

Choose New Jersey

Advertising Assets



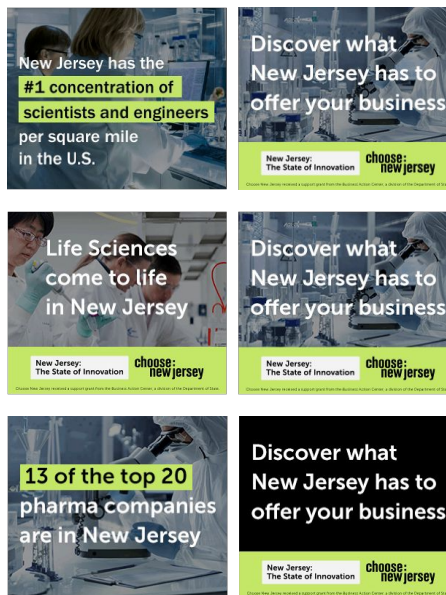
State of Innovation Campaign

Live from 2020-2022

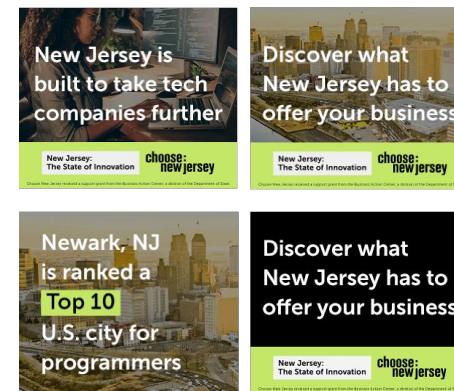
Digital Ads

- Target: executives and key decision-makers in New Jersey's eight key industries
- Location: Domestic and international

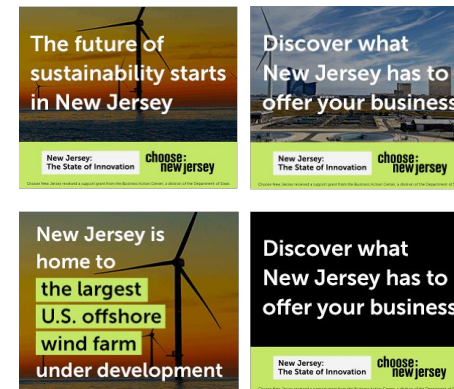
Life sciences



Technology



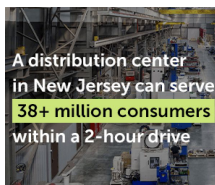
Clean energy



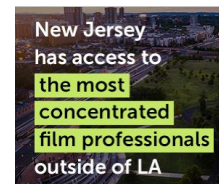
Digital Ads

- Target: executives and key decision-makers in New Jersey's eight key industries
- Location: Domestic and international

Advanced Manufacturing



Film & digital media



Logistics



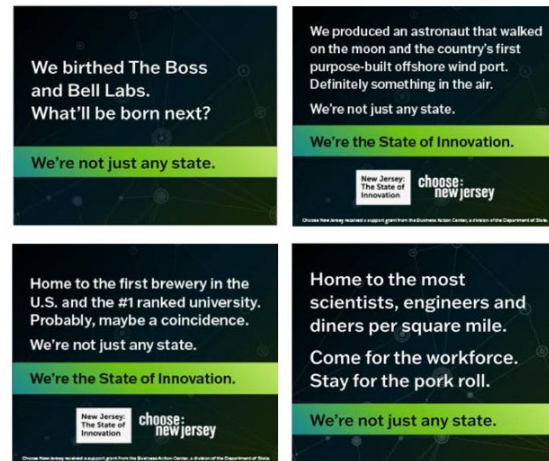
Digital Ads

“Not Just Any State” messaging

- Target: executives and key decision-makers aligned with New Jersey’s eight key industries
- Location: Domestic



Messaging Variations



Print Ads

“Not Just Any State” messaging

Where inspiration meets opportunity.

When considering expansion into the United States, no state offers a greater opportunity than New Jersey. Our workforce is well-educated. Our communities are diverse. And we are consistently ranked America's best place to live. Maybe that is why the New Jersey ecosystem has turned inspiration into breakthrough, time and time again. We're not just any state. We're the State of Innovation.



New Jersey:
The State of Innovation
NJinnovation.com

choose:
new jersey

Choose New Jersey to receive a support grant from the Business Relief Center, a division of the Department of State.

International publications

Best education system. Best pizza. Best golf course.

#1 ranked place to live, obviously.

With this combination, it's easy to see why thousands of companies call New Jersey home. The benefits of living, working, and doing business here are wonderfully self-evident. We're not just any state. We're the State of Innovation.



New Jersey:
The State of Innovation
NJinnovation.com

choose:
new jersey

Choose New Jersey to receive a support grant from the Business Relief Center, a division of the Department of State.

Site selector publications

Home to the most scientists, engineers and diners per square mile.

Come for the workforce. Stay for the pork roll.

There's an alchemy at work here that's unlike anywhere else in the world. A unique set of New Jersey attributes that when mixed together sparks ideas, transforms businesses, and powers the people that run them. We're not just any state. We're the State of Innovation.



New Jersey:
The State of Innovation
NJinnovation.com

choose:
new jersey

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Life sciences publications

Video

“Not Just Any State” messaging

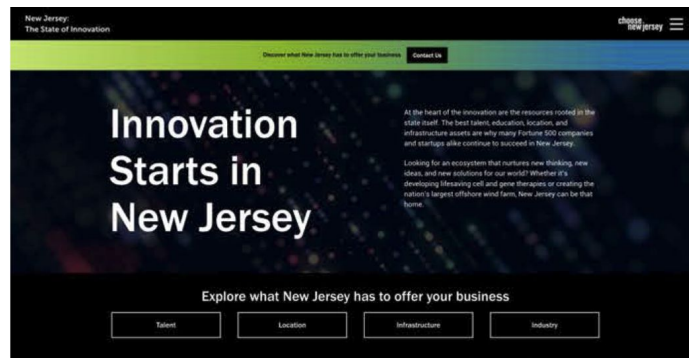
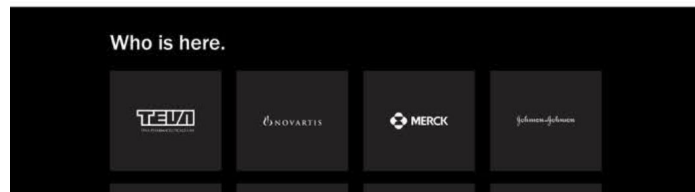
- 30-sec text-only value proposition – highlight key components of New Jersey’s value proposition (were also translated into French, Italian, Spanish, and German):
 - [Global access](#)
 - [Talent](#)
 - [Location](#)
- [30-sec general New Jersey value proposition](#)
- Executive videos – feature interviews with leaders of New Jersey companies:
 - [Genmab](#)
 - [Scrub Daddy](#)
 - [Audible](#)

Landing Page

innovation.choosenj.com



Innovation starts with an in.



Talent: Our Top Natural Resource

New Jersey is a hotpot for top talent. Nearly 40% of New Jersey residents hold a bachelor's degree or higher – that's why we're named the smartest state in America. We have the highest concentration of engineers and scientists in the U.S. With the best and brightest emerging from our #1 public school system and nationally ranked colleges and universities, New Jersey offers a world-class workforce for today and tomorrow.

Request Information For Your Business

Learn More About New Jersey's Workforce

