



# MEDC

# Marketing Campaigns

**Kelly Watkins**  
**Director of Business Marketing, MEDC**





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

**PURE *M*ICHIGAN<sup>®</sup>**





# Travel Campaign

PURE *M*ICHIGAN®



MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

KEEP IT

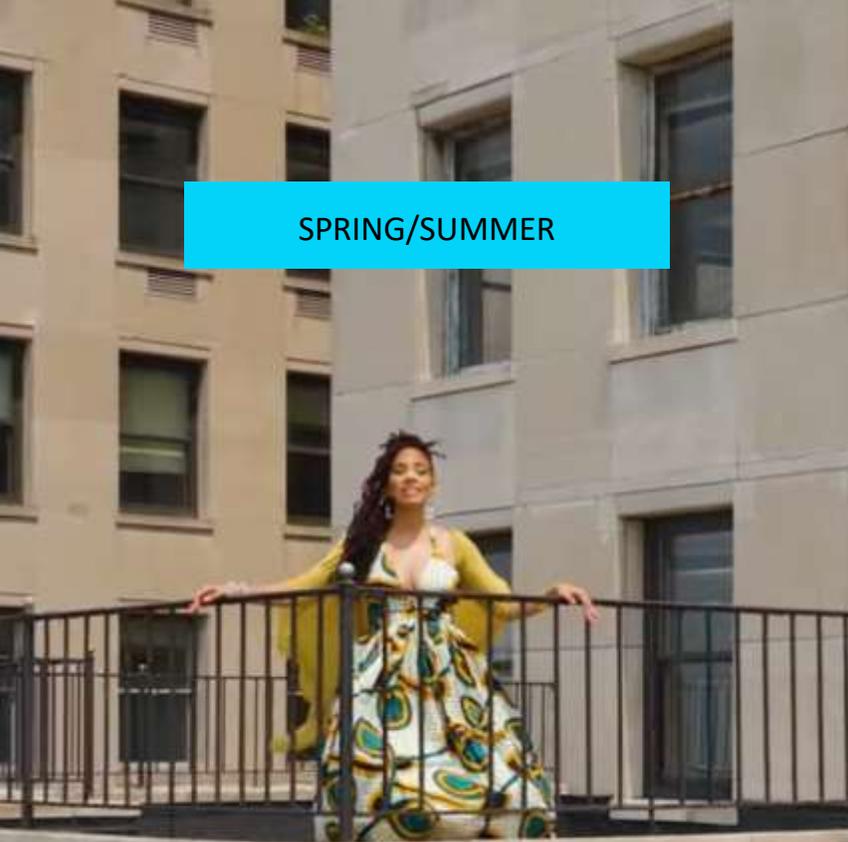
FRESH<sup>®</sup>



PURE MICHIGAN<sup>®</sup>



01042



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<sup>®</sup>



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

YOU'LL CATCH EVEN BIGGER FISH IN OUR TALENT POOL.

**MICHIGAN**  
PURE OPPORTUNITY™

With over 11,000 inland lakes and 1,000 miles of Michigan's coastline, you'll find the perfect fishing spot in our state. And with over 100 engineering and technology jobs in the state, you'll find the perfect talent pool. Take your opportunity at [MICHIGANRECRUITING.COM](http://MICHIGANRECRUITING.COM)

WORK AND LIFE PERFECTLY BALANCED.

**MICHIGAN**  
PURE OPPORTUNITY™

Michigan offers the perfect mix of work and life. From the state's best schools to the state's best healthcare, you'll find everything you need to thrive. Take your opportunity at [MICHIGANRECRUITING.COM](http://MICHIGANRECRUITING.COM)

SILICON VALLEY. IF SILICON VALLEY HAD FOUR SEASONS.

**MICHIGAN**  
PURE OPPORTUNITY™

As the top 10 state by R&D investment, Michigan has the advanced manufacturing, technology and talent that you need to succeed. Take your opportunity at [MICHIGANRECRUITING.COM](http://MICHIGANRECRUITING.COM)

FIVE-STAR CITIES. FIVE-STAR SITES. FIVE-STAR SERVICE.

**MICHIGAN**  
PURE OPPORTUNITY™

Michigan offers the best of both worlds. From the state's best schools to the state's best healthcare, you'll find everything you need to thrive. Take your opportunity at [MICHIGANRECRUITING.COM](http://MICHIGANRECRUITING.COM)

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AFFORDABLE LIVING. PRICELESS LIFESTYLE.

**MICHIGAN**  
PURE OPPORTUNITY™

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THE STRONGEST LINK IN AMERICA'S SEMICONDUCTOR SUPPLY CHAIN.

**MICHIGAN**  
PURE OPPORTUNITY™

As the top 10 state by R&D investment, Michigan has the advanced manufacturing, technology and talent that you need to succeed. Take your opportunity at [MICHIGANRECRUITING.COM](http://MICHIGANRECRUITING.COM)

SIGHTSEEING WHILE SITE SELECTING? WE WON'T TELL.

**MICHIGAN**  
PURE OPPORTUNITY™

Michigan offers the best of both worlds. From the state's best schools to the state's best healthcare, you'll find everything you need to thrive. Take your opportunity at [MICHIGANRECRUITING.COM](http://MICHIGANRECRUITING.COM)

OUR TALENT CAN OUT-ENGINEER THEIR TALENT.

**MICHIGAN**  
PURE OPPORTUNITY™

Michigan offers the best of both worlds. From the state's best schools to the state's best healthcare, you'll find everything you need to thrive. Take your opportunity at [MICHIGANRECRUITING.COM](http://MICHIGANRECRUITING.COM)



# 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 Work





**REWARDING  
MICHIGAN  
CAREER**



**QUALITY  
MICHIGAN  
LIFESTYLE**

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**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

# Tik Tok



ABOUT TALENT ACTION TEAM

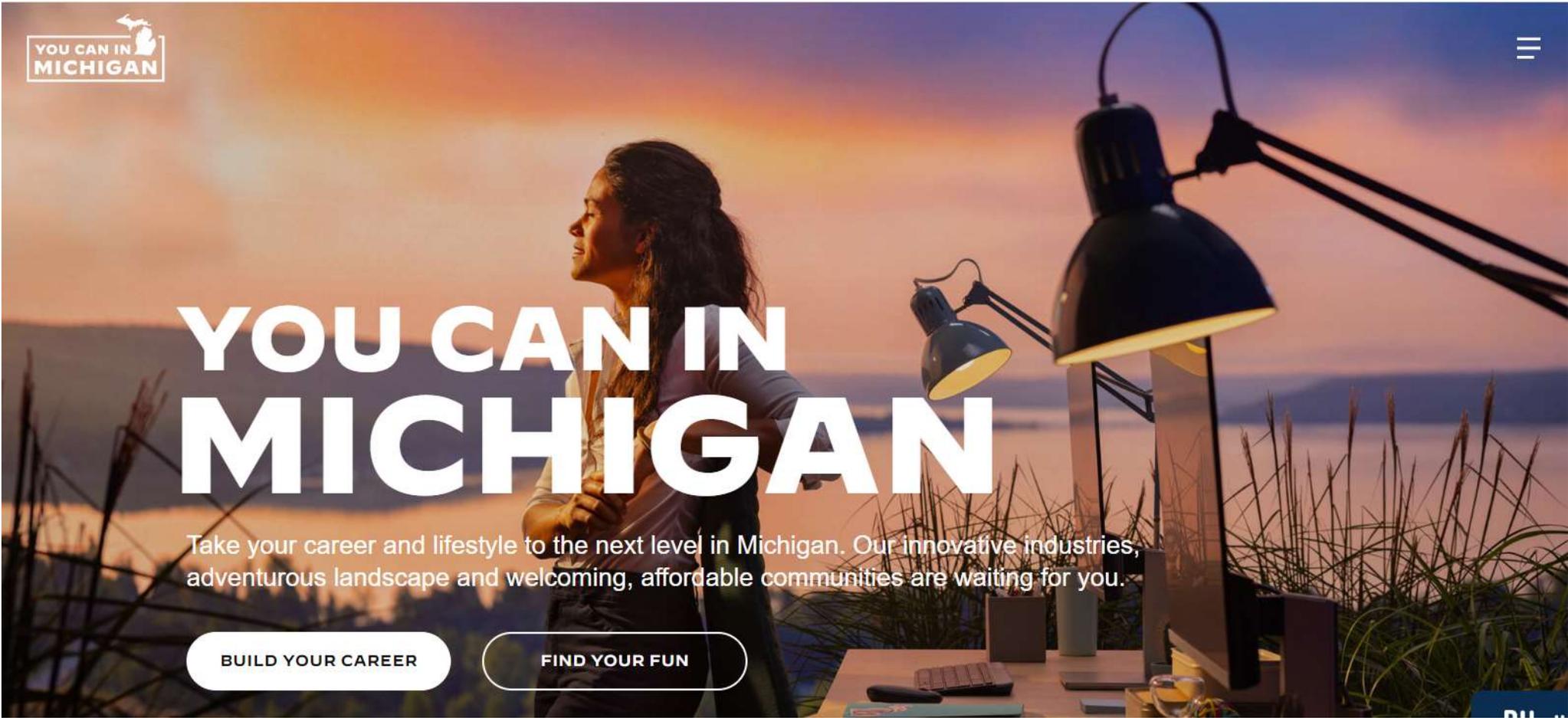
## MICHIGAN: YOUR CAREER CHARGING STATION

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](#)

▼



**YOU CAN IN MICHIGAN**

**YOU CAN IN MICHIGAN**

Take your career and lifestyle to the next level in Michigan. Our innovative industries, adventurous landscape and welcoming, affordable communities are waiting for you.

[BUILD YOUR CAREER](#) [FIND YOUR FUN](#)

# 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



### MID-MICHIGAN BY THE NUMBERS

<b>1,400</b> Foot-Long Canopy Walk at Dow Gardens in Midland is the Longest in the Nation <a href="#">Dow Gardens</a>	<b>77+</b> Miles of Fresh-Water Coast Line Surrounds the Great Lakes Bay Region <a href="#">Go GreatLakesBay</a>	<b>900+</b> Manufacturing Businesses in Mid-Michigan Region Including Hemlock Semiconductor, and Nexteer Automotive's Global Technology Center <a href="#">Saginaw Future</a>
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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, CBS, CMU, MSU, SWSU and Great Lakes Bay Michigan Workforce with anticipated launch in ...

[READ MORE >](#)

# Michigan Career Portal

The screenshot shows the Michigan Career Portal interface for a user named Spencer. The page is divided into several sections:

- Header:** "Welcome, Spencer!" with a user profile icon and a notification bell icon.
- Left Sidebar:** A vertical navigation menu with the following items: "My Career Passport", "Home", "Careers", "Learning", "Resources", and "Work". At the bottom of the sidebar, it says "Powered by FutureFit AI".
- Main Content Area:**
  - Next Steps In Your Roadmap:** A purple banner with the text "Make progress towards your career goals by completing your next steps below!".
  - Start applying to jobs in Michigan!** A white box with a sub-header and a description: "View live job opportunities in Michigan related to your experience and interest, and start applying today. Come back each day to see new jobs." It includes two buttons: "Mark as done" and "Continue →".
  - Explore best-fit careers in Michigan's top industries:** A white box with a sub-header and a description: "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...:** A white box with a sub-header and a description: "See personalized training recommendations or explore programs across Michigan to help you build new skills and break into your desired field."
  - How can we help today?:** A section with six white boxes, each with an icon and a sub-header:
    - 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."

# Active Channels: The Michigan Life

## LinkedIn



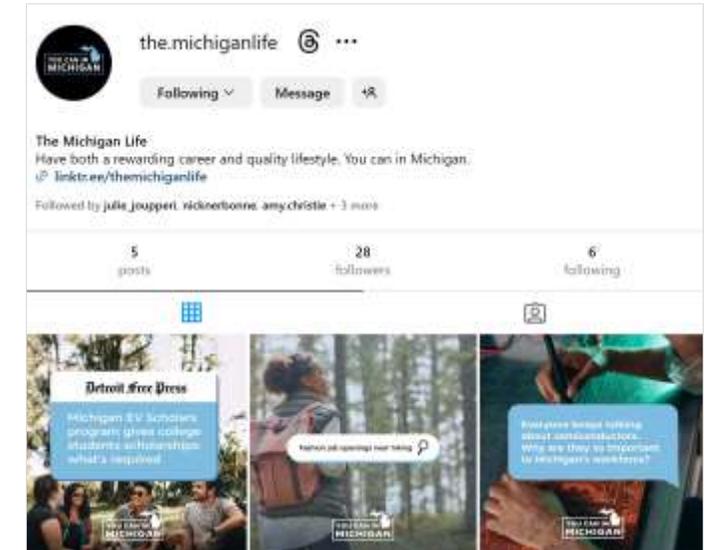
<https://www.linkedin.com/company/the-michiganlife/>

## 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!**

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MICHIGAN