

CHOOSE NEW JERSEY

Problem

How does a state hit by a natural disaster communicate its resilience in the storm's aftermath?

Solution

Use OOH to boost morale within the region and keep the area top of mind for corporate decision makers in key outside markets.

Background

As a privately funded and operated nonprofit agency charged with showcasing New Jersey's diverse and vibrant economic landscape to corporate decision makers, Choose New Jersey knew it needed to act swiftly in the aftermath of Super Storm Sandy and the \$36.9 billion in damage inflicted on the state.

Objective

Within days, the media planning team mobilized to engage the business communities of advertising and marketing in a bold initiative to show just what New Jersey is all about.

Strategy

The strategic partnership of the NJADCLUB in conjunction with New Jersey's oldest operating advertising agency immediately went to work and within a matter of weeks, the team launched the heroic "New Jersey. A State of Resilience." campaign. A PR blitz was coupled with high profile, largely donated placements provided by a variety of media partners.

Plan Details

Markets: New Jersey, New Orleans, Washington DC

Flight Dates: January 1 - June 30, 2013

OOH Formats Used: Digital billboards, taxi signage, trolleys, buses, bus shelters

The overall initiative and the alignment of the two outside markets served as a cornerstone for the group's strategy to target C-level decision maker audiences in New Jersey, the DC market for the inauguration, and New Orleans for the Super Bowl and Mardi Gras.

Results

The campaign resulted in a 75 percent increase in web traffic with 58 percent of that number representing new visitors to www.choosenj.com. The campaign alerted the nation that New Jersey remained open to business in the uncertain months following the unprecedented devastation caused throughout New Jersey by Super Storm Sandy.

