ECONOMIC DEVELOPMENT PROGRAMME CASE STUDY

A New Perspective

Summary

Proactive investment promotion strengthens economic development efforts by positioning the city as a compelling location for business growth.

To support this work, we created A New Perspective as a marketing and messaging tool designed to spark interest, start conversations and shape positive messages about our regional economy.

Value delivered

Business relationships

Purposeful engagement aided by a professional business prospectus helps strengthen our external relationships.

Business insights

Fact-based insights reinforce Hamilton and the region as a hub of economic activity across a range of industries.

Retention and expansion

Showcasing operational factors and lifestyle attributes resonate with corporate decision makers as they plan future growth.

Our approach to A New Perspective was to challenge outdated narratives and pair fresh imagery with clear, informative statements designed to resonate in a business context.

The goal was simple: to share our value proposition for business investment and talent attraction.

Hamilton City Council Economic Development Programme

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