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NEWS RELEASE

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GOV. WHITMAN TO APPEAR WITH FORMER GOV. KEAN IN NEW JERSEY & YOU...PERFECT TOGETHER COMMERCIAL

Gov. Christie Whitman and former Gov. Tom Kean spent the afternoon together in Trenton, but they weren't discussing matters of state. They were rehearsing their lines.

Gov. Whitman announced that former Gov. Kean will join her to re-launch the popular tourism theme of New Jersey & You...Perfect Together, which was made legendary by images of the former Governor strolling on the state's white sandy beaches.

"There are a lot of people who think New Jersey & You...Perfect Together has always been our state theme because it created strong appeal and is still recognizable today," said Gov. Whitman. "I can't think of a better way to promote our scenic, recreational, historic and cultural treasures in time for this spring and summer than by drawing upon the expertise of former Gov. Kean to help re-launch the theme, which he first popularized."

Gov. Whitman and former Gov. Kean taped the 30-second television spot at Joe's Mill Hill in Trenton, where some of New Jersey's greatest jazz artists have been showcased over the years. The commercial will air for five weeks beginning April 24, and target New Jersey's core tourism markets of Greater Metropolitan New York, New Jersey and Greater Philadelphia to promote spring and summer tourism in the Garden State.

"It's been a pleasure to work with Gov. Whitman to bring back New Jersey & You...Perfect Together," said former Gov. Kean. "I am delighted to see that the slogan still generates such pride and excitement among state residents, who are our best tourism ambassadors, as Gov. Whitman has often said."

Indeed, the return to the New Jersey & You...Perfect Together theme supports the new ten-year Tourism Master Plan, which was recently released by Gov. Whitman at the 1998 Governor's Conference on Tourism. As the Tourism Master Plan outlines, New Jersey's residents are the state's best tourism ambassadors, particularly regarding the key market of visiting friends and relatives. In addition, the new advertising program focuses on other key strategies of the Tourism Master Plan, such as maintaining and expanding New Jersey's core tourism markets and extending the peak tourism season. It also protects the state's tourism base from other destinations which have increased their advertising in New Jersey.

Also, with travel expenditures totaling a record \$25.5 billion in 1997, up from \$24 billion the year before, Commissioner Gualberto "Gil" Medina explained that the re-launch of New Jersey & You...Perfect Together is well-timed to further expand the economic powerhouse that is New Jersey's tourism industry. "It makes good business sense because tourism improves our image with residents and visitors, as well as with businesses seeking to relocate or expand in New Jersey," said Commissioner Medina.

The integrated marketing communications plan for New Jersey & You...Perfect Together will showcase New Jersey in a mix of media, including spot and cable television, newspaper, consumer magazines, radio, travel trade publications, outdoor billboards and the Internet. Also featured is a multicultural print component, addressing the African-American and Hispanic traveling public as part of the state's tourism initiative.

State Tourism Director Linda Mysliwy Conlin added: "Our new campaign creates awareness of the state's diversity and beauty and is designed to increase our more than half million annual visitor inquiries, ultimately expanding tourism growth from the Skylands region to Cape May. But it's also been created to have some fun -- as a vehicle to generate pride and excitement among our own residents and visitors about our wonderful."

The campaign was developed and designed by Scelba, Scelba, DeTitta & Wolfson (SSD&W;), an integrated marketing communications firm in Montville, New Jersey, with input from the Governor's Office. The agency is under contract with the NJ Department of Commerce and Economic Development and the Division of Travel and Tourism. SSD&W; initiated a bid process to select a film company to produce the commercial. NFL Films in Mt. Laurel in New Jersey was selected.