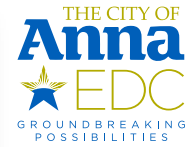
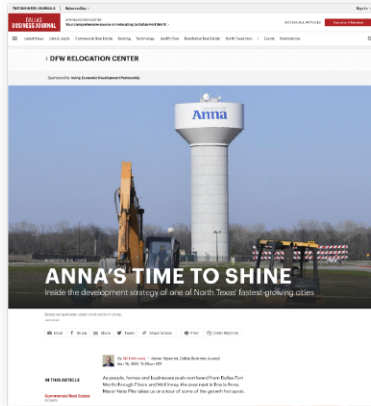


Anna Economic Development Corporation (EDC)



The Anna Economic Development Corporation (Anna EDC) engaged Cooksey to drive awareness for the rapidly developing suburb, which offers unlimited development potential in one of the nation's fastest-growing counties. Cooksey started with a comprehensive communications audit, interviewing key stakeholders and researching peer communities' branding programs, before creating Anna EDC's new marketing plan. Cooksey also refreshed Anna's brand for more contemporary appeal, developing key messages conveying the city's pro-business mindset and crafted the EDC's signature tagline, "Groundbreaking Possibilities."

As part of its efforts, Cooksey keeps Anna top-of-mind among the developer, broker and business communities by employing media relations, advertising and paid content. To combat the challenge of Anna's northern Collin County location, Cooksey and the Anna EDC regularly host key media contacts for city tours, resulting in multi-page features and numerous stories in target media outlets including the Dallas Business Journal and Bisnow. These visits complement ongoing earned coverage on Anna's business and residential real estate development progress in media outlets including D CEO, The Dallas Morning News, Texas Contractor, CoStar and REDnews. Award nominations and commercial real estate event sponsorships also play a significant role in furthering exposure among Anna's key target audiences. Finally, Cooksey develops engaging ads for placement in business and real estate-related trade media that are often accompanied by advertorials and sponsorship recognitions.

