



MEDC

Marketing Campaigns

Kelly Watkins
Director of Business Marketing, MEDC



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



IMPROVE PERCEPTIONS OF MICHIGAN AS THE
ULTIMATE DESTINATION
TO WORK, PLAY, AND THRIVE.

PURE *M*ICHIGAN®

M I C H I G A N
PURE OPPORTUNITY®



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



Travel Campaign

PURE *M*ICHIGAN®



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

KEEP IT

FRESH®

PURE MICHIGAN®





SPRING/SUMMER

I AM DETROIT SUMMER



FALL

FALLING FOR MICHIGAN



WINTER

TITLE FORTHCOMING



Business Campaign

M I C H I G A N
PURE OPPORTUNITY[®]



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

TARGET AUDIENCES



NATIONAL BUSINESS LEADERS

LARGE COMPANIES, HIGH-
GROWTH STARTUPS



SITE SELECTORS



MICHIGAN BUSINESS LEADERS

LARGE, MID-SIZE, SMALL COMPANIES, HIGH-GROWTH
STARTUPS, PLACE-BASED BUSINESSES

MICHIGAN. PURE OPPORTUNITY.

BRAND CAMPAIGN PRINT



BRAND CAMPAIGN PRINT





Talent Campaign



CORE TARGET AUDIENCES



CREATIVE THINKERS, PROBLEM SOLVERS, AND DOERS
WHO ARE DRIVEN TO SHAPE THE WORLD AROUND THEM



SKILLED TECH TALENT

Professionals
Students

NATIONAL (INCLUDING MICHIGAN)



TRADE TECH TALENT

Professionals
Students

MICHIGAN + SURROUNDING FEEDER MARKETS (Illinois,
Indiana, Ohio, Wisconsin)

FOCUS INDUSTRIES: EV/Mobility, Semiconductors, Medical Device Technology + Other Tech Industries

Michigan as a Place to Live



Michigan as a Place to Work





**REWARDING
MICHIGAN
CAREER**



**QUALITY
MICHIGAN
LIFESTYLE**

MICHIGAN

WHERE WE PLAN TO REACH OUR AUDIENCES



ONLINE



SOCIAL MEDIA



VIDEO



RADIO



OUTDOOR



CAMPUSES



PRINT



EVENTS

OTHER CHANNELS TO BE DEFINED

MICHIGAN

PHASE 3: STILL IMAGES





You Can In Michigan Testimonials



ABOUT TALENT ACTION TEAM

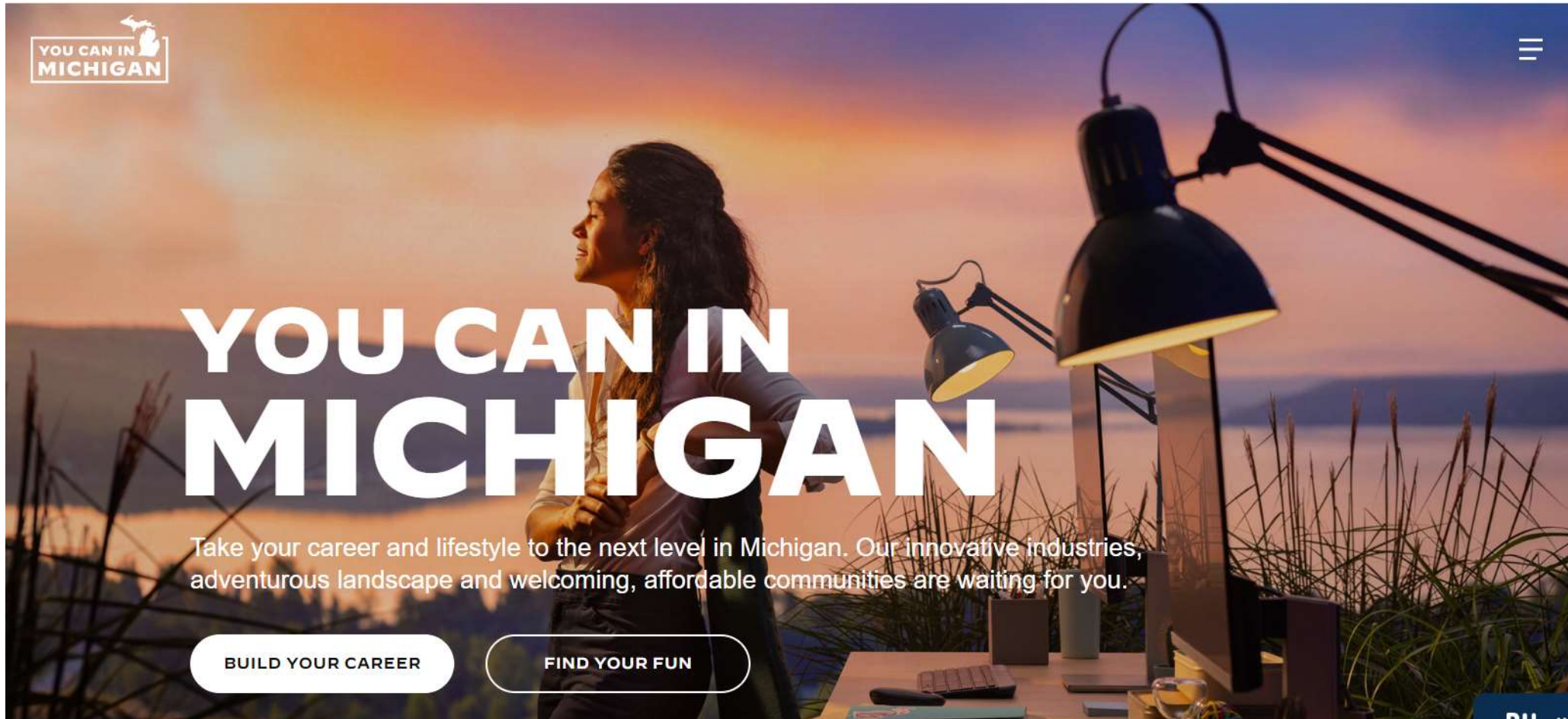
MICHIGAN: YOUR CAREER CHARGING STATION

In Michigan, we're building the future of electric vehicles. From design to the line, EV and Mobility jobs are growing. Find your dream job today.



GET STARTED

▼



Website Map



Mid-Michigan Regional Page

AT THE CENTER OF IT ALL

Saginaw, Bay City, Midland, Mount Pleasant and the surrounding areas make Mid-Michigan the perfect destination for those seeking a balanced lifestyle. Whether you're an art aficionado or an outdoor enthusiast, there's something here for everyone. The Bay City area is an eclectic, nautical community nestled along the Lake Huron coast and home to one-of-a-kind antique shops, coffee houses and waterfront eateries. Saginaw is a river-front city steeped in arts and culture, from its [Japanese Cultural Center](#) to its [art museum](#), and Midland balances the perfect blend between natural beauty and downtown cityscapes with impressive mid-century modern architecture.

Fueled by its long history in engineering and production, the Mid-Michigan area is also home to a diverse range of industries, from advanced manufacturing to life sciences, which are creating exciting employment opportunities. But the best part? Tight-knit communities in this region provide each area with a strong sense of belonging while being geographically located at the center of everything. Whether you're up for taking a short drive to the lake, catching a concert in Detroit or Grand Rapids or heading "up north," you'll enjoy an accessible location that lets you spend less time planning the trip and more time for taking it. Plus, Mid-Michigan boasts one of the lowest costs of living in the country, with housing prices that are a fraction of the already affordably-priced Michigan market. Come for the lifestyle, stay



NEWS

Coming Home to Mid Michigan: A Gateway to Thriving in the Great Lakes State

In Michigan, the promise of job growth, an exceptional lifestyle, and affordability come together to create a unique opportunity for anyone seeking...

[READ MORE >](#)



NEWS

Mt. Pleasant: Small Town Feel, Big City Amenities

To some, Mt. Pleasant may seem like a quaint, small town where everybody knows everybody. But to others, central Michigan is home to some of their...

[READ MORE >](#)



PRESS RELEASES

Delta College, MEDC's Talent Action Team announce major \$500,000-plus expansion in move to become national leaders in semiconductor education and training programs

Partners include Hemlock Semiconductor, SK Siltron, CSS, CMU, MSU, SVSU and Great Lakes Bay Michigan. Work with anticipated launch in...


[READ MORE >](#)




**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

[MORE NEWS](#)

Michigan Career Portal



- My Career Passport
- Home
- Careers
- Learning
- Resources
- Work

Welcome, Spencer! 


Next Steps In Your Roadmap

Make progress towards your career goals by completing your next steps below!

Start applying to jobs in Michigan!


View live job opportunities in Michigan related to your experience and interest, and start applying today. Come back each day to see new jobs.

✓ Mark as doneContinue →



Explore best-fit careers in Michigan's top industries

Learn more about Michigan's in-demand careers and see which ones are the best fit for you. By selecting a career, you'll get targeted recommendations for training...




Discover training options to prepare for your...

See personalized training recommendations or explore programs across Michigan to help you build new skills and break into your desired field.


[See all steps →](#)

How can we help today?




Update your Career Passport

Keep your profile information up to date to get personalized recommendations.




Explore Careers

View recommended careers that match your skills and select a career to pursue.




Find Learning

Develop new skills through our curated learning library.




Browse Resources

Get yourself up for success with career guidance and support.




Apply to Work


Find job opportunities that match your skills and interests.




Navigate your Roadmap

Visit your Roadmap to get step-by-step guidance on your career journey.





**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

22

Active Channels: The Michigan Life

LinkedIn



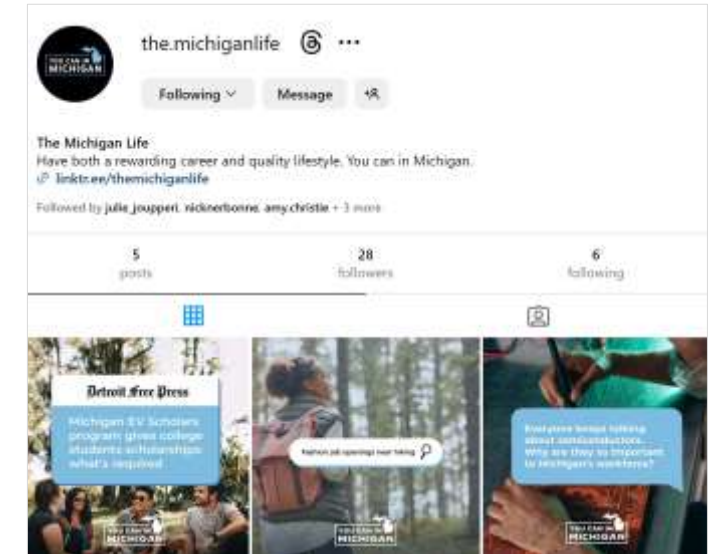
<https://www.linkedin.com/company/the-michiganlife/>

Facebook (Group)



<https://www.facebook.com/groups/the-michiganlife>

Instagram



<https://www.instagram.com/the.michiganlife>

Results so far!

Talent Campaign Launched 10/9

Impressions to Date: **Over 63 Million**

Website visits: **150,000+**

Video views: **1.4 Million**

Career Portal Sign-ups: **1300+**





THANK YOU!

MICHIGAN