

CLIENT FEATURE

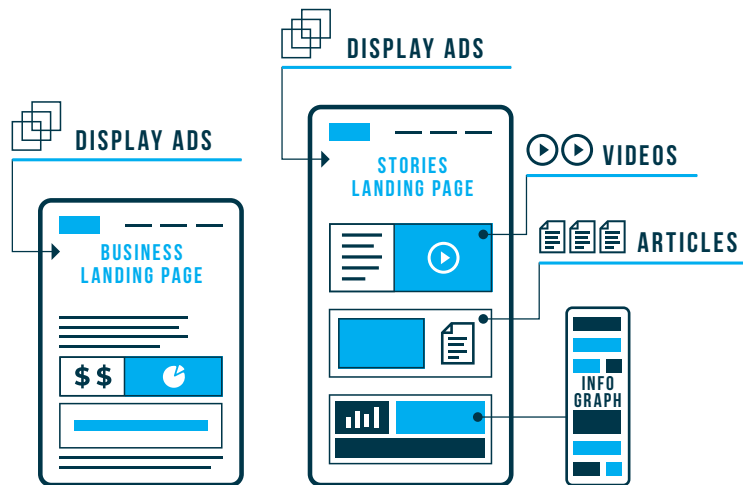


The I-69 Thumb Region of Michigan had been tasked with using the power of the collective to generate positive sentiment for the region and awareness of its offerings. Rich in culture, agribusiness, and a skilled workforce, they turned to our team to generate a content strategy to powerfully tell these stories.

Together with our client we developed a list of featured stories, each highlighting a different county and simultaneously a different kind of business or placemaker. From a winery just a few hours from Detroit, to a boat manufacturer that had grown their business exponentially, to big industry, these stories were each unique. Using a common voice for the narrative, and a blend of visual, video, and editorial materials, we collected the stories onto a single landing page, also designed by our team. Advertising promoted each story and the collective stories of the region, pushing viewers to the I-69 Thumb Region Website.

Alongside this content strategy, a second landing page was developed to describe the services of the consortium and the programs available to businesses relocating to the region. Advertising was used to push audience to this location as well.

Together, this advertising campaign and its supporting storytelling components have driven sessions to more than double year over year, and dramatically improved time on site. It was the stories that created the lift, and the awareness campaign is clearly working for this client.



TOGETHER, THIS ADVERTISING CAMPAIGN AND ITS SUPPORTING STORYTELLING COMPONENTS HAVE DRIVEN SESSIONS TO MORE THAN DOUBLE YEAR-OVER-YEAR, AND DRAMATICALLY IMPROVED TIME ON SITE.





DIGITAL ADS



I-69 Thumb Region

**EXPERIENCE WINE
IN THE THUMB REGION**

A REGION RICH IN OPPORTUNITY [WATCH THEIR STORY](#)



I-69 Thumb Region

**51,000
ACRES OF
RECREATIONAL
LAND**

A REGION RICH IN OPPORTUNITY [LEARN MORE](#)



I-69 Thumb Region

**HUGE
GROWTH
FOR SMALL
TOWN BUSINESS**

A REGION RICH IN OPPORTUNITY [SEE HOW](#)



I-69 Thumb Region

**A PERFECT FIT
FOR EXPANDING
AGRI-BUSINESS**

A REGION RICH IN OPPORTUNITY [READ WHY](#)



I-69 Thumb Region

**EXPERIENCE THE
POSSIBILITIES
HERE**

A REGION RICH IN OPPORTUNITY [EXPLORE](#)



**854,851
REGION POPULATION**

**51,000
ACRES OF
RECREATIONAL LAND**

**700+
AVAILABLE COMMERCIAL
PROPERTIES**

I-69 Thumb Region

A REGION RICH IN OPPORTUNITY [LEARN MORE](#)