

Case study: Georgia's Innovation Crescent



Where life science grows



Brochure



Website

Who is...

The Innovation Crescent is both a geographic area and a coalition of more than a dozen counties and entities focused on life sciences and economic development, all dedicated to supporting Georgia's life science growth. Spanning an area from Cobb County to Athens, Georgia, the Innovation Crescent Regional Partnership is unique in bringing together groups that often compete for business.

They needed to...

- Create an appealing identity that represents the present and future of the Innovation Crescent
- Appeal to multiple audiences including site consultants, corporations and researchers – both U.S. and international
- Have the logo completed in 10 days and all of the other materials ready within two months to debut at BIO International

Hood created...

- A logo and graphic platform that aligned closely with Georgia's color palette to leverage the state's economic development efforts
- A comprehensive brochure and website showcasing the Innovation Crescent's business, workforce and educational resources

Resulting in...

- A strong debut at the 2008 BIO International in San Diego – a precursor to BIO 2009 which will take place in Atlanta
- Raised awareness of Georgia's positive attributes for life science companies looking to expand or relocate their business

They say...

"Upon review of four marketing proposals, Hood stood out from the rest, having met all six criteria used by our team. They worked diligently to market the area as a hub for life science talent and growth."

Lisa Sherman
External Marketing Manager for Economic Development
Gwinnett Chamber