



Broome County IDA launches new brand

May 11, 2015 - Front Section

The Broome County Industrial Development Agency launched its organizational re-brand at its 2nd Annual Community Breakfast held at Traditions at the Glen Resort & Conference Center. The annual event provides an opportunity to highlight significant economic development activity in Broome County each year.

It was also an opportunity to present the organization's new brand strategy developed by Hue, a creative agency in downtown Binghamton. Hue was selected by the IDA in November 2014 and was asked to develop a comprehensive branding and marketing strategy related to the objectives within the organization's strategic action plan. This includes heightened visibility and awareness of the services available to the business community. Elements of the strategy include a new corporate identity, website and advertising campaign targeting the local business community.

The organization is now called The Agency, with a sub-heading of the Broome County IDA | LDC, both of which are governed by The Agency's board of directors.

The Broome County Industrial Development Agency (IDA) is a public benefit corporation chartered by the State of New York that offers comprehensive services including needs assessment, site selection, financial incentives, and access to other public-sector programs. The IDA Board also governs the Broome County Local Development Corporation (BCLDC), which most recently provided assistance for the construction of dormitories on the SUNY Broome campus.

The purpose of the re-branding effort is to educate the business community of the wide array of services that The Agency can provide to existing and prospective businesses.

"Our goal with this campaign is to make sure that all business, especially local business, know that they can come to us for whatever their needs are, even if they just have questions about trying to grow their company," said Kevin McLaughlin, executive director of The Agency. "Our economy is going to be stronger by growing our existing business base and we plan to be a positive and proactive voice for economic opportunity in Broome County."

Hue is a full service creative advertising agency. They develop media campaigns for TV, web, radio, and print focused on big ideas that are implemented with innovation and visual excellence. Locally, they have worked with the Broome-Tioga Storm Water Coalition, the City of Binghamton, Rise, Tioga County Economic Development, and the Greater Binghamton Chamber of Commerce.

"As a Broome County resident and business owner, I believe in the opportunity that exists in our area," said Camila Hoffman, Hue's founder and creative director. "I am excited about the potential of The Agency's services combined with a powerful brand message and campaign. I believe the results will shape the future of our region."