



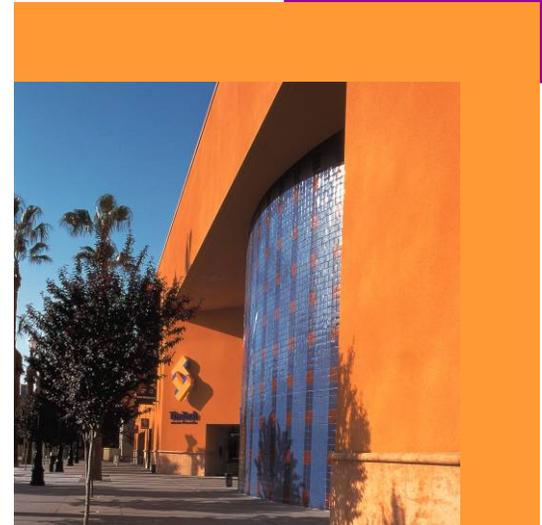
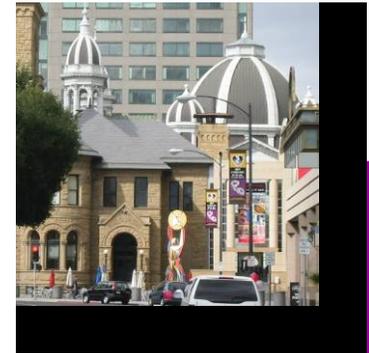
# **INNOVATION IS THE WAY** **in San Jose**

Update on National & International  
San Jose Communications Campaign

# The Assignment:

## *Communicate a Compelling Consistent Identity for San Jose* (Economic Development Strategy, Strategic Initiative #14)

- 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.

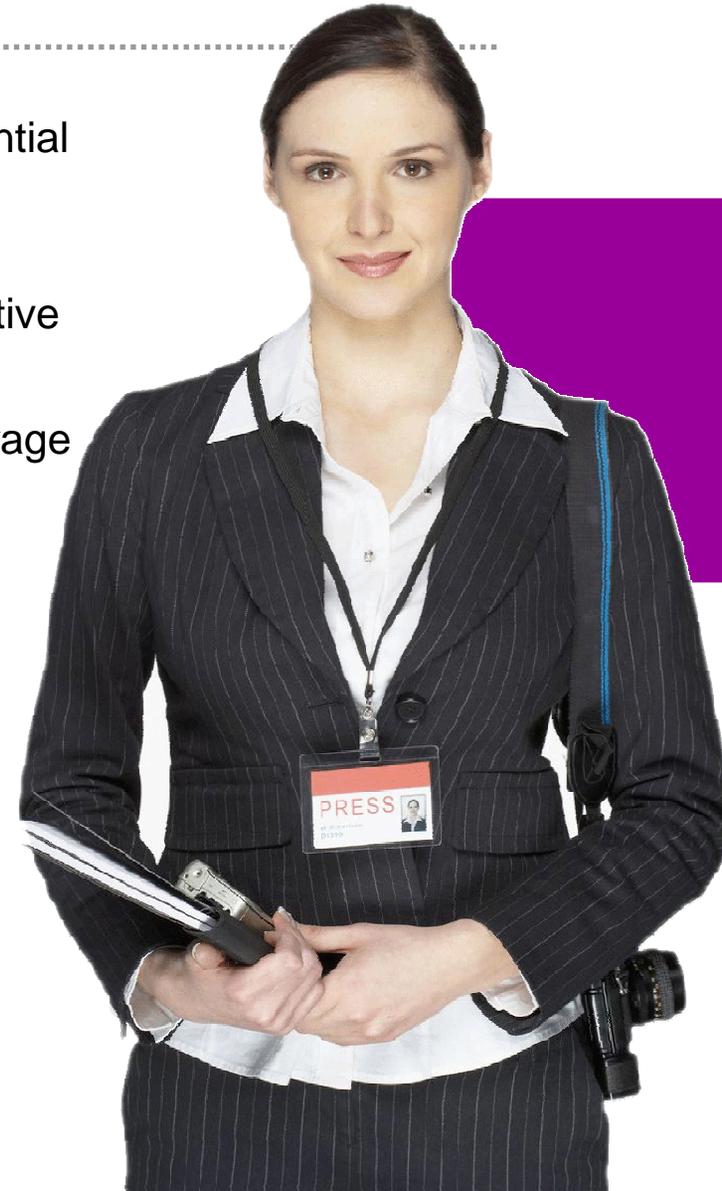


# Initial Accomplishments

## December 2006-March 2007

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- 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

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### 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

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### **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 21<sup>st</sup> 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...

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# Gaining Mindshare with Major Media

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- 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*