwoman of the Economic Development and Job Creation Committee
- + William Curran of Hudson
 - + Mayor of Hudson
- + Robert Torres of Canton
 - + Director of Economic/Business Development for the City of Canton
- + Jay Williams of Youngstown
 - + Mayor of Youngstown
- + Eric Wobser of Cleveland
 - + Special Projects Manager for the City of Cleveland

KEY FINDINGS

- + All participants mentioned the cost of living as one of the best things about the region.
- + All participants from outside the region said that the Cleveland Plus brand needs to be more inclusive to the other cities it represents.
- + Three-fourths of participants identify health care as the one industry they associate with the region.
- + One participant said that Cleveland Plus is trying to please too many people and needs a more tailored message.
- + One participant said that elected officials from around the region are meeting regularly to discover how the region can collaborate.

KEY QUOTES

- + “The media always tells positive news with a disclaimer like, ‘We can’t believe this is happening in Cleveland, but...’ and makes negative news sound even worse than it is.”—Eric Wobser, special projects manager for Cleveland
- + “The concept and strategy behind Cleveland Plus is great, but it needs to be more reciprocal. When you’re in Akron it should be Akron + Canton + Cleveland + Youngstown, and so on. It’s not just about Cleveland, it should be more inclusive.”—Robert Torres, director of economic development for Canton
- + “The Mahoning Valley tends to be a little bit parochial and not necessarily as connected to the larger global world as we maybe need to be.” —Jay Williams, mayor of Youngstown

IMPLICATIONS

Participants believe that their cities have a lot to offer. Elected officials believe in the idea of collaborating and pooling the area’s resources, so this key public could be a great advocate for Cleveland Plus if they understood its message and believe it could accomplish its purpose. Moxie needs to use communication strategies to articulate the Plus brand initiative to this key public.

EXECUTIVES IN THE TOURISMS, ARTS, CULTURAL AND ENTERTAINMENT INDUSTRY

- + Shawn Davis of Cleveland
 - + Director of Business Development for the Greater Cleveland Partnership
- + Susan Carfano of Youngstown
 - + Director of Butler Institute of American Art
- + John Kist of Canton
 - + Executive Director at the Canton/Stark Convention & Visitors’ Bureau
- + Lisa Knapp of Akron
 - + Communications Director of Downtown Akron Partnership
- + Ana Papakhian of Cleveland
 - + Director of Communications, Cleveland Orchestra

KEY FINDINGS

- + All participants said their cities were ideal places to start a business.
- + Participants from outside of Cleveland said that, on a scale from one to 10, the connection of their city with Cleveland was a four or below.
- + Most participants listed the local newspaper as their primary source of information; other sources included television and radio.
- + Most participants don't associate with other tourism/arts/cultural /entertainment executives outside their city.

KEY QUOTES

- + “There is a lot of confusion about the difference between Positively Cleveland and Cleveland Plus.” —Anna Papakhian, director of communications for the Cleveland Orchestra
- + “Adding other essential communities as a “plus” to another large municipality undervalues the importance of that city. It clearly promotes a regional leader and brings along the rest of the communities as an afterthought.” — Lisa Knapp, communications director at the Downtown Akron Partnership
- + “There doesn't really seem like there are a lot of opportunities to work with people [in Cleveland.]” — John Kist, executive director at the Canton Convention and Visitors' Bureau

IMPLICATIONS

Participants feel little or no connection with other leaders in tourism/arts/cultural/entertainment industry from other cities. Most participants had “civic pride” for their cities alone and didn't express an interest in collaborating (with the exception of one participant from Cleveland). Moxie must use communication strategies to position the Plus brand as an initiative to bring positivity to the region collectively while encouraging each city's own identity.

CLIENT INTERVIEWS

RICK BATYKO

Mr. Batyko is the vice president of Regional Marketing for the Greater Cleveland Partnership. He spoke with Moxie multiple times to discuss the client's needs.

KEY FINDINGS

- + He considers other regional marketing groups in the Mid-West as competitors.
- + Cleveland Plus tests well outside of region, but isn't embraced within the region.
- + CPMA is the only campaign, to their knowledge, that has combined business attraction, talent attraction, tourism, in-region communications and national media relations under one campaign.
- + The ultimate goal of the CPMA initiative is to get community influencers to embrace the new "Plus" brand inside the region.
- + It is important to focus on residents' attitudes in order to improve their perceptions by informing them of the good news and positive developments that are help the region grow and prosper.

Moxie met with the client on Oct. 14, 2009, to discuss the progress of the plan and the expected outcomes.

KEY FINDINGS

- + What our client wants from community influencers:
 - + Community influencers are key audiences to help the Plus get the message out nationally and globally.
 - + Provide them with tools to make their job of dispersing the message easy.
- + Community influencers are business owners who have suppliers in other areas. These business connections could bring other businesses to Northeast Ohio.
- + What our client's key messages include:
 - + Interdependence
 - + Community building
 - + Interconnectivity of the region
- + "Build your business. Love your life."
 - + You get the quality of life along with the business you build

- + A key message used by Mr. Batyko
- + Client Information
 - + Cleveland Plus is redesigning the Web site under the brand name the Plus
 - + It will serve as a news and information port for an in-region audience
 - + The URL will be ClevelandPlusLiving.com and is expecting to be done by early December

CARIN ROCKIND

Ms. Rockind is the vice president of Marketing and Communication at Team NEO. Ms. Rockind met with Moxie's account executive on Nov. 17, 2009, to discuss the campaign plan direction.

KEY FINDINGS

- + She suggests the plan to show the need for media coverage indicating NEO is a good place to live
- + Develop ways for community influencers to advocate or recommend region as a good place to live or visit
- + At the end of the campaign, Ms. Rockind wants to see:
 - + An increase in partnerships with the Plus
 - + An increase in community influencer participation and event attendance
 - + An increase in funding
 - + "More Northeast Ohioans on board"
 - + Everyone on the same team
- + Other notes:
 - + Work with partners who are trying to reach the same influencers
 - + The end result of our plan should show more funding, which indicates the plan's success

IMPLICATIONS

Cleveland Plus is testing the waters and taking a chance at such a broad reach. To reach such a large audience, our client recommends we consider targeting community influencers in specific locations or industries in the region to embrace the campaign and filter the messages to other Northeast Ohio residents. The client wants to position itself as a go-to resource and aims to get community influencers onboard with the campaign.

SECONDARY RESEARCH FINDINGS

EXECUTIVE SUMMARY

Moxie completed secondary research to understand the client's needs better. Research efforts included a review organizational material provided by the Cleveland Plus Marketing Alliance to obtain background information, organizational objectives and branding challenges and opportunities. We analyzed of census data to identify demographics and psychographics in the Northeast Ohio "Plus" region.

Moxie found that although residents of Northeast Ohio generally have positive perceptions of the region, concerns include the weakening economy and retaining and attracting talent in Northeast Ohio. Secondary research also reinforces primary findings that the growing biomedical industry is becoming a cornerstone in Northeast Ohio.

Although the Plus has created resources for college students, many never see it because it is not effectively marketed to them and ultimately leave the state to pursue opportunities elsewhere. Moxie also found that although media coverage of the Plus is generally positive, the coverage is not equally distributed between among media outlets in the region.

CLEVELAND PLUS MARKETING ALLIANCE OVERVIEW

The Cleveland Plus Marketing Alliance (CPMA), formerly known as the Greater Cleveland Marketing Alliance, is comprised of three organizations: Greater Cleveland Partnership (GCP), Greater Cleveland's chamber of commerce; Team NEO, regional organization working to attracted businesses to Northeast Ohio; and Positively Cleveland, the largest convention and visitors bureau in the state.

Before the CPMA brand was established in April 2007, various attempts to develop a regional marketing campaign failed in the 1970s and 1990s. *New Cleveland*, *Cleveland Today* and *Cleveland's a Plum* successfully improve Northeast Ohio resident perceptions; however, a lack of cohesiveness and support halted marketing efforts in 2000.

The CPMA's brand initiative, Cleveland Plus – Cleveland, Plus Akron, Plus Canton Plus Youngstown – includes 17 counties including Erie, Ohio. CPMA has made tremendous progress:

- + Created 3,000 new jobs in the region
- + Increased regional payroll to \$95 million
- + Attracted 25 new companies to the region
- + Enhanced positive national news coverage 47 percent

Although Cleveland Plus has substantially increased business expansion and tourism within the region, it has been unable to meet the goals of its in-region component. The in-region brand, the "Plus," was developed as a result of testing its effectiveness with chamber of commerce communicators and convention and visitors bureaus in the region. Collectively, they decided to drop "Cleveland" to create a sub-brand more inclusive of other cities in the region.

PLUS BRAND OBJECTIVES

- + To increase awareness, engagement, leadership and financial support among influential Northeast Ohioans
- + To progress toward a more vibrant economic future for Northeast Ohio
- + To build regional pride and unity that strengthens the region's capacity to compete for global job growth and investments

DEMOGRAPHICS

Northeast Ohio 16-county population as of 2010: 3,997,623¹

Largest cities in Northeast Ohio population:

- + Akron: 210,795
- + Canton: 79,478
- + Cleveland: 452,208
- + Youngstown: 82,836
- + Total: 825,317²

IMPLICATIONS

The overall population of Northeast Ohio is slightly less than 4 million people; however, more than 800,000 people in the region are populated in four major cities. Although the Plus would like the in-region effort to affect the entire population, it would make the most impact by focusing first on the most populated cities.

NORTHEAST OHIO PERCEPTIONS

The Northeast Ohio Barometer of Economic Attitudes (NEO Barometer) is an annual opinion survey of Northeast Ohio residents. It has been tracking the public's perception of the region's general economic development progress, and opinions on regionalism and economic development initiatives, since 2004.

The primary goal of the NEO Barometer is to provide meaningful information about what the public knows and perceives about the region. It is designed to provide a reliable and objective opinion-gauge of the people residing within 16 counties in Northeast Ohio.

¹ <http://www.clevelandplusbusiness.com/Data-Library/Demographics.aspx>

² <http://www.clevelandplusbusiness.com/Counties.aspx>

MAJOR THEMES

- + Residents of Northeast Ohio understand that they are part of a bigger region.
- + In 2008, residents overwhelmingly self-identify as being part of a region called Northeast Ohio. Nearly all (98 percent) consider their county to be part of Northeast Ohio.
- + People are planning to stay. 85 percent of residents said they are likely to continue living in NEO, a significant increase over previous surveys.
- + Nearly 69 percent said they would recommend Northeast Ohio as a place to live.
- + There is little enthusiasm about the economy, but people are more optimistic about the future than they have been since 2004.
- + The public's support of regional approaches to economic development continues to increase. Residents favor collaboration over consolidation for specific service areas.
- + Education is important to Northeast Ohio residents and people are working to ensure that their children have access to higher education.
- + Residents identified attracting and retaining jobs as the two biggest challenges facing the region.

IMPLICATIONS

Overall, residents of Northeast Ohio are content living in the region but have concerns about its deteriorating economic state. The majority of residents do not plan to leave the area, but express concern about attracting and retaining job opportunities in the region. Relaying the importance of regional collaboration, how an educated workforce will be retained in the region and how new jobs are being created to attract outside talent into the region will be essential to the success of the in-region campaign.

ECONOMIC LANDSCAPE

The Cleveland Plus region is home to many Fortune 1000 Companies that employ thousands of

Top 10 Corporate Employers in Northeast Ohio	
Cleveland Clinic	28, 200
University Hospitals	16, 800
Progressive Corp.	9, 400
KeyCorp	6, 400
National City Corp	6,300
General Motors	6, 300
MetroHealth	5,500
Ford Motor Company	5,500
Case Western Reserve University	5,100
Summa Health System	4,700

Northeast Ohio residents.³

Cleveland Plus works collaboratively with other organizations in the region as one cohesive non-profit regional economic development system.

- + NorTech: Regional Think-Tank looking 10 years ahead to develop the region's future high tech high-growth industry clusters
- + JumpStart: Enabling and increasing the region's entrepreneurship with pre-seed and seed funding, and assistance
- + BioEnterprise: Generating hundreds of millions of dollars for biomedical start-up businesses in Northeast Ohio
- + Team NEO: Attracting expansions and relocations of medium and large sized businesses to Northeast Ohio

³ <http://www.clevelandplusbusiness.com/Data-Library/Business-Profile.aspx>

- + MAGNET: Ensuring Northeast Ohio's manufacturing industry is globally competitive
- + Cleveland Plus: The external brand and marketing campaign used to promote Northeast Ohio as a tourism and business destination.
- + Greater Cleveland Partnership (GCP): Cleveland's chamber of commerce.
- + Fund for Our Economic Future (FFEF/The Fund): Consortium of approximately 70 foundations collectively pooling resources to advance the region's economy (funding above initiatives).⁴

SEPTEMBER 2009 CLEVELAND PLUS REGIONAL ECONOMIC REVIEW

- + Northeast Ohio Gross Regional Product (GRP) for the sector has grown 59 percent since 1993, which now represents 24 percent of all manufacturing.
- + There has been a significant regional growth in the industries that supply to the aerospace sector.
- + NEO employment has increased slightly in the 2009 second quarter and while less than normal, Northeast Ohio employment increased overall by nearly 12,000 jobs.
- + In relation to the country as whole, Northeast Ohio's unemployment rate has increased to 10.6 percent. The U.S. is at 9.9 percent, while the state of Ohio is at 11.2 percent unemployment.⁵

KEY INDUSTRIES

Although the nation is in a state of economic decline, key industries in Northeast Ohio continue to thrive and grow, anchoring the region as a prosperous hub.

- + **Biomedical Industry:** The region is home to 60 hospitals with stable manufacturing capabilities. With billions of dollars in private and public investment, Northeast Ohio is quickly shifting into a global hub for biomedical business. The region's biomedical industry is growing on average by 7.4percent annually.
- + **Advanced Manufacturing:** The region's proficiency in metalworking, polymers and electronics, combined with a highly educated, skilled workforce has created a resource for supporting biomedical, advanced energies, chemicals, instrumentation, controls, automotive, industrial machinery and consumer durables production.

⁴ <http://blog.clevelandplusbusiness.com/?p=191>

⁵ <http://www.clevelandplusbusiness.com/Data-Library/Quarterly-Economic-Reviews.aspx>

- + **Polymers, plastics and chemicals:** The Northeast Ohio region is a world leader in plastics manufacturing, innovation and commercialization. Northeast Ohio specializes in producing industrial gases, paints and pigments, industrial chemicals, soaps and cleaners, rubber products, clay and concrete products and adhesives and sealants.
- + **Advanced Energy:** The region is a leader in advanced energy research and production. Legislation passed in May 2008 mandates electric utilities to obtain at least 25 percent of their power requirements by 2025 from advanced energy sources – including renewable energy, fuel cells and energy efficiency.
- + **Aerospace:** Northeast Ohio’s technological, engineering, metalworking and advanced manufacturing capabilities make it an ideal location for aerospace businesses to thrive. The NASA Glenn Research Center, the only northern NASA center, is home to one of the few centers involved in space activity.
- + **Insurance, Financial and Professional Services:** Cleveland Plus is a U.S. hub for financial services. The region is home to a Federal Reserve Bank in Cleveland, and the headquarters of multi-national banks such as KeyCorp.⁶

IMPLICATIONS

Out of the top 10 corporate employers in Northeast Ohio, four fall into the health care sector. A growing trend in the health care industry is evidence that the region is experiencing a shift from manufacturing to a more service-oriented economy, and it is important for the Plus to capitalize on the growth of this industry instead of the decline of others in the region. By communicating the good news about Northeast Ohio to residents, it helps meet the Plus’ objective of instilling regional pride. In order to make the in-region campaign effective, the Plus must utilize the industrial resources and its partnerships with other regional organizations to communicate the importance of interdependence for the growth of individual cities.

⁶ <http://www.clevelandplusbusiness.com/Key-Industries.aspx>

CURRENT REGIONAL COMMUNICATIONS

METHODOLOGY

Moxie researched current regional communication efforts to determine what messages are being disbursed throughout the region and who the messages are reaching. We assessed the following regional communication mediums.

CLEVELAND PLUS: PASS THE PLUS NEWSLETTER

The CPMA currently utilizes several mediums to communicate its messages to its primary and secondary audiences in Northeast Ohio. Pass the Plus, an e-newsletter, reaches 4,000 subscribers; however, thousands more are unaccounted for since some employers distribute the publication to their employees. Pass the Plus features upcoming events and announces new developments and good news within the region. Readers are encouraged to share the e-newsletter along to family members, friends and colleagues, but a tracking method is not currently in place to determine if readers actually pass it along.

SOCIAL MEDIA PLATFORMS

Cleveland Plus utilizes several social media tools designed to disseminate crafted messages about the region. Current mediums include:

- + Cleveland Plus Business Blog
- + ClevelandPlus News RSS
- + Cleveland Plus LinkedIn Group Team NEO Twitter
- + Team NEO | Cleveland Plus Business Facebook Fan Page
- + Cleveland Plus YouTube Channel
- + Team NEO's Presentations on SlideShare
- + E-mail Alerts

ADVANCE NORTHEAST OHIO BLOG

The Fund for Our Economic Future, an organization devoted to collaborating with others in the 16-county region to improve the region's economic competitiveness, developed the Advance Northeast Ohio Blog, which promotes regional examples of collaboration and sharing. Advance Northeast Ohio was founded on the priorities set by the public during Voices & Choices and developed with the help of leaders and officials from across all 16 counties in Northeast Ohio. Elected officials, business leaders and community activists have commented on blog posts.

Advance Northeast Ohio strives to meet four objectives:

- + Business Growth and Attraction
- + Talent Development
- + Growth Through Racial and Economic Inclusion

- + Government Collaboration and Efficiency

KEY FINDINGS

- + All regional communications have a similar message of collaboration and regional economic prosperity
- + Although some regional communications efforts are integrated, others have a separate agendas and audiences

IMPLICATIONS

All Northeast Ohio regional communication mediums have similar objectives, but do not work collectively to accomplish them. The Plus has many mediums to reach people, and although social media tools can help reinforce key messages, disjointed efforts and a lack of audience segmentation creates ineffective communication efforts. The Plus must strategically target specific influencers and tailor the messages to fit that audience in order to make the most impact.

NORTHEAST OHIO FUTURE LEADERS

Although the Plus’ in-region campaign targets community influencers, Moxie has identified an Northeast Ohio college students as a key public for the in-region efforts because they are the future leaders in the region. The four Northeast Ohio universities with the largest student populations are:

Kent State University (Includes 2-year campuses)	35,863 ⁷
University of Akron (Includes 2-year campuses)	22,636
Cleveland State University	15,482
Youngstown State University	12,912

⁷ <http://www.clevelandplusbusiness.com/Data-Library/Higher-Education.aspx>

This population has the potential to add the region's educated workforce and industrial growth; however, retaining these individuals has become an obstacle. In a June 2009 study, *Losing Ohio's Future: Why college graduates flee the Buckeye State and what might be done about it*, conducted by the FDR Group for the Thomas B. Fordham Institute, researchers examined why graduates leave the state upon graduation.

As part of the study, 811 college sophomores, juniors and seniors from seven Ohio universities were given online surveys via Facebook to obtain unbiased feedback about their plans after graduation.

KEY FINDINGS

- + Ohio has an annual net loss of more than 5,800 bachelor's degree holders and almost 2,900 graduate degree holders
- + Almost nine in 10 undergraduates surveyed (89 percent) say jobs and career opportunities will be a very important criterion to them when they decide where to live – the first priority among 11 attributes. But only 11 percent give Ohio an excellent rating on this front – among the very bottom of the rated attributes
- + Connecting students to the community may build affinity and loyalty
- + For better or worse, college students are more concerned about success and money than about public service and the environment;
- + College students are largely disconnected from the larger communities within which they go to school. Almost half indicate they spend little time off campus.

PLUS COLLEGE

The Plus recognizes the importance of retaining young talent in the region, and created +College, an extension of the Cleveland Plus Marketing Alliance which focuses on the college student population in Northeast Ohio. Pluscollege.com was designed with college students' needs in mind to help them connect with local resources and enhance their college experience. Site creators hope those experiences will encourage students to remain in Northeast Ohio following graduation. Local organizations and businesses benefit from +College because it gives them access to a young, educated population.

Site features and content include:

- + On and off-campus events
- + Restaurants, shopping coffeehouse, etc.
- + Current Internships, links to professional organizations and business news
- + Ways to save money⁸

⁸ <http://www.pluscollege.com/site/>

IMPLICATIONS

Although the Plus has made a conscious, proactive effort to make the region more appealing to up-and-coming-professionals, its attempts to market the site as a resource to students are limited. If the Plus wants to retain young talent in the region, it must bring the information to the students instead of expecting them to find the site. By targeting universities with large student populations and positioning the +College site in the as a resource, the Plus' messages will reach the intended audience.

MEDIA ANALYSIS

METHODOLOGY

Moxie conducted an extensive media analysis to determine the publication and location type of media coverage the CPMA has received since its inception in 2007.

Publication	Date	Topic	Coverage Type	Reporter
Akron Beacon Journal	8/14/09	Launch of 2009 "Be the Plus" Contest	Neutral/Positive	
Cleveland Plain Dealer	7/15/09	Ohio and Cleveland's high rankings in <i>Money Magazine</i> ; mentions that residents should be proud to live in Cleveland	Positive- says a national publication is agreeing with the author and Cleveland Plus's opinion of Cleveland	Kathy Kirk
Cleveland Plain Dealer	7/12/09	Columnist on regional campaigns: mentions Cleveland Plus in long list of campaigns	Neutral- casual mention	Brent Larkin
Cleveland Plain Dealer	6/2/09	Mentions Cleveland Plus when announcing recipients of Team NEO's awards- Cohen & Co. won for marketing Cleveland Plus	Neutral- casual mention	
Cleveland Plain Dealer	4/23/09	Article about economy-fueling programs; mentions Cleveland Plus's work	Positive- says that with programs, Ohio is in good direction	Kathy Kirk

Cleveland Plain Dealer	4/17/09	Team NEO's creative work and how it's helping; mentions it created Cleveland Plus	Positive- casual mention	Kathy Kirk
Cleveland Plain Dealer	4/14/09	What Team NEO is doing to promote Cleveland Plus brand out-region to bring in businesses	Neutral/Positive	Kathie Kroll
Cleveland Plain Dealer	3/9/09	A rave about Cleveland Plus and its initiatives/efforts. Mentions resident attitude problem and implores readers to think positively about the region.	Very positive	Kathy Kirk
Cleveland Plain Dealer	2/13/09	New pluscollege.com Web site and why	Neutral/Positive	Kathie Kroll
Cleveland Plain Dealer	2/9/09	Episode of CBS's "Criminal Minds" took place in Cleveland. producers sought out props from CVB to turn LA into Cleveland. Cleveland Plus stickers were sent, among other items.	Neutral- casual mention	Mark Dawidziak
Cleveland Plain Dealer	12/10/08	Outlines the organizations that received part of the Fund for Our Economic Future. Team NEO was in this list and Kroll says it will be used to help fund Cleveland Plus.	Neutral	Katie Kroll
Cleveland Plain Dealer	11/18/08	Discusses need for regional marketing campaigns and who pays for them; Cleveland Plus's funding mentioned	Positive- Says state is being seen as a better place to invest in than in past years	Damon Sims
Cleveland Plain Dealer	11/14/08	"All Things Cleveland" exhibit mocking city and how Cleveland Plus lawyers sent cease and desist for using CLE-- for symbol (play on CLE+)	Neutral- Quote from Mr. Batyko about how lawyer sent that as protocol but after seeing exhibit, they like it	Damon Sims

Crain's Cleveland Business	8/28/08	<i>Sports illustrator</i> writer's love for Cleveland. Author mentions he should work with Cleveland Plus in joking tone.	Neutral- casual mention	Scott Suttell
Cleveland Plain Dealer	8/12/08	New Cleveland Plus Pass Card that discounts admission to 9 attractions targeted to tourists and "stay-cationers"	Positive- features quotes with museum director who is pleased with idea	James Sweeney
Crain's Cleveland Business	7/24/08	Writer's opinion of Cleveland Plus store merchandise	Positive	John Booth
Crain's Cleveland Business	7/23/08	New Cleveland hotel plans announced at Cleveland Plus program	Neutral- casual mention	Stan Bullard
Crain's Cleveland Business	6/25/08	New list of Creative+Design companies on Plus Web site	Neutral/Negative- mentions how new list includes org who'd originally been left off and upset	John Booth
Crain's Cleveland Business	6/5/08	Tells how Mr. Batyko contacted reporter to tell him about Creative+Design page in response to previous article on need of such	Positive- shows both Mr. Batyko and Cleveland Plus in good light	John Booth
Crain's Cleveland Business	6/2/08	How creative professionals (ads, PR, marketing) want to see industry have higher economic profile and are left out of Clevelandplusliving.com	Negative- shows Cleveland Plus as ignoring the creative industry	John Booth
Crain's Cleveland Business	5/30/08	Positively Cleveland and Cedar Point's joint eight-page Plus newspaper insert of NEO attractions to 590,000 households	Positive	John Booth
Youngstown Vindicator	5/4/08	Launch of clevelandplusliving.com and features	Neutral	

Cleveland Plain Dealer	4/24/08	Unveiling of clevelandplusliving.com; sites launch event	Positive- site shown as something the region needs	Randy Roguski
Crain's Cleveland Business	3/31/08	Event Expo 2008-In interview with Kelly Brewer (Positively Cleveland), she uses Cleveland Plus as synonym for NEO: "Cleveland Plus as a destination"	Neutral Note: Crain's did not feel need to explain what Brewer meant by Cleveland Plus	
Cleveland Plain Dealer	3/24/08	About Team NEO's work in drawing businesses to Northeast Ohio- mentions Cleveland Plus as way to spread the word globally	Neutral/Positive Just one line mention	Randy Roguski
Crain's Cleveland Business	3/5/08	Greater Cleveland Partnership announced 3-year strategic Cleveland Plus plan	Neutral/Positive	Jay Miller
Crain's Cleveland Business	1/7/08	Editorial by Team NEO CEO Waltermire: Mentions launching of Cleveland Plus and what it is doing for region	Positive- mentions need for engagement from business and community leaders to succeed	Thomas Waltermire
Youngstown Vindicator	11/11/07	"Attack on NEOUCOM" and trying to stop NEO from being focused on only Cleveland	Positive- seen as a uniting force. Referred to as "healthy."	
Crain's Cleveland Business	10/9/07	CVB's renaming to Positively Cleveland: president Roche in interview said the name describes "everything that's good about Cleveland Plus"	Neutral- casual mention, as region	John Booth
Cleveland Plain Dealer	8/27/07	Announced new banners promoting campaign	Neutral/Positive	Karl Turner

Canton Repository	6/7/07	LeBron James signed jersey contest	Neutral/Positive	
Crain's Cleveland Business	5/7/07	Talks about new campaign (Cleveland Plus) and its efforts; what it can mean for the region	Positive- thinks it can help bring in out-of-region businesses	
Youngstown Vindicator	5/2/07	Focus group results for Cleveland Plus name	Neutral	
Crain's Cleveland Business	4/27/07	First-hand account of Cleveland Plus campaign announced to media and civic leaders on low-flying plane trip over region	Neutral- Journalist isn't sure if it will work, but thinks it's worth a try	John Booth
Crain's Cleveland Business	4/26/07	Announces launch of campaign; explains how it came about	Neutral	John Booth

Media coverage breakdown within the Plus region:

- + Akron: Four articles
- + Canton: One article
- + Cleveland: 24 articles
 - + Crain's Cleveland Business: 14 articles
 - + Cleveland Plain Dealer: 10 articles
- + Youngstown: Three articles

KEY FINDINGS

- + The majority of media coverage has been either positive or neutral; however, most of the outlets covering it are located in Cleveland rather than Akron, Canton or Youngstown.
- + Although the Plus' initiatives are applicable to the entire region in theory, it does not translate to media outlets outside Cleveland

IMPLICATIONS

In order to spread the news about positive regional developments, the Plus must build stronger relationships with media outlets outside Cleveland. Communicating good news to media outlets across the region more frequently will help the Plus disseminate its key messages to a larger audience.

APPENDIX

Northeast Ohio Resident Discussion Group

Moxie Discussion Guide

Discussion Objectives

- + Objective One: Discuss what student leaders are looking for in a future location of employment (ex. safety, education, entertainment).
- + Objective Two: Discuss how the image and reputation of a city can affect its future.
- + Objective Three: Discuss the importance of communication within a network.

The following provides guidelines (including instruction and suggested lines of questioning) to use during focus group discussions to ensure that the previously identified discussion objectives are achieved. Note that the group discussion may not unfold in the order consistent with this guide. Depending on comfort levels, top-of-mind associations, perceived benefits and other issues potentially identified by participants, all will have an impact on the types and ordering of group discussion questions and activities. Accordingly, the guide may be expanded or modified to increase the effectiveness of the group discussion.

Greeting and Housekeeping

Hello. Thank you so much for coming. My name is Jenn Yokley with Kent State University and we are here to gather insight and feedback from you. I'm here as an objective party to lead a discussion about our perceptions and general opinion on the Northeastern Ohio region. All I need from you is your honest feedback, but before we begin, there are a few items to discuss.

By now, you all should have received an audio release form and a participant profile form. If you haven't already filled one out, please do so or let me know now.

- + The audio release form simply provides our researchers with your consent for audio taping our discussion. The primary purpose of the tape is just to keep an accurate record of your responses. It also gives us the opportunity to listen rather than scribe the conversation. Our client may also keep the tape in a library for future reference or to hear what you had to say firsthand. This tape will never be used for any advertisement at anytime.
- + A few representatives from our client's organization may be observing our discussion. Because your discussion is critical to our research, we ask that you speak loudly and clearly, one person at a time. There is no need to direct all answers and comments to me; you are able to engage in discussion with other people in the group. Your ideas are incredibly important, since they may represent the views of others.
- + This group discussion has no right or wrong answer. We are interested in your honest and candid feedback. Our goal is to first ensure we are all comfortable sharing with one another so the discussion is more inviting and interactive.

- + In order to stay on track and respect your time, I may have to jump in or interrupt every once in a while. Our goal is to have this discussion in one hour.
- + Because you are all important, I understand it may be necessary to keep your cell phone on. If it is an important call, please feel free to step outside of the room and return to the discussion as soon as possible.
- + With the paper provided, please make a name tent so it can be easier to refer to one another during the discussion.
- + Feel free to help yourself to the refreshments or restrooms at any time.

Group introduction and postcard illustration (15 minutes)

We would like to start by having members in the discussion introduce themselves and tell us

- + Your FIRST name
- + Your class standing
- + What type of student organizations are you involved with?

There are four black and white postcards on the table. You are asked to choose the postcard that you associate with closest. You are then asked to design your postcard to reflect your city to a traveler or a visitor. Think about the colors, sights, attractions and overall emotion of the city.

Students color postcards.

Ok, so let's talk about your postcards. What did you highlight and what did you omit? Are there certain colors that really "fit" your city?

(If appropriate, and if themes emerged across associations above.) I'm wondering if anyone else notices a recurring image on our postcards, such as (insert theme, if there is one? Can anyone explain why we are showcasing that image of that city?)

Objective One: Assess what young professionals are looking for in a future location of employment (ex. Safety, education, entertainment)

- + Location-wise, where do you see yourself in 10 years?
- + When you're looking into future employers, how important is the city which it's located in?
- + Would you want to stay in Northeast Ohio for your career? Why or why not?

(Out of this objective, we want to find out what causes students to stay or leave Northeast Ohio after graduating from college. What are they looking for in "their" city? Does Northeast Ohio have that?)

Objective Two: Gain more insight into how the image and reputation of a city can affect its future business.

- + In one or two words, how would you describe the reputation of Northeast Ohio?
- + What do you think influences a city's image? What is the biggest component?
- + Do you feel like Northeast Ohio is a good investment? Why or why not?

(We would like to learn more about the student perception of Northeast Ohio and what can influence the reputation of a city. We would like to obtain information to gauge the student's perception of their respective cities. This information can help us learn where the Cleveland Plus program is falling short and how we can improve the perceptions of the region)

Objective Three: Assess the level of communication between local community influencers and young professionals. Determine the importance of communication within a network.

- + As a college student, do you feel connected to your city? Why or why not?
- + Do you feel connected to neighboring cities in Northeast Ohio?
- + How important is a city's communication with its community leaders and residents?
- + Is it important for cities to be connected to each other in a region? Why or why not?

(Out of this objective, we want to find out how to find holes in communication and how connected students are to their communities. We would like to obtain information about how to improve the relationship between the present and the future business leaders. Is there an outlet that influential leaders can use to reach out to students and tech-savvy audiences?)

Conclusion

It's great to see that we've stayed close on time. I would like to now wrap up our discussion and open the floor up to you for any final comments or statements.

I will now draw a name to see who wins the Sheetz gift card

(Draw name)

We would like to thank all of you who have come to make our discussion. Please feel free to have any leftover refreshment. Thank you for your time!



Student Focus Group
Perceptions of Northeast Ohio
September 2009

I am a senior public relations major at Kent State University enrolled in the Public Relations Campaigns Seminar course, which is part of Kent State’s public relations curriculum. This course requires us to research and plan a campaign for a real-world client.

We are researching student perceptions about Northeast Ohio. The information will be used to create a comprehensive communication plan. We would greatly appreciate your participation in a focus group that will last one hour. We are interested in hearing about who and what influences your opinions and actions.

Your name will not be used in any way associated to your answers. Limited demographic information may be used in reports to attach certain ideas to certain locations in the Northeast Ohio region.

Pizza and pop will be provided to those participating in the focus group. There will also be a drawing for a \$20 gift card to Sheetz at the end of the discussion. Participation in this project is voluntary, and if you choose not to do it no one will hold it against you. You may cease participation at any time during the discussion.

If you have any questions or concerns about this research project, please contact me at

724-714-1574 or jyokley@kent.edu or our course adviser, Michele Ewing, at 330-672-4288 or at meewing@kent.edu.

CONSENT STATEMENT(S): I agree to participate in this research project. I understand the rules and expectations, and that I may stop at any time.

Participant Signature **Date**

Sincerely,
 Jenn Yokley, Kent State Public Relations Student
 724-714-1574
jyokley@kent.edu



Audio/Videotape Consent Form

Name: _____

Address: _____

E-mail address: _____ Phone Number: _____

I agree to be audio and/or videotaped at _____ on _____.

Signature

Date

I have been told that I have the right to hear/see the audio/video tapes before they are used. I have decided that I:

_____ want to hear the tapes

_____ do not want to hear the tapes

Sign below if you do not want to hear/see the tapes. If you want to hear/see the tapes, you will be asked to sign after hearing/seeing them.

_____ (Researchers' names) and others approved by

Kent State University may / may not use the tapes made of me.

The original tapes or copies may be used for:

_____ this research project

_____ teacher education

_____ promotional purposes

_____ presentations at professional meetings

Signature

Name Printed

Date

Community Influencer Interview Questions

1. What do you like most and least about living in Northeast Ohio? Why?
2. When you are out of town, where do you tell people you are from?
3. How are you involved in your community? Do you feel a connection with other residents?
4. How would you describe the economic state in (insert city)?
5. Do you think (insert city) is an ideal place to begin a business or for large businesses to expand into? Why or why not?
6. On a scale from 1 to 10, how strongly do you feel about (insert city)? Why do you feel that way?
7. If someone from Florida was considering moving to (insert city) for a job opportunity and asked you about the region, how would you describe it? What else would you say?
8. On a scale from 1 to 10, how connected do you feel to Cleveland? Do you identify (insert city) with Cleveland?
9. What is your primary source of information? (Newspapers, Web, blogs, etc.)
10. If you had to choose one industry to associate the Northeast Ohio region with, what would it be and why?
11. Who influences your opinions about the region?
12. What do you hear residents say about (insert city)?
13. Do you feel connected to other (insert city) in Northeast Ohio? Why or why not?
14. Have you heard of Cleveland Plus? If so, what have you heard about it?
15. Do you like the idea of regional marketing? Why or why not?
16. Do you think the Cleveland Plus brand would be effective in (insert city)?
17. Do you think dropping the word Cleveland for in-region use only would help residents of (insert city) embrace the brand?

TRADE SHOW TACTIC RESEARCH

PRIMARY

Interview with Mark Steinmeyer, President of SRPM in Cleveland, Ohio. Mark's company is business-to-business; He often attends trade shows to make connections with other manufacturing wholesalers and retailers within and outside of the region.

KEY FINDINGS

- + Planning for trade shows can take anywhere from six months to one year
- + An event with 500 – 1,000 exhibitors could last two to three days
- + The time span of an event is important to appear to have constant traffic
- + Food is usually sold throughout the event by the convention center's food services
- + Guests can pay a fee anywhere from \$20 - \$150 to attend
- + Influencers you want to guarantee are there receive "free passes"
- + Panelists should be advertised
- + Guests like to know who will be attending; Hosts usually post on their Web site a list of who has RSVP'd
- + Coo3wl bags and well-thought out gadgets are good giveaways

SECONDARY

GIVEAWAYS

- + Pens
<http://www.qualitylogoproducts.com/custom-pens/sillhouette-satin-grip-pen.htm>
- + Mesh bags
<http://www.qualitylogoproducts.com/custom-totebags/standard-nonwoven-tote-bag.htm>
- + Credit Card Shaped Mint Dispenser
<http://www.qualitylogoproducts.com/tradeshows-promotions/credit-card-mint-dispensor.htm>
- + Travel mugs
<http://www.qualitylogoproducts.com/custom-travelmugs/16oz-roadster-travel-mug.htm>

TRADESHOW NECESSITIES AND PRICING

- + Presenters/panels: \$5000 per presenter
- + Computer rental for social network lounge: 20 laptop rentals x 4 events @ \$150 each
- + Plasma TV rental for Plus tent: 1 TV x 4 events @ \$100 each
- + Bar stools for social network lounge: 20 chairs x 4 events @ \$12 each
http://www.eventsource.net/products/product_detail.aspx?productId=864&n=0
- + Bar tables for social network lounge: 4 tables x 4 events @ \$45 each
http://www.eventsource.net/products/product_detail.aspx?productId=825&n=0
- + Plastic badges: 10,000 total at \$.33
<http://www.qualitylogoproducts.com/tradeshow-promotions/vertical-plastic-badge.htm>
- + Lanyards: 10,000 total at \$.57
<http://www.qualitylogoproducts.com/tradeshow-promotions/shoe-string-lanyard38.htm>
- + Table Rental: 100 per event x 4 events @ \$13.25 each
http://www.eventsource.net/products/product_detail.aspx?productId=829&n=0
- + Linen: 100 per event x 4 events @ \$11.50 each
http://www.eventsource.net/products/product_detail.aspx?productId=2872&n=0
- + Backdrops: 100 per event x 4 events @ \$40 each
http://www.eventsource.net/products/product_detail.aspx?productId=74&n=0
- + Chair Rental: 200 per event x 4 events @ \$9.50 each
http://www.eventsource.net/products/product_detail.aspx?productId=3530&n=0
- + Venue Rental: \$4000 per venue x 4 venues
as per interview with Tony Prusak, Director of Convention Sales at Medical Mart

PRINTING

Total cost for the following materials to be printed will total \$5500

- + Vendor kit
- + Programs
- + Save the Dates
- + Print media kit
- + Online media kit



OMNI CHANNELBASE TACTIC RESEARCH

Omni ChannelBASE is a new marketing database, which can be used by marketers as a direct marketing tool to target business and corporate managers in requested areas. This database recently launched in October 2009.

The tool is used to build valuable lists with contact information such as postal and e-mail addresses of business and corporate managers in listed industries. Information requested can be separated by the following industries: building and contracting, health care, human resources, information and technology, financial, government and manufacturing.

Membership with Omni ChannelBASE is \$150 per month. A membership grants unlimited access to the marketing database.