

## City of San Jose Marketing and Messaging Strategy *August 5, 2009*

**Primary Mandate:** Grow and develop the national and international media perception of San Jose.

In the coming months, GlobalFluency intends to leverage the theme of San Jose being the model of a 21<sup>st</sup> century city fueled by innovation, creativity and opportunity. Leveraging the primary message architecture that has been in use since 2006, GlobalFluency will launch targeted media campaigns to tout specific “message sub-platforms” to highlight and showcase San Jose’s economic strength, opportunity for growth and reinvention, and landmark green vision. Primary story arcs that will be focused on in the coming months include:

### **San Jose’s Rich and Diversified Intellectual Capital Base Essential to America’s Economic Recovery:**

San Jose’s strategic technology clusters and domain expertise are at the forefront of America’s drive to regain global competitiveness and innovation leadership following the fall-out in financial markets. San Jose is well positioned to benefit from government stimulus spending in core areas of green collar job creation, life science research, infrastructure retrofitting and advancements in energy efficiency. The City of San Jose’s nexus as a hub for global technology transfer and commercialization is enabling it to not only ride out the recession, but to grow its talent pool and creatively finance new ventures coming out of the its incubators.

### **San Jose Has the Ideal Ecosystem and Climate for New Ventures to Start Up, Stay Up and Grow Up:**

Studies show that new technology “edge” ventures in San Jose are more likely to grow faster, create greater business value, and generate more jobs than in any other part of the country. It has the most vibrant and supportive civic ecosystem for incubating and cultivating emerging growth companies. And San Jose has the highest rate of serial entrepreneurship in the world with more talent, capital and global skills continuously re-investing in high-value business starts.

### **San Jose’s Interactive Digital Arts Movement is Creating Unique Multi-Cultural Forms of Expression That Appeal to a Younger Global Generation:**

Civic investments, arts partnerships and technical community involvement in Silicon Valley’s urban hub are bringing static and stagnant art forms to a new level of participative innovation and appreciation. An arresting and dynamic new interactive art show is being produced virtually to involve and immerse Internet users around the globe and digital art extravaganzas, like Zero1, are taking center stage as key international gatherings of the digital cognoscenti.

**San Jose Has Become the New Model of an American City, Exemplifying “Urbanism” and Enlightened, Multi-Cultural Leadership:**

No city in America has more diversity, opportunity and creativity than San Jose, which is a melting pot of more than 20 different cultures and ethnic groups from around the world. More than 60 percent of its population is either Hispanic or Asian and over 40 percent were born in another country. It has a generous sprinkling of techno-talents and graduates of the world’s premier educational institutions, along with a welcoming environment in which new arrivals simply “plug & play” in a harmonious, vibrant and blended downtown and suburban milieu. San Jose’s City Council is just as representative of cross-cultural community with young, dynamic and driven leaders from a cross-section of transplanted, socio-economic groups.

**San Jose is Now Asserting Leadership and Influence in the Multi-Billion Dollar Bay Area Economy:**

Make no mistake the power player in Northern California is now San Jose with more one million residents, 80 percent of the region’s knowledge workers, 60 percent of its exports, and by far the vast majority of patent filings and technology innovations. Its enlightened local government leadership has architected a compelling Green Vision, greatly improved mass transit and airport facilities, and has made San Jose the “go-to” daily destination and employment hub for commuters from all parts of the Bay Area, including San Francisco. According to San Jose’s mayor, if San Francisco is the homecoming beauty queen, San Jose is the class valedictorian with more intellectual depth, diversity and lifestyle affordability. It just doesn’t have the recognition or respect it deserves. That’s about to change!

GlobalFluency will continue to support, pitch and discuss San Jose’s Green Vision policies, programs and continued dedication to sustainability across the region.