

# Promoting Development

## REDI Cincinnati

### Challenge

The primary focus of the Regional Economic Development Initiative (REDI) is to create jobs and attract investment to the Cincinnati region. They came to O’Keeffe to develop and execute a media relations plan that publicized the Greater Cincinnati region and REDI’s economic development achievements to the national and international business community. It was our objective to determine how and where to raise general awareness of REDI Cincinnati and Promote REDI Cincinnati’s Industry Cluster (e.g., Technology, Manufacturing, Insurance, Finance, Brand Hub, etc.) initiatives. We also set out to position REDI Cincinnati and the Cincinnati USA Regional Chamber as a leading force in enhancing Cincinnati’s image as a hub for branding, innovation, business expansion, talent attraction, job creation and overall economic development.

### Solution

To meet these objectives for REDI, we focused on media identification, story development and targeted pitching to national and international media.

### Results

We received significant coverage in the following publications, as well as many others:

- CNBC’s Squawk Box
- USA Today
- Forbes
- Entrepreneur
- The Wall Street Journal
- The Times of Israel
- Global Corporate Expansion Magazine
- New Delhi News
- MSN Money
- HispanicBusiness.com
- Business Expansion Journal
- Bloomberg Businessweek, Reuters, boston.com
- Market Watch
- Miami Herald
- Yahoo! Finance



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