



# 2021 ALL IN NC CAMPAIGN LAUNCH DETAILS

## TARGET

### TARGET AUDIENCES

- Business Selection: Site Selection Consultants, C-Suite, Corporate Real Estate Executives, Decision-Maker Influencers
- Talent Attraction: IT, Fintech, Life Sciences and Advanced Manufacturing/Engineering Professionals

### TARGET GEOGRAPHIES

- Business Selection: NYC/NJ Metro, Chicago, Atlanta, Dallas, Los Angeles
- Talent Attraction: San Francisco, San Jose, Seattle, NYC/ NJ Metro, Atlanta, Washington, DC, Chicago, Philadelphia

### KEY INDUSTRIES

- Primary: Life Sciences/Biotech, Fintech, Advanced Manufacturing/Engineering, Clean Tech/Clean Energy
- Secondary: Automotive, Aerospace

## MEDIA TACTICS

### TOTAL MEDIA SPEND:

# \$2M

### FLIGHT:

## JUNE 14 – DECEMBER 30, 2021

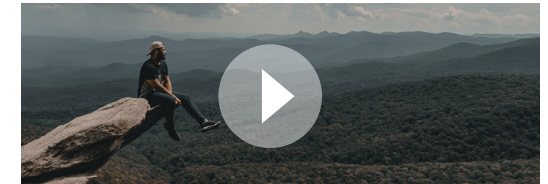
### DIGITAL

OTT (46%); Pre-Roll Video (5%); Display Ad Retargeting (5%); Podcasts (4%); Search (2%)

### SOCIAL

LinkedIn Business & Talent (18%); Social Publishers Network – Facebook & Instagram (20%)

## VIDEO



<https://youtu.be/INLONHdmbzw>

## DIGITAL & SOCIAL ADS

Economic Development Partnership of North Carolina (EDPNC) 328 followers Promoted

Ranked No. 1 for business three years running, the opportunities to thrive surround you in North Carolina.

Almost unfair to the other 49 states. [Learn More](#)

All in North Carolina  
edpnc.com/allinncc

47 • 21 Comments

Like Comment Share

IT'S ALMOST UNFAIR TO THE OTHER 49 STATES.

EDPNC  
ALL IN NORTH CAROLINA

[Learn More](#)

EDPNC  
ALL IN NORTH CAROLINA

Do Biz in NC

IF YOU'RE BORED, IT'S ONLY BECAUSE YOU WANT TO BE.

EDPNC  
ALL IN NORTH CAROLINA

[Learn More](#)

Business Selection URL - [edpnc.com/AllinNC](https://edpnc.com/AllinNC)

Talent Attraction URL - [edpnc.com/WorkLiveNC](https://edpnc.com/WorkLiveNC)

## PRINT ADS (SEPARATE BUDGET BUT IN-MARKET)

Magazine Ads – Chief Executive, Site Selection, Area Development

FOR A BETTER VIEW OF THE TAX RATE, LOOK DOWN, WAY DOWN.

At just 2.5%, North Carolina is home to the lowest corporate tax rate in the United States. Picture what that can mean to your business. See what else North Carolina has in store for you at [EDPNC.com](https://edpnc.com).

ALL IN NORTH CAROLINA

ECONOMIC DEVELOPMENT PARTNERSHIP OF NORTH CAROLINA