
PRESS RELEASE

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City of Saginaw Launches NEW Marketing Campaign

July 2, 2019 SAGINAW, MI – The City of Saginaw has launched a new marketing campaign with an exciting new logo treatment. Together, local businesses across numerous industries can reinforce who we are as a city and help spread the news of the great OPPORTUNITIES in Saginaw.

The marketing campaign strategically highlights the unique offerings of Saginaw by splashing this message throughout the city. Residents will begin to see this message pop up throughout the community in various forms – banners, billboards, social media and online. Community organizations are also invited to use the new logo treatment and help share the positive message.

To develop this campaign, the City conducted research including stakeholder interviews and an online survey, which collected more than 1,000 responses to learn more about the general attitudes of residents towards Saginaw’s redevelopment progress.

Yolanda Jones, Director of the Office of Management and Budget and Community Services, commented on the findings from the research. “During the research phase, we



found that a large percent of Saginaw residents believe things are better in Saginaw than they were 5 to 10 years ago, but that optimism isn't as deep or as widespread as we want. While there has been tremendous effort and great strides made, the work isn't done. Changing perception is still important. Saginaw is reinventing itself, and our ultimate goal is for people to invest--financially and emotionally-- in our city."

Along with the new logo treatment, a new brand video was also introduced for the City of Saginaw. This powerful video focuses on who we are as a city and brilliantly highlights the determination and strength of our residents. To view the brand video, click here: https://www.youtube.com/watch?v=jITSZ_tX7Go

Saginaw City Manager, Tim Morales, commented, "Over the next several years, we want to see optimism in our community spread far and wide. We believe this marketing campaign will go a long way towards letting others know what is available here today and the opportunities that lie ahead for all who chose to be a part of our community."

For more information on the City of Saginaw's marketing campaign, contact the City Manager's Office at (989) 759-1403.

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