



ICEA will accept nominations for the Annual Excellence Awards through May 10th.

This is a great opportunity for your chamber to garner statewide recognition for the hard work that staff accomplished on specific new projects throughout the past year.

Chambers are divided into the following categories for judging:

0—400 members

401—700 members

701+ members

Upon reviewing, all applicants scoring above 90% will receive an Excellence Award.

Chambers may enter multiple entries.

Deadline —May 10th.

E-mail entry link with this completed form to [info@iceaonline.com](mailto:info@iceaonline.com).

Mail a non-refundable check payable to ICEA for \$25 per entry to:  
ICEA, P.O. Box 377, Hanover IN 47243.

Questions? Please call the ICEA office at 812-871-3000.

### Excellence in Innovation Awards

About the award: The Annual Excellence Awards will recognize innovative new projects from your chamber this past year. Chambers may submit multiple nominations for various projects, however each nomination must showcase something new offered by your chamber during this past year. This award recognizes excellence in innovative new ideas. Complete a separate form for each entry.

E-mail your entry with this completed form to [info@iceaonline.com](mailto:info@iceaonline.com) prior to May 10th. Each entry submitted for review will be charged a \$25 non-refundable fee. Please mail this review payment payable to ICEA to: P.O. Box 377 Hanover IN 47243. An invoice will also be sent for you to pay with debit/credit card.

Chamber of Commerce \_\_\_\_\_

What are you submitting for? \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Complete a duplicate entry for more than one entry. Please circle below the size of your chamber:

- 0—400 members
- 401— 700 members **X**
- 701 + members

Forward e-mail with your submission attached to [info@iceaonline.com](mailto:info@iceaonline.com) no later than May 10th.



May 10, 2022

ICEA  
PO Box 377  
Hanover, IN 47243

Dear "Excellence in Innovation Award" Judges,

Aspire Johnson County proudly submits this nomination for our **"Slanting the Playing Field Marketing Campaign."**

Indianapolis hosted the 2022 college football national championship game, drawing thousands of out-of-state visitors. Johnson County is the contiguous southern Indy suburb and major player in the Indy economic corridor. Aspire was presented with an advertising opportunity within the official championship game program.

The championship game attendee demographics aligned very well with those of the company executives that make company expansion decisions, as well as the type of talent we seek to attract to live / work in our community. Moreover, the program distribution plan included pre-game distribution on the campuses and cities of the participating teams. No Indiana team was likely bound for the championship game, meaning our business attraction message would be in front of new audiences.

We took advantage of the ad opportunity, and then applied the creative to create a marketing campaign to market our community to company site selectors and market Aspire to prospective members.

Targeted Audiences:

1. Company executives, owners
2. High-value talent
3. Site selectors, commercial real estate brokers
4. Prospective and current Aspire members

Campaign Objectives:

- Generate visitor awareness of Johnson County as an ideal place for business and residential location
- Keep our community and Aspire top of mind for brokers, site selectors, and local business owners
- Generate local business leader excitement and pride

Campaign Strategies:

1. *The Program Ad* - We directed our marketing agency partner, [Hirons](#), to design a full-page ad that projected our brand voice: confident, welcoming, hardworking, energetic, and fresh. We wanted swagger!



The ad features a football player with an Aspire team jersey, key business / talent attraction messaging, and a creatively designed QR code to Aspire's home page. Following is the ad, and view it within the program on page 121:

<https://publogix.com/e/preview-CFPNTCHMP-22/>

2. *The "Slanting the Playing Field in your Direction" Marketing Campaign* - Aspire's graphic designer and webmaster then utilized the elements of the primary ad to create a broader marketing campaign for two buckets of audiences.
  - a. *Site selectors/commercial brokers, high-value talent, and local business leaders (to inspire local pride and excitement).* We used the primary ad message and elements to create:
    - 6x11 postcard we mailed to 100 site selectors/commercial real estate brokers (attached)
    - 22x28 signboard we displayed at select events Q1 2022, in our office lobby this YTD, and in the front window at our county's tourism office for the month of January.
    - Masthead for Aspire's home page this YTD (attached)
    - Social media posts
  - b. *Prospective and current members.* We modified the bullet points on how we are "slanting the playing field" to speak about member services. We created:
    - 6x11 postcard we mailed to 150 prospective members (attached)
    - Full page ad within our legislative series event program (six-events)
    - Full page ad within our member resource handbook
    - Full page ad within the local B2B news magazine.
    - 22x28 signboard to display at monthly chamber events Q1 2022
    - E-news content partition ad in all emails Q1 2022

Aspire's website traffic improved during the first two months of 2022 compared to the same period in 2021: users were up 31%; new users were up 33%; and sessions were up 30%. The campaign generated positive feedback, local business leader pride and excitement, and a little extra swagger in the staff team's step.

On behalf of the entire Aspire Johnson County staff team, thank you for your consideration. Please contact me if I may help answer questions.

Ever onward,

Christian Maslowski, President + CEO

Enclosures: Championship Program Ad; postcard to site selectors; screenshot of Aspire homepage; and postcard to prospective members.

# PROUDLY SLANTING THE PLAYING FIELD IN YOUR DIRECTION.

For business success,  
Johnson County & South Indy  
are your competitive advantages.

Here's how Johnson County is game planning for  
your exponential growth:

- Diverse housing options, the state's fastest-growing communities and cities with Indiana's lowest tax rates.
- Over 26 miles of new interstate will be completed in the area by 2024.
- One of Indiana's most-educated counties with over 40% of residents holding advanced degrees.
- Home to a liberal arts college, a community college, technical high school and other learning centers.



*Aspire*  
economic development  
+ chamber alliance

Interested in moving your business or family?  
You'll find paydirt in Johnson County.  
Scan the QR code to learn more.

[AspireJohnsonCounty.com](https://AspireJohnsonCounty.com)



**PROUDLY  
SLANTING  
THE PLAYING  
FIELD IN YOUR  
DIRECTION.**

For business success,  
Johnson County & South Indy  
are your competitive advantages.

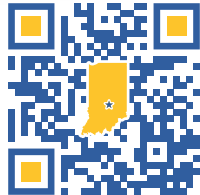


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Interested in moving your business or family?  
You'll find paydirt in Johnson County.  
**Scan the QR code to learn more.**

**AspireJohnsonCounty.com**



# Aspire

1499 Windhorst Way, Suite 160  
Greenwood, IN 46143

PRSR STD  
U.S. Postage  
Permit No. 15  
Greenwood, IN

# Aspire



PROUDLY SLANTING THE PLAYING FIELD  
**IN YOUR DIRECTION.**

A group of construction workers in hard hats and safety gear are gathered around a pile of dirt, appearing to be in the middle of a groundbreaking ceremony. The image is overlaid with a semi-transparent blue filter.

DO BUSINESS HERE

ECONOMIC DEVELOPMENT

A man in a suit and a woman in a white blouse are engaged in a conversation. The man is smiling and gesturing with his hand. The image is overlaid with a semi-transparent yellow filter.

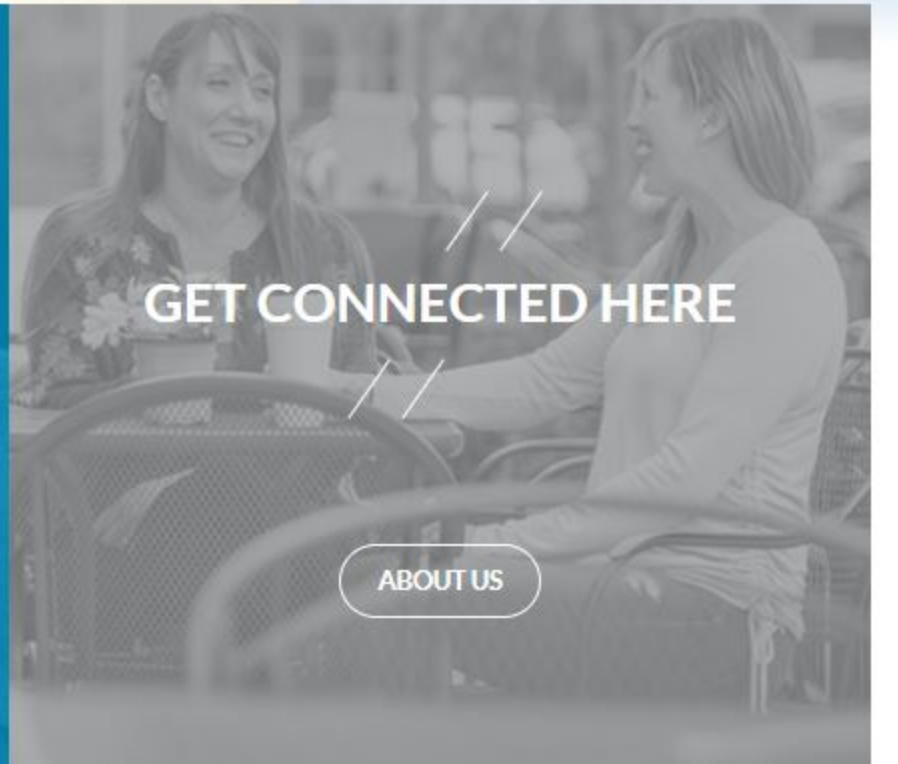
BE SUCCESSFUL HERE

CHAMBER

A young boy is looking off to the side with a thoughtful expression. The image is overlaid with a semi-transparent teal filter.

GET INVOLVED HERE

VOLUNTEER

Two women are sitting at a table, smiling and talking to each other. The image is overlaid with a semi-transparent grey filter.

GET CONNECTED HERE

ABOUT US

# **PROUDLY SLANTING THE PLAYING FIELD IN YOUR DIRECTION.**

**For business success,  
Aspire Economic Development +  
Chamber Alliance is your  
competitive advantage.**





## Here's how Aspire is game planning for your exponential growth:

- Connection to a large network of business leaders to increase business recognition and social capital.
- Affordable marketing and sponsorship opportunities to grow brand awareness and credibility.
- Access to small business advisors and lending programs to help with growth and sustainability.
- Timely public policy and economic development updates for business planning.

*Aspire*

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Greenwood, IN 46143

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