

Choose New Jersey

# Advertising Assets

choose  
new jersey

# **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



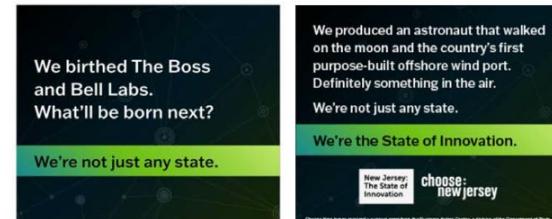
# Digital Ads

## “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

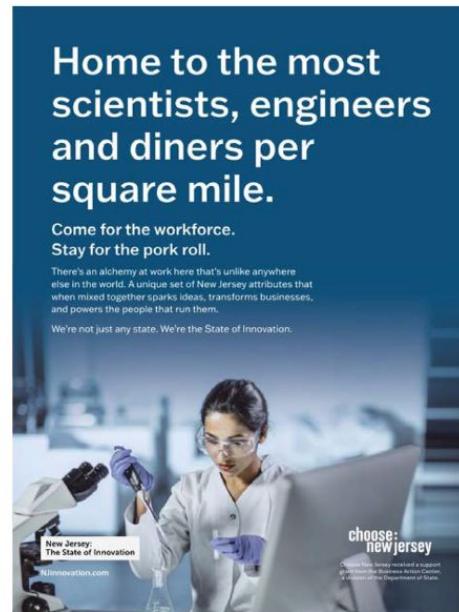
“Not Just Any State” messaging



International publications



Site selector publications



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



New Jersey: The State of Innovation

Discover what New Jersey has to offer your business Contact Us

## Life Sciences come to life in New Jersey

Our legacy of discovery continues with you. Tap into a vibrant ecosystem with the world's top talent, funding, research facilities, university partnerships and affordable space.

We bring life sciences to life here. Locate your business in the State of Innovation.

Request Information For Your Business

Innovation starts with an in.

Who is here

Why they're here

What they say

Where they excel

Request Information For Your Business

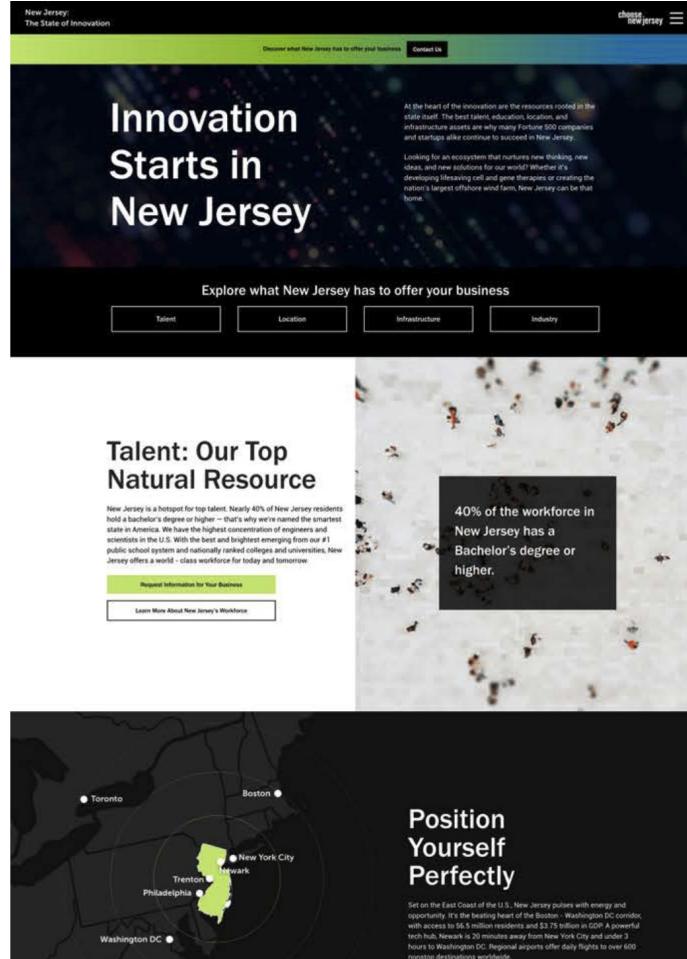
Who is here.

TEVA

ONOVARTIS

MERCK

Johnson & Johnson



New Jersey: The State of Innovation

choose New Jersey

Discover what New Jersey has to offer your business Contact Us

## Innovation Starts in New Jersey

At the heart of the innovation are the resources rooted in the state itself. The best talent, education, location, and infrastructure assets are why many Fortune 500 companies and startups alike continue to succeed in New Jersey.

Looking for an ecosystem that nurtures new thinking, new ideas, and new solutions for our world? Whether it's developing lifesaving cell and gene therapies or creating the nation's largest offshore wind farm, New Jersey can be that home.

Explore what New Jersey has to offer your business

Talent Location Infrastructure Industry

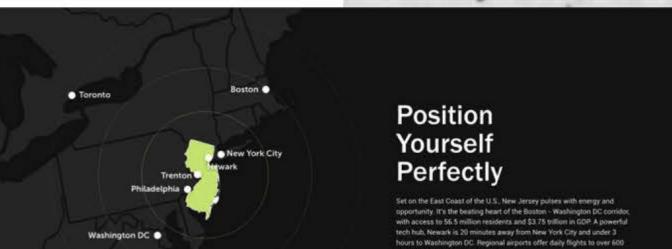
### Talent: Our Top Natural Resource

New Jersey is a hotspot 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 the equality 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

40% of the workforce in New Jersey has a Bachelor's degree or higher.



Position Yourself Perfectly

Set on the East Coast of the U.S., New Jersey pulses with energy and opportunity. It's the beating heart of the Boston - Washington DC corridor, with access to 56.5 million residents and \$3.75 trillion in GDP, a powerful trade and business hub just 30 minutes away from New York City and under 3 hours to Washington DC. Regional airports offer direct flights to over 400 nonstop destinations worldwide.