

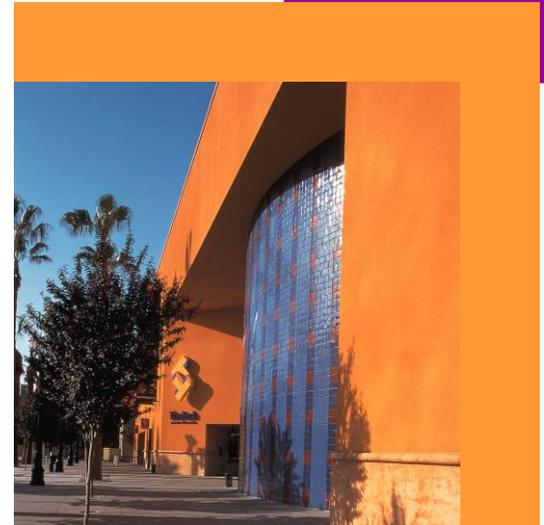
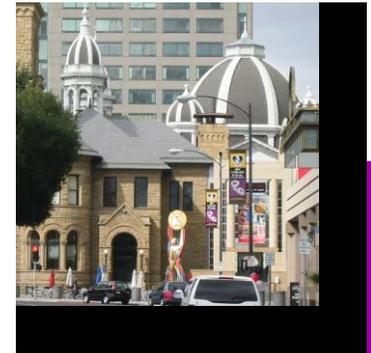


INNOVATION IS THE WAY **in San Jose**

Update on National & International
San Jose Communications Campaign

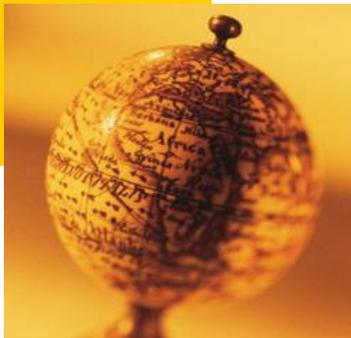
The Assignment

- Make San Jose a globally important news story.
- Define and elevate the city's brand and international appeal.
- Win recognition and endorsement as a major cultural and business hub
- Stimulate interest and business and economic development activity.
- Gain buy-in and support for San Jose and its efforts from leaders in the private, public and non-profits sectors.
- Drive positive, in-depth coverage across major media worldwide.



The Approach

- Operate a cohesive communications campaign supporting an umbrella theme of “innovation” in San Jose.
- Develop and promote distinctive story platforms that showcase innovation in government, business, technology, culture, community, etc.
- Orchestrate local news for optimal geographic coverage -- and become part of bigger national and international trends and news stories.
- Build close continuous relationships with key national and international journalists covering elements of the San Jose story.
- Assemble comprehensive database of facts, figures, anecdotes and insights to support journalists worldwide.
- Initiate a major public-private cooperative marketing and brand communications campaign, called **Inspired in San Jose**, to celebrate and promote innovation and inspiration in San Jose.



Key Goals – Year One

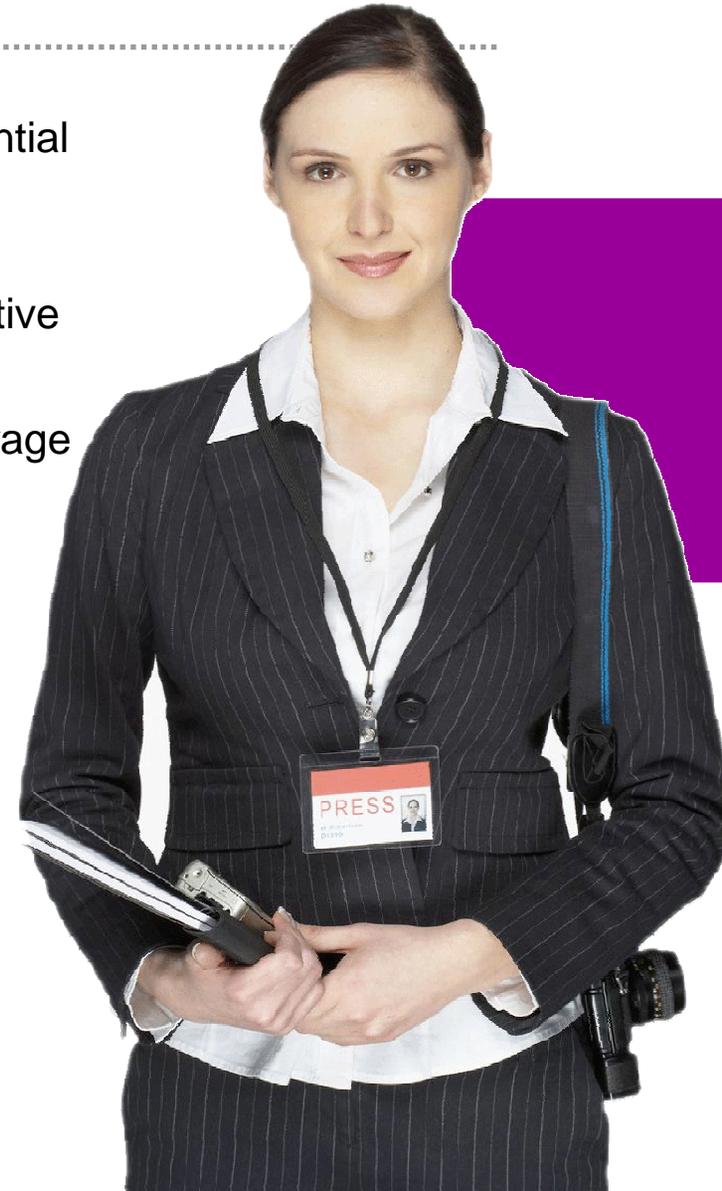
- Significantly increase awareness and knowledge among key national and international journalists.
- Place standalone articles and meaningful stories in 90% of the top U.S. national business and news media, and with a majority of key international publications with U.S. bureaus or coverage.
- Generate a minimum of 80 valued interviews and 70 million media impressions worldwide.
- Successfully launch **Inspired in San Jose** campaign with significant support from the business, public and nonprofit sectors.
- Gain substantial positive feedback from regional, national & international sources in business, government, investment and other areas about the city's communications efforts.



Initial Accomplishments

December 2006-March 2007

- Assembly of database of 1,050 relevant and influential editors and reporters worldwide.
- Outreach and engagement with approximately 80 targeted journalists and media outlets around creative story platforms and news announcements.
- Interviews, article placements and upcoming coverage in growing array of highly influential press and broadcast media.
- Fielding of the first Brand San Jose survey of marketing and communications professionals and other executives.



Initial Accomplishments (cont.)

- Development and release of the first San Jose VentureVitality Index report.
- Formation of a rich repository of data and insights about San Jose and its role as an innovation hub.
- Informational meetings and planning sessions with key city officials and civic leaders for messaging and story development.
- Creation of dozens of marketing and communications documents, including messaging, story platforms, fact sheets and pitch materials, for use in media outreach and interviews.
- Production of wide array of reports, creative materials, and graphics to support our campaigns, e.g. VentureVitality Index, King of the Mountain and Inspired in San Jose logos, web content and sell-in materials.



Sample Communications Messages

Innovation in San Jose

A 21st Century City That's Incubating the Future

Showcases San Jose's many incubator and high-growth business development initiatives. Underscores city's economic development strategy to create a community where innovation and new business starts thrive and multiply.



Sample Communications Messages

Innovation in San Jose

Thinking Globally. A City That Thrives on Immigrant-Powered Innovation.

Positions San Jose as America's most ethnically diverse major city and demonstrates the critical role foreign-born entrepreneurs and talent plays in new business starts and technology innovation. Highlights enlightened programs to support global integration and assimilation.



Sample Communications Messages

Innovation in San Jose

An Innovation Upturn Underway in San Jose

Speaks to a resurgence of economic growth and the important role new businesses and emerging technology sectors play in the city's economic development strategy.



Sample Communications Messages

Innovation in San Jose

Building a City Center in Silicon Valley

Outlines the critical importance of “place” in attracting and retaining talent in the 21st Century. Highlights the City’s vision, and related initiatives like 1stACT and ZeroOne, for creating a vibrant city center to address this need in Silicon Valley. Conveys City’s success in attracting major corporations (e.g. BEA and Adobe) and in building high-rise residential developments downtown.



Gaining Mindshare with Major Media

Coverage, Interviews and Story Interest from...



Gaining Mindshare with Major Media

- Coverage and expected coverage to date ...
The Wall Street Journal, Fortune Small Business, Business 2.0, The Economist, Prevention Magazine, Wall Street Journal Radio, KQED Radio, San Jose Mercury News and more.
- Active detailed discussions and information sharing with approximately 80 editors and reporters at leading publications and broadcast media.
- Initial contact and introductions via email to database of more than 1,000 journalists.
- Increasing media interest and engagement based on compelling news angles, feature story platforms, and city perspectives

WALL STREET JOURNAL

FORTUNE

BUSINESS 2.0

The
Economist

San Jose Mercury News

The VentureVitality Index Report

- Cooperative effort with VentureDeal and BPM Forum to analyze venture capital activity in San Jose.
- Includes published report with color graphics and charts, and press announcement of findings.
- Shows SJ venture financing up 27 percent in 2006, versus 12 percent nationally and 15 percent Silicon Valley-wide.
- Highlights diversity of San Jose's venture-funded businesses and important role of foreign-born entrepreneurs.
- Underscores San Jose's forward-thinking vision and programs that foster innovation-based businesses and growth.
- Major outreach underway with regional, national and international media.



Inspired In San Jose: Corporate-City Partnerships

- Program to educate critical audiences via multi-level communications campaign.
- Seeks to build community pride and identity around unique capacity of San Jose to innovate and inspire the world.
- Designed as a cooperative initiative with business sponsorship and intellectual and content contributions from all sectors of San Jose.
- Includes web site, now under construction, that showcases innovation and inspiration in business, technology, government, people, architecture, culture, the arts, and more.
- New Inspired in San Jose logo can be emblazoned on products, web sites, promotional materials of participating companies and groups
- Will issue Annual Report on innovation in San Jose, including the San Jose Innovation Index.
- Initiatives will garner national and international media attention and support overall communications program.
- Effort to gain sponsorship and community involvement begins soon.



Brand San Jose Survey

- Survey of San Jose-based marketers, communications executives and other professionals to uncover the city's brand persona.
- Elicits insights, perceptions and fun perspectives to be used in communications and marketing effort.
- Respondents say city's most salient attributes are: Diverse, Business-Like and Innovative.
- Say the city's greatest strengths for business are: Its role as the world's technology hub, strategic location and accessibility, and close proximity to partners and customers.
- Its attractions to young, talented and skilled people include: challenging and satisfying job opportunities, access to entrepreneurial opportunity, and prospects for early wealth creation.

Questions & Answers

