



## News Release

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**FOR IMMEDIATE RELEASE**  
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### **Greater Lafayette Marketing Coalition to Kick-off New Brand**

Coalition consists of the Cities of Lafayette and West Lafayette, Tippecanoe County, Greater Lafayette Commerce, Purdue University, Purdue Research Foundation and Visit Lafayette – West Lafayette

**LAFAYETTE, INDIANA – October 23, 2020** – After three years, a current pandemic, multiple strategic meetings, and numerous focus groups, the Greater Lafayette Marketing Coalition will kick-off its new brand for Greater Lafayette on Monday, October 26 to the coalition’s governing boards and councils, brand ambassadors and special guests.

“Greater Lafayette continues to grow and offers a quality of life for employment growth and housing opportunities in comparison with larger metropolitan areas and we need to be proactive in marketing our cities, county and Purdue University,” states Lafayette Mayor Tony Roswarski. “This campaign will tell the Greater Lafayette story to attract the talent we want for continued success.”

The campaign was created after multiple talks between the coalition members and various ad agencies to share Greater Lafayette’s unique story in a consistent, compelling way. Our brand will be an enduring platform that articulates our region’s identity and point of view. It will help us connect with our audiences through informed and relevant interactions and communications. To become better known and better understood, we must tell our story in a way that inspires those who live in our community, and those whom we want to attract.



“Large international businesses, small family owned businesses and incredible educational opportunities identify what is great about Greater Lafayette,” states West Lafayette Mayor John Dennis. “But it is the people, our great citizens and students that make us what we are and give us our soul. This campaign highlights our uniqueness and promotes the business side and the human side that makes us who we are.”

The campaign concepts will consist of various social media platforms, collateral marketing materials, a printed, full-color magazine, a full-production video, a cross-functional and integrated website, and brand ambassadors that will help us support and share the brand with friends, family and businesses via their social media or in-person. Ologie from Columbus, OH designed the campaign with Dearing Group in West Lafayette creating the brand website and Madhouse from Toledo, OH producing the campaign video.

“The Greater Lafayette Marketing Coalition is a great example of what makes this community so smart, and so successful,” states Scott Walker, President/CEO, Greater Lafayette Commerce. “It is extraordinary to have a coalition like this come together, agree on what makes this community so special, and collaborate to launch a brand to the world. It is not easy to foster that level of collaboration anywhere. Our partners in Greater Lafayette work hard to make it happen here.”

“As Greater Lafayette is being recognized for a top place to live in the Midwest and in the country, this brand launch is perfect timing to tell our story,” states County Commissioner Tom Murtaugh. “It is exciting to share with others around the globe what we already know... Greater Lafayette and Tippecanoe County is a great place to work, play and belong!”

Starting October 27, the campaign will be shared throughout the Greater Lafayette community with each coalition member taking elements of the campaign to integrate into their current marketing/communications plans. This kick-off is just the beginning. New elements will be shared in the coming weeks and months to experience how *Making us Greater* shapes our future for Greater Lafayette.

For further information, please contact Michelle Brantley, Marketing Director & Brand Manager, Greater Lafayette Commerce and Project Leader & Brand Manager, Greater Lafayette Marketing Coalition, 765-742-4044, [mbrantley@greaterlafayettecommerce.com](mailto:mbrantley@greaterlafayettecommerce.com).

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