



State of New Mexico

Office of the Governor

Bill Richardson
Governor

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Governor Bill Richardson Announces Selection of Advertising and Marketing Experts Edelman and M&C Saatchi to Lead Marketing Efforts for New Mexico

Governor names Johnny Montoya to oversee campaign designed to boost tourism & economic development

SANTA FE, NM – Governor Bill Richardson today announced the State of New Mexico has selected Edelman and M&C Saatchi to develop an integrated public relations, advertising and interactive marketing campaign to increase economic development and boost the state's important tourism industry. The Governor also announced that Johnny Montoya, a native New Mexican with extensive advertising and marketing experience, will oversee the new campaign.

Edelman, the world's fourth largest public relations firm, will implement public relations, website development and online marketing as well as be responsible for overall campaign integration. M&C Saatchi, one of the largest independent agency networks in the world, will develop the advertising program. All of the efforts will be coordinated under one strong brand for the State of New Mexico.

"For the first time the state will focus and coordinate advertising and marketing resources to maximize impact and increase results in economic development, tourism, and all of our economic sectors," said Governor Richardson. "New Mexico competes in the global marketplace, and this partnership will strengthen our global reach and effectiveness. It's a key step in my efforts to continue moving New Mexico forward and create new high-wage jobs and new opportunities for our citizens."

M&C Saatchi and Edelman will employ their proven tourism expertise to achieve the Governor's objectives: to increase visitation to New Mexico, to augment the economic impact realized from in-state and in-bound tourism, to generate interest and future intent to visit New Mexico, and to promote the state as a place to live, vacation and invest. The agencies involved in the campaign include Tourism, Economic Development, Cultural Affairs, Indian Affairs, and State Parks, and Game and Fish.

Johnny Montoya brings over nine years of national and international marketing and branding experience. He has spent the last five years actively involved in marketing some of New Mexico's most visible businesses

including PNM, Creamland Dairies, Giant Convenience & Gas, and Del Norte Credit Union. He will serve in the newly created position of State Director of Marketing and Advertising and report to the Governor's office.

"As a native New Mexican and advertising expert Johnny is the perfect person to lead this important campaign," said Governor Richardson. "He knows the state's abundant cultural and natural resources and understands what makes New Mexico such a unique, special place. I am confident he will do an excellent job in lifting our already successful marketing efforts to a new level."

The state has appropriated \$3 million to spend on public relations, advertising and interactive marketing during the current fiscal year.

The marketing firms were selected to represent New Mexico in a competitive state bidding process. The state received 32 proposals from agencies nationwide. Of those, the state selected nine finalists to deliver oral presentations to a panel made up of tourism and business professionals. The panel unanimously selected Edelman and M & C Saatchi.

"Edelman and M&C Saatchi were chosen because of their demonstrated leadership in the field, their creative and insightful perspective on our challenges and their talented team of marketing professionals," said New Mexico Secretary of Tourism Mike Cerletti. "We believe they will put us way ahead of the game- they have a proven record of success as a cooperative alliance that created and is implementing the innovative tourism marketing initiatives for the United States Department of Commerce. This combined expertise is a force to be reckoned with - we are excited to have them on our team now to share New Mexico's story around the region, the nation and the world."

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About Edelman

Edelman is the world's largest independent public relations firm with 1,800 employees in 39 offices worldwide. In 2003, *The Holmes Group* named Edelman "Agency of the Year" and in 2004, "Most Admired by Clients." The innovative work of Edelman's global tourism practice has earned the agency the rank of number one Tourism Practice among independent PR firms by *O'Dwyer's PR Daily* for the past four years. Edelman's award-winning interactive practice develops convergent Internet programs that capitalize on two-way dialogue - enhancing radio, print and television campaigns and enabling companies to have deeper, richer relationships with their stakeholders and helping ensure that highly relevant messages reach their target audience. Visit www.edelman.com for more information.

About M&C Saatchi

M&C Saatchi was launched in 1995 and became the fastest growing agency in the history of advertising. The agency has 14 offices around the world and global clients include British Airways, Qantas and Tourism Australia. The agency has since grown to become one of the largest independent agency networks in the world. Maurice and Charles Saatchi founded the agency following the split from Saatchi & Saatchi, which they had originally set -up in 1970. M&C Saatchi LA has developed a variety of iconic campaigns for clients including Ketel One, Crystal Cruises, San Diego Zoo and Tourism New Zealand. Visit www.mcsaatchi.com.