



Dutchess County business leaders recently coalesced and launched “Think Dutchess Alliance for Business.” The entity has ambitious goals to work on a county-wide strategy to expand and diversify economic opportunities within Dutchess County.



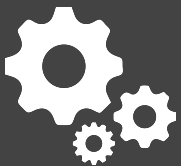
OBSTACLE

With hundreds of diverse businesses falling within the Dutchess Alliance, crafting a unified message isn’t an easy task. Yet with the goal of creating an environment that enhances the quality of life throughout the region, business leaders desired something to unite all the players.



SOLUTION

The inaugural launch of *Think Dutchess* magazine brings dozens of businesses and the personalities that are shaping the regional economic picture together in one elegant piece of collateral. With stunning photography, well-crafted editorial, and insight into the current and future developments of Dutchess, the magazine serves as a building block for new communications throughout Dutchess County.



PROCESS

- A “deep dive” strategy session with the Economic Development advisors and key players
- Storyboarding of content to insure a balance of new with well-established, fresh and traditional
- Creation of publication, insuring top-tier content and quality is executed