



AZ5C™

MEDIA KIT



You can find yourself in an exhilarating state.

More than a place to live, Arizona offers ways to live. Cityscapes, landscapes, smartscapes, playscapes and lifescapes where work-life balance, family time, and golden years are personalized art forms. Lots of people are visiting, moving here, settling in and feeling the warm embrace—and the welcome mat is always out.

AVZ
150



5C HISTORY

**Cattle. Cotton. Citrus.
Copper. Climate.**

Way back in 1918, there were five times more cattle than people in Arizona.

The irrigation projects that began here in the 1860s led to Arizona becoming a big grower of grapefruit, limes and pima cotton.

And for a century now, Arizona has been the top source of copper—we're still number one.

The climate, well, that's been happening for thousands of years, which is nice.

At some point, someone alliteratively aligned these five pillars of the Arizona economy as local economic legend, which made sense. For years, agriculture, mining, ranching, real estate, and tourism helped grow the state—Arizona kids learned all about them in school—and the original 5 Cs are still important.

Of course, on the way to 2018, an amazing thing called progress happened.



ARIZONA TODAY

**What do we mean by progress?
Glad you asked.**

The original 5 Cs are heavy on commodities, which is understandable from that original perspective. But since then, economic evolution has added a decidedly 'creative thinking,' and 'human relationships,' and 'service to others' emphasis to the modern marketplace.

For instance, close to 8,000 high tech companies now operate in Arizona. Yeah, that's a lot. And those companies rely on creativity, relationships, and providing services to nail down their economic turf. And those components of the phenomenal Arizona economic boom extend beyond business into what makes living in Arizona so cool in general.

We're a foodie town. We can easily escape to beautiful scenery and outdoor activities. We care about one another. We can always find people who share our special interests. We're a true melting pot. We spread the wealth and shop local. We can find opportunities and the help we need to bring them to life.

We believe that these awesome Arizona characteristics—decidedly more people-centric than commodity based—are the new face of the bigger Arizona story. If you want to envision, dream, invent and reinvent, and truly be a part of something, this place makes it possible.

7 MILLION

ESTIMATED POPULATION

1.53%

ANNUAL GROWTH

ENTREPRENEURIAL ACTIVITY RANKS #1 IN THE NATION

#1

FOR JOB
GROWTH

8,000 TECH COMPANIES

2ND LARGEST

DATA CENTER
CONCENTRATION

4TH IN AEROSPACE AND DEFENSE IN SEMICONDUCTOR AND ELECTRONICS



5C FUTURE

The time has come.

Updating, expanding, calling attention to an unmistakable evolution: These are good things.

They're good things because they signal that smart people recognized opportunities and grabbed them. They speak to the awesome power of transformation. And they look to the incredible possibilities that our future holds.

When people across the country think about Arizona, they mostly conjure up mental images of spas and golf courses, desert and mountain vistas, and 300 days of sunshine... And that's cool.

But there's so much more to Arizona than that.

And there's now so much more to the Arizona economy than Cattle, Cotton, Citrus, Copper, and Climate.

That's why the time has come to call attention to an updated Arizona 5 Cs.



THE NEW AZ5C

A new vision for Arizona

The new AZ5Cs acknowledge and celebrate the fact that our economic drivers have evolved. We purposely left room for you to put your own spin on interpreting what the New AZ5Cs mean to you, and how more than one new C might be part of your Arizona story.

Culture.

Diversity, ethnicity, inclusivity, pride: You can taste it in our cuisine, feel it in our rhythms, experience it at our festivals, and feel free to contribute and exchange some of your own.

Community.

Arizonans spend time lots of time in affinity groups. And whether it's working, playing, uplifting or supporting... We get more done and have more fun when we organize to do it together.

Commerce.

Buying, selling, entrepreneurship, mom & pop, start-up, enterprise: The labor pool is growing, the cost of living and doing business are low—Arizonans are competing, and winning.

Connectivity.

Arizona is now at the forefront of connecting data, ideas, processes and people in whole new and unpredictable ways—our digitally shared tomorrow is being created in Arizona, today.

Catalyst.

Why you do what you do, the help you found here, the factors that made you decide this is the place—there are ways that Arizona shapes your efforts and fuels your success.

THE BRAND

So we created this new brand.

And it's centered, as you might've guessed, around a reimagined 5 Cs. Like any great brand, it has its own singular look and feel. And it happens to look and feel really good.

AZ5C™

Culture. Community. Commerce. Connectivity. Catalyst.

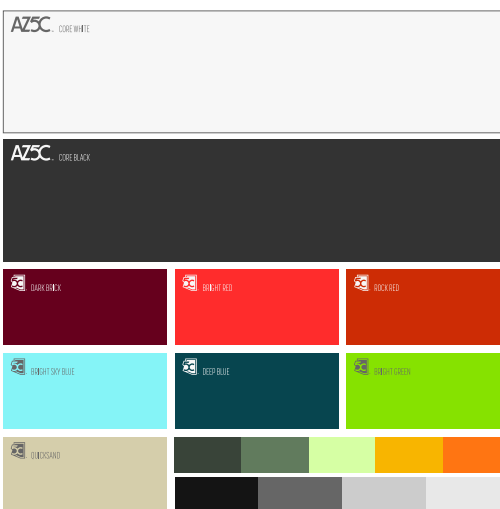
SECONDARY LOGOS



SECONDARY LOGOS
WITH TAGLINE



OUR COLORS



OUR TYPEFACE

HEADLINES AND TITLING

Ad KOROLEV COMPRESSED HEAVY
Korolev Compressed Bold

BODY COPY

Ad KOROLEV BOLD
Korolev Light

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OUR VISION

Here's why AZ5C matters to us.

Reason Number one:

We truly believe that Arizona could better promote its dynamic economy and ways of life from a fresh and cool, yet retro/familiar frame of reference. That frame of reference includes style, and a focus on Arizona's progress and future, coupled with a nod to its past. In that sense, the new 5 Cs don't replace the originals so much as complement and expand them. This state has a lot to be proud of and a state brand that it needs to share with the world.

Reason Number Two: Bigfish loves Arizona.

That headline above about finding ourselves in an exhilarating state—we seriously meant that. And the success of Arizona business translates directly into success for the people who live here, including us. That's exhilarating, too.



YOUR INVOLVEMENT

Why we are looking to you.

AZ5C will initially roll out as an awareness campaign promoting Arizona's economic vitality, cultural vibrancy, and bright prospects moving forward. Here's where your business/non-profit/organization can be a part of it.

Participants

We want to hear your story. Why your business settled – and thrived – in Arizona. How the new AZ5Cs played a part in that decision and in your everyday operation. Our job is to help share that story across the state, and hopefully beyond.

Strategic Partners

Needless to say, a key element in the success of this campaign is getting the word out. Whether it's through social media, apparel, advertising, or any other means, we need your help. We're looking for established and up-and-coming local brands—along with your loyal followers—to make this vision for Arizona a reality.



OUR AGENCY

We're Bigfish.
Pleased to meet you.



A word or two about ourselves: We're a full-service creative agency located in Old Town Scottsdale. We've been helping brands large and small generate emotional, intellectual, and behavioral responses in their target audiences since 2006. We believe our creative ideas are really effective at provoking feelings, thoughts, and actions—and our clients agree.

Yes, we have lots of Arizona brands as clients. No, we are not vertical-specific, our clients include tech companies, healthcare providers, financial concerns, government agencies, non-profits, and more. Yes, we have a vested interest in helping Arizona businesses thrive—we live here and we wouldn't be anywhere else. Yes, we love what we do, especially the great results we get for the brands we partner with.



CONTACTS

The people you will work with.



We are a team of more than 20 people at Bigfish. Almost 30 if you count dogs. Which we do.

However, on this AZ5C campaign that we hope you'll participate in, the four people you'll really get to know are Joe, Joleen, Alex, and Megan. You can't miss them, they're the four people on the other side of this page.

Oh, and good news: All of them are really smart, fun, and full of enthusiasm. You're going to like them.



Joe Pizzimenti

Principal

Joe founded Bigfish, pours his heart and soul into Bigfish, and outworks everyone at Bigfish. Which basically means he sets a good example. And that Golden Rule thing—he practically wrote it.

joe@thinkbigfish.com



Joleen Jansen

Strategy

Joleen locks down the big picture, then sweats the details, including the creative parts. A great listener, tactician, enforcer, and cheerleader, she makes sure that whatever happens, happens for a reason.

joleen@thinkbigfish.com



Alex Giroux

Social Media

Those shares, likes and retweets that spread the word and get you noticed—Alex specializes in making them happen. And she's undoubtedly already ahead of the next big thing on the social horizon.

alex@thinkbigfish.com



Megan Mitchell

Media

A great story is nothing if you don't know where to tell it to. Whether your audience is binge-watching the latest seasons or reading headlines, Megan will make sure they hear you.

megan@thinkbigfish.com



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