

Ohio Business Development Coalition



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WHY OHIO? CAMPAIGN HONORED WITH INTERNATIONAL AWARD Advertising Campaign Wins in 2nd Annual Davey Awards

COLUMBUS, Ohio –The “Why Ohio?” advertising campaign recently was honored with two Silver Davey Awards for the organization’s advertisements appearing in *The Wall Street Journal*. Presented by the International Academy of the Visual Arts (IAVA), the annual awards program recognizes the finest creative work from the best small firms, agencies and companies worldwide.

Created by Columbus, Ohio-based Paul Werth Associates, the ads feature companies and executives showcasing the benefits of doing business in Ohio. Companies featured in the ads include: Honda of America, Greif, Inc., [The Procter & Gamble Company](#), [The Scotts Miracle-Gro Company](#), [The Sherwin-Williams Company](#), Western & Southern Financial Group, BAX Global, BIOMEC Inc., Delta Plant Technologies, [GrafTech International Ltd.](#), Vanner Incorporated, and more.

“To be recognized with a Davey Award is a testament to the fact that strong, effective state advertising can be created using private industry branding practices,” said Ed Burghard, executive director of the [Ohio Business Development Coalition](#), the non-profit organization charged with marketing the state for capital investment. “We’re proud of the high caliber program that we’ve developed.”

The campaign, promoting Ohio as a desirable place to build a business, also ran in *Fortune*, *Forbes*, *BusinessWeek*, *Fast Company*, *Money*, *Inc.*, and *Fortune Small Business* from November 2005 through July 2006.

The OBDC ad campaign competed against other comparable campaigns. The Davey Awards received over 3,500 entries from across the United States and around the world.

“The incredible quality and growth of entries again proves the creative excellence, fresh ideas and great conceptual execution is a hallmark of the best small agencies and firms,” noted Linda Day, a director of the IAVA. She added, “On behalf of the entire Academy, we are honored to have judged the 2nd Annual Davey Awards and thrilled to recognize such a diverse and accomplished pool of creative work.”

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The “Why Ohio?” campaign also has been honored with an AIM award from the American Marketing Association, a Stevie Award from the American Business Awards and a first place award in the “Paid Publication Advertising Campaign” category from the [International Economic Development Council \(IEDC\)](#).

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 <http://www.ohiomeansbusiness.com/>.

About The Davey Awards

The annual International Davey Awards honors the achievements of the finest small firms, agencies and companies in the world. The Davey Awards is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a “Who’s Who” of acclaimed media, advertising and marketing firms.

Please visit www.daveyawards.com for more information.