Drumming Up Business for DE



> The team listened carefully and thoughtfully when processing information and this helped advance the project. The recognition the "We're Bigger Because of Our Size" campaign received...is testament to the distinctive, breakthrough appeal of the campaign and Shiny's process to develop a campaign that was both strategic in its messaging and visually appealing."

— Michele A. Schiavoni
DIRECTOR MARKETING | EXTERNAL RELATIONS, DELAWARE PROSPERITY PARTNERSHIP

Challenge

How do you give a competitive edge to a small state?

Solution

Shine a light on its unexpected strengths in an interesting and compelling way.

Delaware Prosperity Partnership (DPP) is a public-private partnership charged with growing the number of businesses in Delaware, and the number of people who work in the state. To do this they needed a compelling way to market the state to both individual workers and site selectors, who are hired by companies to recommend where they should locate. Site selectors typically make their recommendations based on quick stats, such as the size of the state, population size, and the like, and as one of the country's smallest states, Delaware rarely made the short list.

But here's what we knew: Delaware has an advantage that few states do—it can easily pull employees from adjoining states like PA, NJ, and MD. It also is centrally located in the Mid Atlantic which gives it quick access to NYC, Washington, DC. With those insights we created a positioning and print campaign that was founded on the idea of "We're much bigger because of our size."

Results

DPP received an immediate positive response from site selectors, and got on the treasured site short lists, landing numerous new and expanding businesses. The campaign was also recognized by the International Economic Development Council with a 2020 Excellence in Economic Development Award. We've since worked with the DPP to create a website dedicated to explaining all of Delaware's benefits to people considering working in the state and have tailored the print ads to also speak to potential hires.

Services

Positioning
Print
Digital design
UX
Content

Like to learn more? Email us at **connect@shiny.agency**