



## **FOR IMMEDIATE RELEASE**

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### **OHIO BRAND IMAGE BEST IN THE MIDWEST *Anholt State Brands Index Ranks Ohio Top in the Region***

Columbus, Ohio – January 9, 2007 - Ohio was recently recognized as the best state brand in the Midwest by the 2006 Anholt State Brands Index, a worldwide survey to measure the global perception of a state. The report emphasizes how increasingly important a state's brand is. The executive summary reads, "In today's globalized, networked world, every place has to compete with every other place for its share of the world's consumers, tourists, businesses, investment, capital, respect and attention."

The survey looks at six key areas including "the presence," "the place," "the potential," "the pulse," "the people," and "prerequisites" and then compiles a composite score for comparison.

Based on the Anholt State Index methodology, Ohio ranked No. 1 in the Midwest followed by Wisconsin, Illinois, Indiana, and Michigan, in that order. This ranking implies the world sees Ohio as the best place in the Midwest to do business and enjoy a fulfilling life.

"All places – whether they are countries, cities, states or regions – are brands, in the truest sense of the word. Some are more famous than others, of course, but they all have a reputation and a brand image," reads the report's executive summary when describing the competitive challenge facing states in America.

Ohio's ranking is consistent with the fact that the state is home to 62 Fortune 1000 company headquarters including Procter & Gamble, Kroger, Goodyear Tire and Rubber, Cintas, Cinergy, Western & Southern Financial, Federated Department Stores, Mettler-Toledo International, Cardinal Health, Wendy's International, Hexion Specialty Chemicals, Inc., Nationwide Insurance, Cooper Tire & Rubber, Scotts Miracle-Gro, Greif, Lincoln Electric, Sherwin Williams, Eaton Corporation and many others.

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# Ohio Business Development Coalition



These companies have found everything they needed in Ohio for success. Ohio provides an uncompromising balance of life, where both a rewarding career and a satisfying lifestyle are equally and readily attainable.

“Ohio’s promise is exactly what CEOs and their employees desire,” said Ed Burghard, executive director of the Ohio Business Development Coalition. “In my opinion, it is also what they deserve. As we have talked with executives who have moved to Ohio from places like New York, Atlanta, Chicago and Los Angeles, the consistent theme is that in Ohio they have found the balance that was missing in their lives. They are our most vocal advocates for capital investment in Ohio.”

## **About the Ohio Business Development Coalition**

The Ohio Business Development Coalition (OBDC) is a nonprofit organization that provides marketing strategy and implementation to support Ohio’s economic development efforts. For more information, please visit [www.ohiomeansbusiness.com](http://www.ohiomeansbusiness.com).

To access the complete State Brands Index, please visit <http://www.statebrandsindex.com/>

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