

**From:** Michelle Hultberg mhultberg@hdaissues.com

**Subject:** Billboard design recommendations

**Date:** February 26, 2014 at 2:50 PM

**To:** Clayton Henderson chenderson@navigationdistrict.org, Randy Reese rreese@navigationdistrict.org

**Cc:** Renny DeVille rpdeville@hdaissues.com, Kim Cusimano kcusimano@hdaissues.com

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Clayton and Randy,

Attached please find several proposed billboard designs for SNND's 2014 billboard campaign, which begins March 24 and runs through July 13. All of our billboards are digital, which will allow us to switch out the designs as needed. We developed two sets of designs:

Attachments beginning with "Set1" would be displayed **before** the final WRRDA bill is passed. These include:

- Message about the deepening project job creation, similar to our Business Journal ad
- Checklist indicating federal approval is coming soon

Attachments beginning with "Set2" would be displayed **after** the final WRRDA bill is passed. These include:

- "Congratulations!" message saying "Thousands of jobs coming soon"
- Another checklist with federal approval checked off
- "We did it! Now let's dig it!" message

In developing the billboards, we focused on two key themes. First, as indicated in our previous Facebook ad campaign and as we are also seeing in the ongoing digital ad campaign, our audience responds well to "jobs" messaging. So, we'll continue to weave that theme throughout our materials. Second, we want to introduce a "Dig it" message that can be used in several ways ("Let's dig it," "We dig it," "I dig it") and would be a great way for SNND to get our supporters involved.

Please let us know your thoughts.

Best,  
Michelle

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Nearly

**80,000**



**NEW permanent jobs in Jefferson County**  
created by the channel deepening project.

- LOCAL SUPPORT**
- FEDERAL APPROVAL**  
(coming soon)
- LET'S DIG IT!**



[www.navigationdistrict.org](http://www.navigationdistrict.org)

# CONGRATULATIONS!

Thousands of new jobs coming soon.



[www.navigationdistrict.org](http://www.navigationdistrict.org)

- LOCAL SUPPORT
- FEDERAL APPROVAL
- LET'S DIG IT!



[www.navigationdistrict.org](http://www.navigationdistrict.org)

**WE DID IT!  
NOW LET'S DIG IT!**

*Thank you, Jefferson County, for your support of the channel improvement project.*



[www.navigationdistrict.org](http://www.navigationdistrict.org)