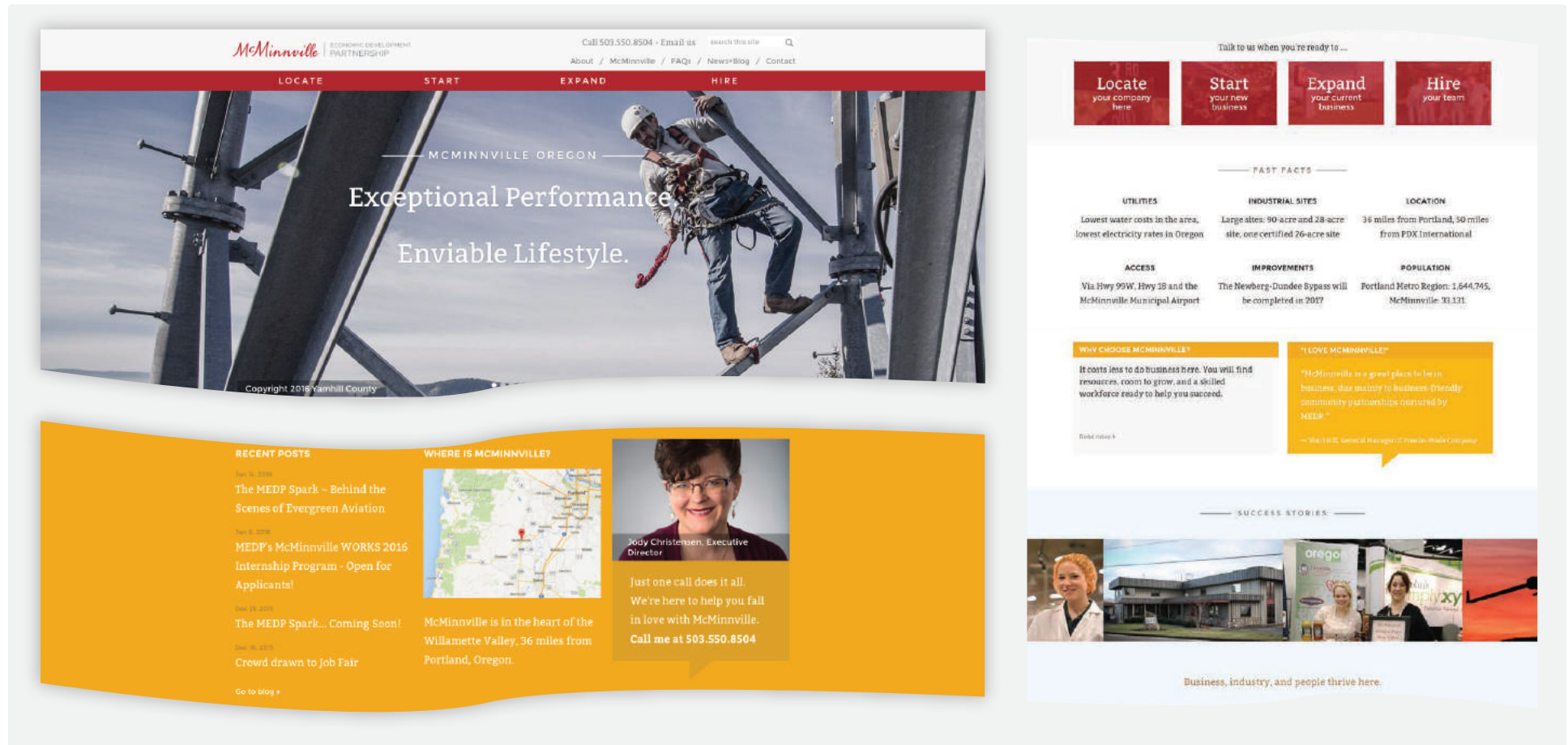




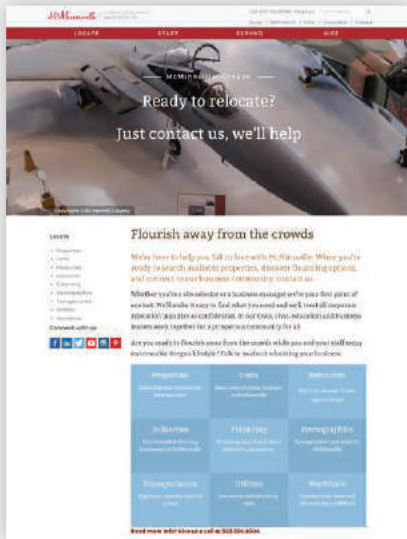
An economic development website that breaks the mold.



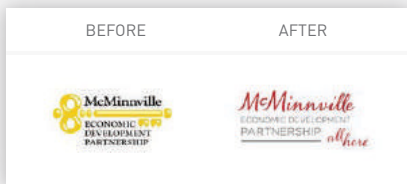
After working with Creative Company to define target audiences and key messages, the McMinnville Economic Development Partnership (MEDP) chose the firm to develop their new website. Designed to be a central resource for business in McMinnville, the site differentiates McMinnville's assets from other communities.

- Creative Company had already led MEDP through a messaging process to identify ideas critical to the target audiences. This hierarchy guided the website's organization starting with the four audience groups—Locate, Start, Expand, Hire—on the home page.

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Category pages summarize topics at a glance, while content pages offer a deep dive with easy to read text, side bar navigation, photos and quotes.



^ The logo was updated to emphasize both McMinnville and Partnership, the essential focus of the organization.

"I've had people tell me it's visually compelling and unexpected ... Someone even said he read every page! When is the last time you sat down and went through every page on a website?"

— Jody Christensen
Executive Director, MEDP

BUSINESS Economic development in McMinnville, Oregon

MARKET Businesses in McMinnville seeking resources; National site selectors searching for a good fit

A website that informs, engages and directs visitors.

CHALLENGE

In the world of economic development detailed information is needed—from grant resources to population and employment statistics to available properties. Many websites promoting economic development are boxy, cluttered and difficult to navigate. The MEDP website needed to break the mold.

The goal was to separate McMinnville at first glance and deliver vital information in an accessible and inviting layout that caters to the target audiences.

STRATEGY

Messaging architecture was the foundation for planning content, navigation and information flow. The home page calls to action click through to top level category pages. Content pages are easy to read with large text and bold links, speech bubbles and calls to action.

The tone is conversational and engaging, while building on the brand promise: *Exceptional performance. Envable lifestyle. All here.* The logo was revised to highlight the essential focus of MEDP: "McMinnville" and "Partnership."

RESULTS

Launched in January, 2015, the new website quickly gained buzz and recognition. Regional economic development groups and city leadership took notice and personally contacted Jody Christensen, MEDP's Executive Director, with rave reviews!