



AMARILLO



Ama-where?

An Advertising Success Story Deep In The Heart Of Texas

A WALL STREET JOURNAL CASE HISTORY

Not Armadillo...Amarillo

Low operating costs. Qualified workers. Located on historic Route 66 (Interstate 40). And more than 350 days of sunshine each year. Amarillo, Texas is a great place for business. However, in the late 1980's, Amarillo faced a sagging economy and a major challenge in attracting new businesses.

Where in the World is Amarillo?

"Amarillo had a very low profile, if we showed up on anyone's radar at all," recalls Steve Pritchett of the Amarillo Economic Development Corporation (AEDC). So in 1989, Amarillo's citizens overwhelmingly supported creation of the AEDC, charged with strengthening the city's economy by attracting new and diverse businesses. Amarillo had many positives to accentuate but the challenge lay in getting the city on the map of prospective companies.

Smart Move

After advertising in industry trade publications generated rather lackluster response from not-so-qualified leads, the AEDC placed an ad in The Wall Street Journal.

"It was a risk purchasing that first Journal ad in September 1994 because it represented a huge chunk of our marketing resources," explains Pritchett. "But response was overwhelming. The phone started ringing and didn't stop for weeks. A significant portion were qualified leads and we wound up doing business with some of those companies."

Those looking to move look in The Wall Street Journal.

The Journal ranks number one among senior executives involved in new site construction, expansion and/or relocation.

The Wall Street Journal reaches 3.6 million affluent households nationwide.

Every business day, The Journal is read by high level decision makers with great spending power.

The Journal reaches more top management than Business Week, Fortune and Forbes combined.

More top management, high asset and affluent individuals use The Journal than any of its key competitors.

Where It's At

That initial Journal ad was a smart move by the AEDC. "The Journal is read by the people in positions to make location decisions," explains Pritchett. Advertising in The Journal, combined with the AEDC's direct response efforts, showcased Amarillo, Texas as a prime destination for companies looking to relocate or expand.

The Journal continues to be the AEDC's primary advertising vehicle, producing a steady and significant number of qualified leads. To date, 75 companies have started new or expanded existing operations in Amarillo, boosting the area's economic growth. The list of companies is diverse and includes Bell Helicopter Textron, making Amarillo the only place in the world that assembles aircraft featuring the company's revolutionary tiltrotor technology.

From where-in-the-world to
the-only-place-in-the-world.

Get on the map with
The Wall Street Journal.





THE WALL STREET JOURNAL.