

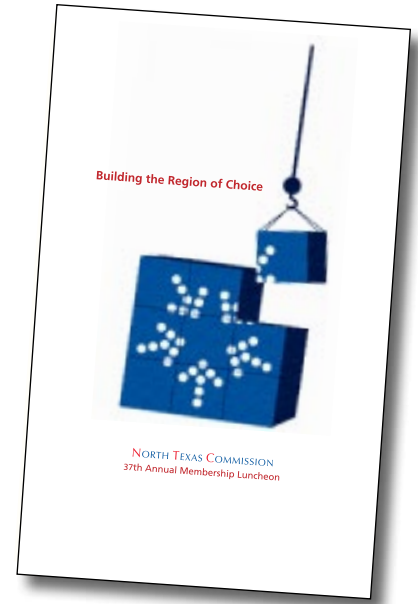


**[ CHALLENGE ]**

Since 1971, the North Texas Commission has been a leading civic group in the region, focusing on transportation, higher education and environmental issues. Each year, the organization holds an annual meeting (among the most widely attended civic events in the region) to review the successes and continuing challenges facing the Dallas/Fort Worth business community. In the weeks preceding the event, the North Texas economy began to feel the effects of a global financial/housing crisis, making it more difficult for area nonprofits to raise funds for annual banquets. As the organization's main event for 2008, the North Texas Commission asked Witherspoon to assist it with driving interest and sponsorships for the event, as well as helping with the program.

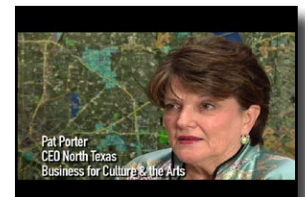
**[ STRATEGY ]**

Witherspoon worked with the North Texas Commission to come up with a creative campaign for the event using the organization's motto, "Building the Region of Choice." The creative work would focus on the North Texas region's transportation, health care, arts, Trinity River projects and the new Dallas Cowboys Stadium in Arlington.



**[ SOLUTION ]**

Witherspoon developed a clever creative concept incorporating the North Texas Commission logo, designed to draw attention to the construction of buildings, as part of "Building the Region of Choice" campaign. The creative concept was used for the invitation, program and event signage. Witherspoon also developed a video, to be used as part of the program and for future organizational use, that focused on the work of the North Texas Commission and its importance to the success of the region. For the video, each of the mayors for the three largest cities in North Texas – Dallas, Fort Worth and Arlington – participated, giving testimonials to the regional cooperation that the North Texas Commission promotes. The video also provided rare glimpses of architectural renderings of highly anticipated projects like the new Dallas Cowboys Stadium, Dallas and Fort Worth Trinity River projects, Dallas Arts District and Fort Worth's Museum of Science and History expansion.



**[ RESULTS ]**

The 2008 annual meeting was a tremendous success. The event had more than 600 guests, and sponsorships were as strong as any year prior. The resulting video received an enthusiastic reception, and the North Texas Commission estimates more than 700 viewings on its Web site and YouTube; and approximately 200 copies were requested by and delivered to North Texas businesses.

