



Key Challenge

Being a transportation hub can have huge economic advantages for a community. From a tourism perspective, however, if travelers are always heading someplace else it's hard to engage them with your own entertainment options. Such was the case with Greater Newark, NJ. Newark is a dynamic city with a high-energy urban vibe and hundreds of attractions and events in a more intimate environment than nearby New York City. But outdated reputation problems and a lack of a network media presence meant today's travelers had no idea what was happening in Newark. The challenge: how best to capture the attention of pass-thru visitors, enticing them off the road and into the Newark experience?

Critical Insight

Newark has always been a melting pot brimming with indigenous and imported foods, arts, music and entertainment. But in recent years, that melting pot mentality has evolved so that today's Newark is also multi-faceted from a visitor's perspective – an endless parade of offerings, adventures and opportunities. From America's first and oldest public park to one of the country's largest performing arts venue, from the state's biggest museum to the continent's fifth largest cathedral – pro sports, fine arts, urban retail and outdoor adventure, it's all happening here.

Brand Identity

