

Orlando's Business Branding Campaign

Fact Sheet

Thanks to the region's prowess in tourism and hospitality, Orlando has strong brand visibility. However, Orlando's strengths as a business location outside of tourism are not as well known. In an effort to better inform out-of-state CEOs, site location consultants and other business location decision makers on Orlando's many assets beyond the city's world-famous tourism sector, Orlando launched the branding campaign, "Orlando. You don't know the half of it." The campaign highlights Orlando's thriving technology industries, booming start-up scene, and billions of dollars' worth of real estate development.

Background: Research revealed that Orlando only makes it onto the "short list" for consideration as a business location about one-third of the time. Another third of the time, Orlando is initially on the list but is quickly dismissed because people think they know Orlando's assets when they come to the region for vacation or a conference. The last third, Orlando is never on the list because they think they've seen everything it has to offer.

Goals: The overall goal of the campaign is to change the perception of the Orlando region and to attract businesses through a strategic, well-planned initiative that will:

- get Orlando on the short list of companies considering viable locations and expansions;
- generate inquiries and interest for out-of-area business decision makers, site-selectors, and c-suite executives by enticing them to learn more; and
- increase residents' knowledge of regional assets.

Partners: The campaign is truly a regional effort with financial and in-kind support provided by 91 partners, both from the public and private sectors.

Results: The efforts put forth by Orlando Economic Development Commission and its partners during the first year of the brand campaign resulted in:

- 53 percent increase in website visits
- 50 percent increase in lead generation
- Over 22 million paid advertising impressions
- 69 percent increase in national media stories
- The National Telly Award for TV ads, Florida Economic Development Council Promotional Materials Award and International Economic Development Council Bronze Awards for general purpose website and video/multimedia

Leadership: On behalf of the EDC, Jim Alessandro, Senior Vice President, Marketing & Sales Strategy, Walt Disney Parks and Resorts, is leading a team of branding experts from throughout the region to implement this impactful branding campaign.

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