



# MEDC

# Marketing Campaigns

**Kelly Watkins**  
**Director of Business Marketing, MEDC**



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION



IMPROVE PERCEPTIONS OF MICHIGAN AS THE  
ULTIMATE DESTINATION  
TO WORK, PLAY, AND THRIVE.

PURE *M*ICHIGAN®





# Travel Campaign

PURE *M*ICHIGAN®



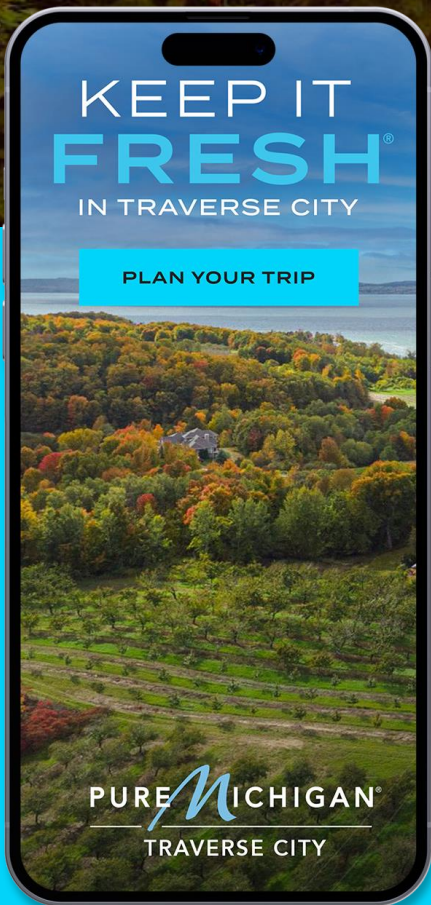
MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION



KEEP IT

FRESH®

PURE MICHIGAN®











SPRING/SUMMER

I AM DETROIT SUMMER



FALL

FALLING FOR MICHIGAN



WINTER

TITLE FORTHCOMING



# Business Campaign

M I C H I G A N  
PURE OPPORTUNITY®



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION

## TARGET AUDIENCES



### NATIONAL BUSINESS LEADERS

LARGE COMPANIES, HIGH-  
GROWTH STARTUPS



### SITE SELECTORS



### MICHIGAN BUSINESS LEADERS

LARGE, MID-SIZE, SMALL COMPANIES, HIGH-GROWTH  
STARTUPS, PLACE-BASED BUSINESSES

---

MICHIGAN. PURE OPPORTUNITY.





# BRAND CAMPAIGN PRINT

TWO PENINSULAS.  
UNLIMITED OPPORTUNITY.

MACKINAC BRIDGE

**MICHIGAN**  
PURE OPPORTUNITY\*

From the majestic beauty and high-tech entrepreneurial spirit of the Upper Peninsula to the thriving cities and global innovation centers of the Lower Peninsula, Michigan is the land of unlimited opportunity. Discover why our state is the ideal place to live, work and raise your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

OUR GREATEST ASSET:  
A SUSTAINABLE FUTURE.

**MICHIGAN**  
PURE OPPORTUNITY\*

As the #1 state in climate change preparedness, Michigan is the ideal location for businesses looking to maximize sustainability. Join the ranks of top companies that are taking advantage of clean energy initiatives as we lead the charge toward carbon neutrality by 2050. Raise your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

SUPERIOR—SIZE YOUR  
SUPPLY CHAIN.

LAKE SUPERIOR

**MICHIGAN**  
PURE OPPORTUNITY\*

Only Michigan has a supply chain that includes five Great Lakes with an extensive network of major highways and 33 deep-water ports. It's how the world's top manufacturing, engineering and mobility businesses get the upper hand in global logistics. Raise your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

EVERYTHING TO BUILD YOUR BUSINESS.  
ALL ON TAP.

JOE SHORT, FOUNDER

**MICHIGAN**  
PURE OPPORTUNITY\*

No matter how big or small your business is, MEDC is here to help. Get access to capital and resources, find the best talent, and connect with the right partners. We'll give personal coverage for whatever your business needs to succeed. Raise your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

HEAVY-DUTY SUPPORT  
FOR MICHIGAN BUSINESSES.

**MICHIGAN**  
PURE OPPORTUNITY\*

No matter how big or small your business is, MEDC is here to help. Get access to funding and resources, find the best talent, and connect with the right partners. We'll give personal coverage for whatever your business needs to succeed. Raise your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

WE LAUNCH HIGH-TECH  
STARTUPS INTO ORBIT.

ORBION SPACE TECHNOLOGY

**MICHIGAN**  
PURE OPPORTUNITY\*

The Michigan Economic Development Corporation is here to help high-tech Michigan startups like Orbion Space Technology with whatever they need to succeed. From securing funding and meeting the right partners, to finding the best talent for the job. Raise your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

IF YOU WANT TO CHANGE THE WORLD,  
INVEST IN A STATE THAT ALREADY HAS.

MODERNA mRNA VACCINE

**MICHIGAN**  
PURE OPPORTUNITY\*

When the world needed a solution to COVID-19, Michigan's advanced manufacturing capabilities, world-class STEM talent, and global supply chain network made it possible for Pfizer to rapidly develop and distribute one of the most effective life-saving vaccines. Raise your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

WE MAKE PRECISION  
MEDICINE POSSIBLE.

GENEMARKERS GENOMIC RESEARCH

**MICHIGAN**  
PURE OPPORTUNITY\*

As a top state for biomedical engineering graduates, Michigan is pioneering the next generation of medicine with advancements in everything from vaccine manufacturing to genomic research. Discover the world-class STEM talent that makes it all possible and raise your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

WORLD-CLASS TALENT.  
ENGINEERED IN MICHIGAN.

FABRIC AMERICA ROBOTIC AUTOMATION

**MICHIGAN**  
PURE OPPORTUNITY\*

Every day, our workforce goes all out to create the technology that drives the world forward. With the #1 engineering talent pool in the nation, and our tenacious Midwestern work ethic, Michigan has everything your business needs to stay ahead of the competition. Raise your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

WORLD-CLASS TALENT.  
ENGINEERED IN MICHIGAN.

GENEMARKERS GENOMIC RESEARCH

**MICHIGAN**  
PURE OPPORTUNITY\*

As a top state for biomedical engineering graduates, Michigan is pioneering the next generation of medicine with advancements in everything from vaccine manufacturing to genomic research. Discover the world-class STEM talent that makes it all possible and raise your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

WORLD-CLASS TALENT.  
BUILT IN MICHIGAN.

**MICHIGAN**  
PURE OPPORTUNITY\*

The right workforce is everything. At MEDC, we connect your business to services and partners across the state to attract, train and upskill the talent you need to get ahead. It's how Michigan companies grow their world-class teams of tradesmen and engineers. Raise your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

THE STATE WHERE MOTHER NATURE  
HIT A HOLE IN ONE.

ARCADIA SLOPPS

**MICHIGAN**  
PURE OPPORTUNITY\*

Rethinking colors. Picture-perfect landscapes. Panoramic views of the Great Lakes. Thanks to Michigan's stable environmental climate, Mother Nature's handiwork can be enjoyed all year round. When paired with our innovative business climate, you get the best of both worlds, all in one state. Raise your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)



# BRAND CAMPAIGN PRINT

YOU'LL CATCH EVEN BIGGER FISH IN OUR TALENT POOL.

**MICHIGAN**  
PURE OPPORTUNITY\*

With over 11,000 inland lakes and 3,000 rivers, Michigan's fishing is world-class. But the real treasure are the ones in our talent pool. With the #1 engineering workforce in the country, plus skilled trades for every industry, you'll always have access to top-tier talent. Seize your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

WORK AND LIFE. PERFECTLY BALANCED.

**MICHIGAN**  
PURE OPPORTUNITY\*

Michigan offers the perfect ratio of hustle to relaxation. Find your balance in one of the most affordable states in the nation and discover why Michigan is the ideal state to live, work and thrive. Seize your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

SILICON VALLEY. IF SILICON VALLEY HAD FOUR SEASONS.

**MICHIGAN**  
PURE OPPORTUNITY\*

As a top 10 state for R&D and innovation, Michigan has the advanced manufacturing, technology and talent that top companies need to build the next generation of transportation mobility and electrification. Seize your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG) and discover why Michigan is the Silicon Valley of the Midwest.

FIVE-STAR CITIES. FIVE-STAR SITES. FIVE-STAR SERVICE.

**MICHIGAN**  
PURE OPPORTUNITY\*

Michigan ranks among the top states in the nation for our business-friendly climate, favorable tax structure, world-class talent and thriving cities. Schedule a visit with MEDC to see our investment-ready sites and receive five-star service with a dedicated point of contact. Seize your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

FIVE-STAR CITIES. FIVE-STAR SITES. FIVE-STAR SERVICE.

**MICHIGAN**  
PURE OPPORTUNITY\*

Michigan ranks among the top states in the nation for our business-friendly climate, favorable tax structure, world-class talent and thriving cities. Schedule a visit with MEDC to see our investment-ready sites and receive five-star service with a dedicated point of contact. Seize your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

FIVE-STAR CITIES. FIVE-STAR SITES. FIVE-STAR SERVICE.

**MICHIGAN**  
PURE OPPORTUNITY\*

Michigan ranks among the top states in the nation for our business-friendly climate, favorable tax structure, world-class talent and thriving cities. Schedule a visit with MEDC to see our investment-ready sites and receive five-star service with a dedicated point of contact. Seize your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

AFFORDABLE LIVING. PRICELESS LIFESTYLE.

**MICHIGAN**  
PURE OPPORTUNITY\*

With a cost of living that's 10% below the national average, Michigan ranks as one of the most affordable locations in the country. When paired with our world-class recreation, hiking communities and Pure Michigan® beauty, it's everything you ever wanted in a state. Seize your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

THE STRONGEST LINK IN AMERICA'S SEMICONDUCTOR SUPPLY CHAIN.

**MICHIGAN**  
PURE OPPORTUNITY\*

As a top 10 state for R&D and innovation, Michigan is the leader in America's semiconductor supply chain. Our world-class infrastructure, talent, and MI Healthy Climate Plan to achieve carbon neutrality are just a few of the reasons semiconductor suppliers are choosing Michigan for long-term, sustainable projects. Seize your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

SIGHTSEEING WHILE SITE SELECTING? WE WON'T TELL.

**MICHIGAN**  
PURE OPPORTUNITY\*

Michigan ranks among the top states in the nation for our business-friendly climate, favorable tax structure, world-class talent and incredible natural beauty. Schedule a visit with the MEDC to see our investment-ready sites. Seize your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)

OUR TALENT CAN OUT-ENGINEER THEIR TALENT.

**MICHIGAN**  
PURE OPPORTUNITY\*

Every day, our workforce goes all out to create the technology that drives the world forward. With the #1 engineering talent pool in the nation and our innovative Midwestern work ethic, Michigan has everything your business needs to stay ahead of the competition. Seize your opportunity at [MICHIGANBUSINESS.ORG](http://MICHIGANBUSINESS.ORG)





# Talent Campaign



# CORE TARGET AUDIENCES



CREATIVE THINKERS, PROBLEM SOLVERS, AND DOERS  
WHO ARE DRIVEN TO SHAPE THE WORLD AROUND THEM



## SKILLED TECH TALENT

Professionals  
Students

NATIONAL (INCLUDING MICHIGAN)



## TRADE TECH TALENT

Professionals  
Students

MICHIGAN + SURROUNDING FEEDER MARKETS (Illinois,  
Indiana, Ohio, Wisconsin)

**FOCUS INDUSTRIES:** EV/Mobility, Semiconductors, Medical Device Technology + Other Tech Industries





# Michigan as a Place to Work





**REWARDING  
MICHIGAN  
CAREER**



**QUALITY  
MICHIGAN  
LIFESTYLE**

---

**MICHIGAN**

WHERE WE PLAN TO REACH OUR AUDIENCES



ONLINE



SOCIAL MEDIA



VIDEO



RADIO



OUTDOOR



CAMPUSES



PRINT



EVENTS

OTHER CHANNELS TO BE DEFINED

MICHIGAN







# PHASE 3: STILL IMAGES







## You Can In Michigan Testimonials

# Tik Tok



**ABOUT TALENT ACTION TEAM**

# MICHIGAN: YOUR CAREER CHARGING STATION

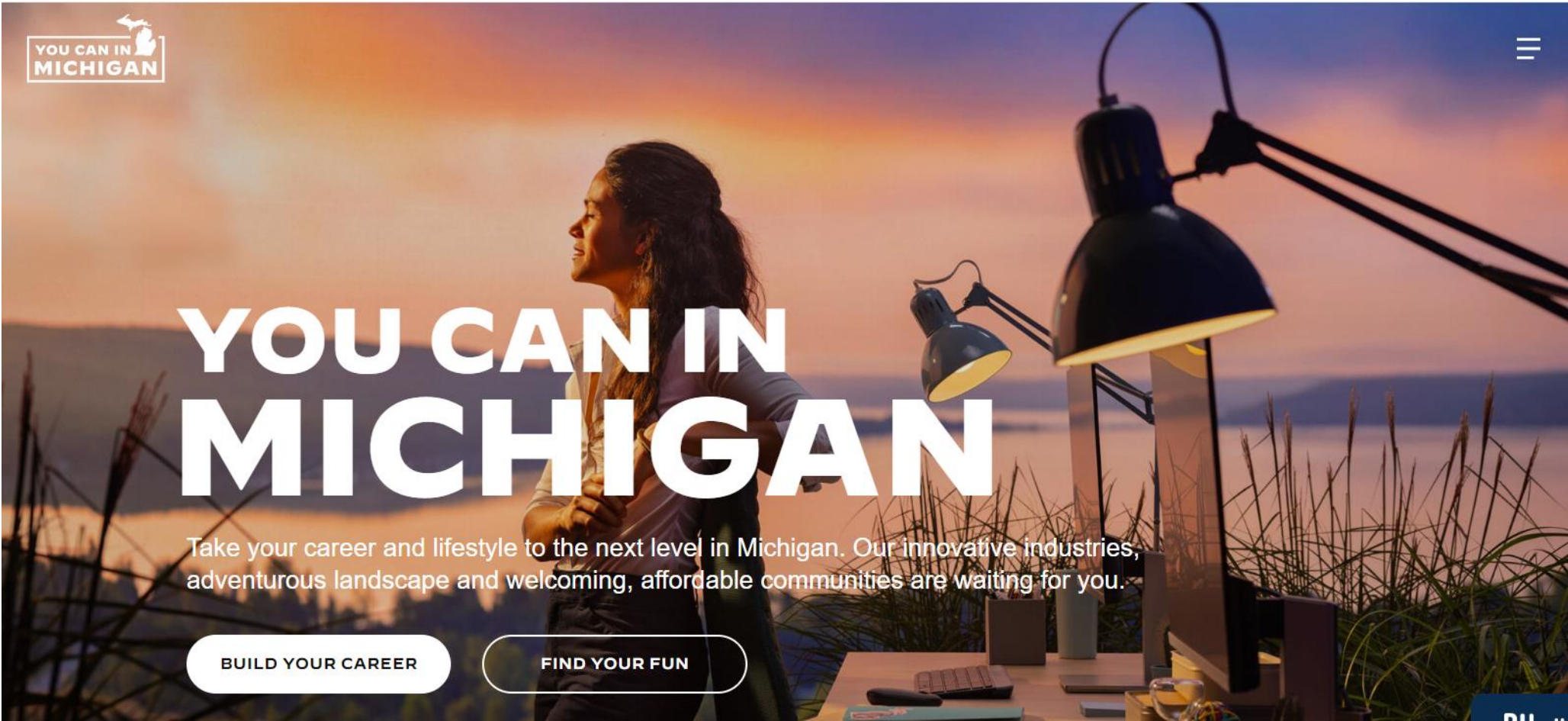
In Michigan, we're building the future of electric vehicles. From design to the line, EV and Mobility jobs are growing. Find your dream job today.



**GET STARTED**







**YOU CAN IN MICHIGAN**

# YOU CAN IN MICHIGAN

Take your career and lifestyle to the next level in Michigan. Our innovative industries, adventurous landscape and welcoming, affordable communities are waiting for you.

[BUILD YOUR CAREER](#) [FIND YOUR FUN](#)

# Website Map

**YOU CAN IN MICHIGAN**

WORK	LIVE	RELOCATE	ENJOY/PLAY	CONNECT
Major Industries	Your Place In Michigan	Cost of Living Calculator	Sports & Outdoors	About Us
Major Employers	Upper Peninsula	Healthcare	Arts & Culture	News & Media
Entrepreneurs & Small Business	Northwest Michigan	Housing	Events & Festivals	Employer Resource Library
Higher Education	Northeast Michigan	Climate Sustainability	Food & Beverage	Connect Locally
Job Seeker Training & Resources	Mid-Michigan	K-12 Education	Inclusion	Contact Us
Innovation & Tech	Thumb Region	Getting Around	Nightlife	
	Ann Arbor	Family Friendly	Water Recreation	
	Detroit			
	Lansing			
	Grand Rapids			
	Kalamazoo			

**CONNECT**

GET MATCHED WITH A JOB

in @ BH.

# Mid-Michigan Regional Page

## AT THE CENTER OF IT ALL

Saginaw, Bay City, Midland, Mount Pleasant and the surrounding areas make Mid-Michigan the perfect destination for those seeking a balanced lifestyle. Whether you're an art aficionado or an outdoor enthusiast, there's something here for everyone. The Bay City area is an eclectic, nautical community nestled along the Lake Huron coast and home to one-of-a-kind antique shops, coffee houses and waterfront eateries. Saginaw is a river-front city steeped in arts and culture, from its **Japanese Cultural Center** to its **art museum**, and Midland balances the perfect blend between natural beauty and downtown cityscapes with impressive mid-century modern architecture.

Fueled by its long history in engineering and production, the Mid-Michigan area is also home to a diverse range of industries, from advanced manufacturing to life sciences, which are creating exciting employment opportunities. But the best part? Tight-knit communities in this region provide each area with a strong sense of belonging while being geographically located at the center of everything. Whether you're up for taking a short drive to the lake, catching a concert in Detroit or Grand Rapids or heading "up north," you'll enjoy an accessible location that lets you spend less time planning the trip and more time for taking it. Plus, Mid-Michigan boasts one of the lowest costs of living in the country, with housing prices that are a fraction of the already affordably-priced Michigan market. Come for the lifestyle, stay



## MID-MICHIGAN BY THE NUMBERS

1,400

Foot-Long Canopy Walk at Dow Gardens in Midland is the Longest in the Nation

[Dow Gardens](#)

77+

Miles of Fresh-Water Coast Line Surrounds the Great Lakes Bay Region

[Go Great Lakes Bay](#)

900+

Manufacturing Businesses in Mid-Michigan Region Including Hemlock Semiconductor, and Nexteer Automotive's Global Technology Center

[Saginaw Future](#)



NEWS

### Coming Home to Mid Michigan: A Gateway to Thriving in the Great Lakes State

In Michigan, the promise of job growth, an exceptional lifestyle, and affordability come together to create a unique opportunity for anyone seeking ...

[READ MORE >](#)

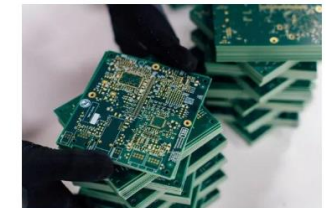


NEWS

### Mt. Pleasant: Small Town Feel, Big City Amenities

To some, Mt. Pleasant may seem like a quaint, small town where everybody knows everybody. But to others, central Michigan is home to some of their...

[READ MORE >](#)



PRESS RELEASES

### Delta College, MEDC's Talent Action Team announce major \$500,000-plus expansion in move to become national leaders in semiconductor education and training programs

Partners include Hemlock Semiconductor, SK Siltron CSS, CMU, MSU, SVSU and Great Lakes Bay Michigan Works! with anticipated launch in...

[READ MORE >](#)



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

[MORE NEWS](#)



# Michigan Career Portal



My Career Passport

Home

Careers

Learning

Resources

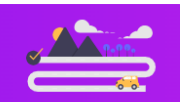
Work

Welcome, Spencer! 🤖



## Next Steps In Your Roadmap

Make progress towards your career goals by completing your next steps below!



### Start applying to jobs in Michigan!

View live job opportunities in Michigan related to your experience and interest, and start applying today. Come back each day to see new jobs.

✓ Mark as done

Continue →



Explore best-fit careers in Michigan's top industries

Learn more about Michigan's in-demand careers and see which ones are the best fit for you. By selecting a career, you'll get targeted recommendations for training...



Discover training options to prepare for your...

See personalized training recommendations or explore programs across Michigan to help you build new skills and break into your desired field.

[See all steps →](#)

### How can we help today?



Update your Career Passport

Keep your profile information up to date to get personalized recommendations.



Explore Careers

View recommended careers that match your skills and select a career to pursue.



Find Learning

Develop new skills through our curated learning library.



Browse Resources

Set yourself up for success with career guidance and support.



Apply to Work

Find job opportunities that match your skills and interests.



Navigate your Roadmap

Visit your Roadmap to get step-by-step guidance on your career journey.



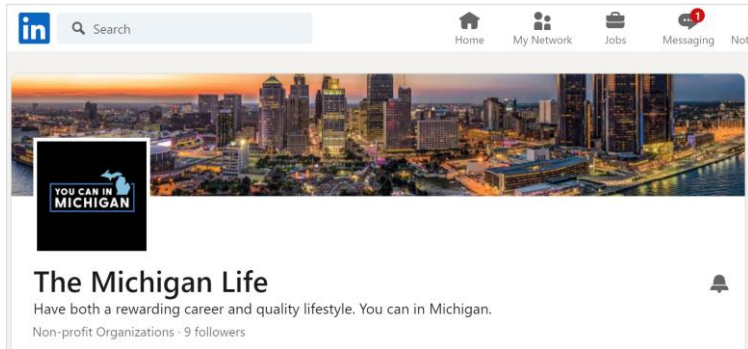
Powered by FutureFit AI



MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

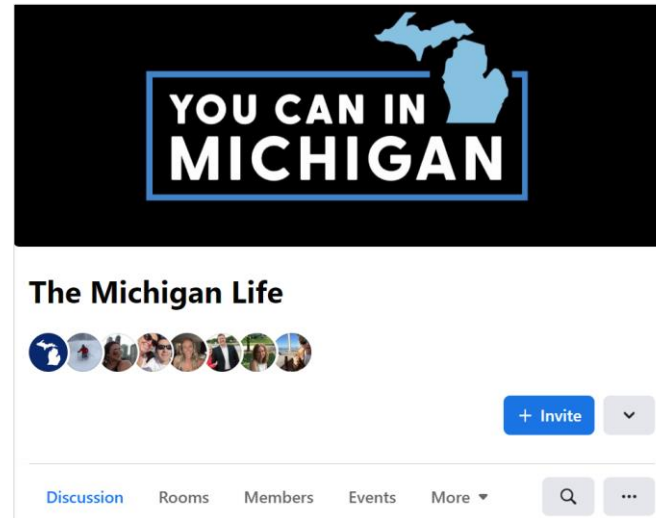
# Active Channels: The Michigan Life

## LinkedIn



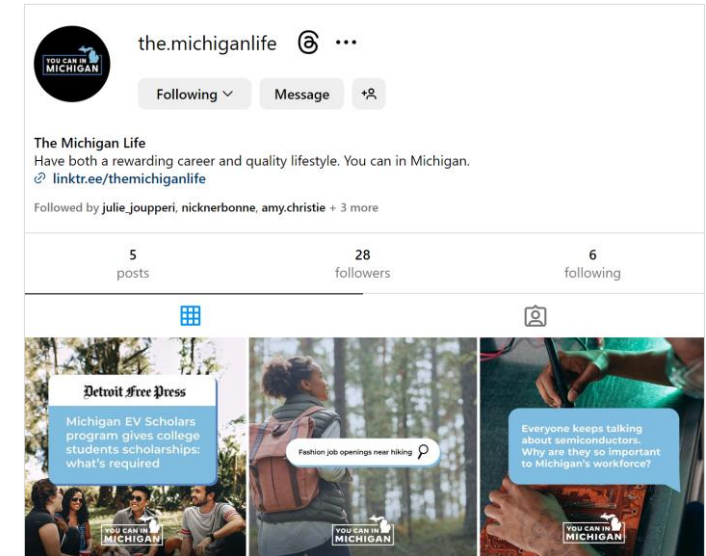
<https://www.linkedin.com/company/the-michigan-life/>

## Facebook (Group)



<https://www.facebook.com/groups/the-michigan-life>

## Instagram



<https://www.instagram.com/the-michigan-life>



**THANK YOU!**

---

MICHIGAN