

## Office of the Governor

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### NEWS RELEASE

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#### **GOV. WHITMAN UNVEILS NEW JERSEY & YOU...PERFECT TOGETHER TELEVISION COMMERCIAL WITH FORMER GOV. KEAN**

How do you say perfect? Gov. Christie Whitman and former Gov. Kean may not pronounce it the same, but both agree that New Jersey & You are Perfect Together.

The 30-second commercial to re-launch New Jersey & You...Perfect Together as the state's tourism theme starts airing April 24. The spot will run for five weeks in the state's core markets of Greater Metropolitan New York, New Jersey and Greater Philadelphia as well as the long-haul market of Hartford, and promotes spring and summer travel in the Garden State.

"New Jersey and You..Perfect Together is the perfect slogan for our state," said Gov. Whitman. "It's a theme that people remember, and makes them feel good about New Jersey. After all, New Jersey has so much to offer, from our white sandy beaches, our lakes, our casinos and our historic and cultural attractions. This commercial reminds people of what they like about New Jersey-including the slogan."

The two Governors, having a good time with Pehhfect Together, were taped for a portion of the spot at Joe's Mill Hill in Trenton, where some of New Jersey's greatest jazz artists have been showcased over the years. And while promoting visually the state's scenic, recreational, historic and cultural diversity, the voice-over was done by Gov. Whitman:

"New Jersey. It's a blend of sparkling beaches...and sizzling nightlife. A place where history comes alive. Where Edison's brilliance...still shines for new generations. From the first recorded sounds...to the smooth jazz sound of Sarah Vaughn...New Jersey has something for everyone."

Former Gov. Kean then coaches the Governor on her pronunciation.

"Of course, I was delighted to be asked by Gov. Whitman to join her in the new commercial for New Jersey & You... Perfect Together," said former Gov. Kean. "It's been flattering to learn that this slogan is still remembered fondly by New Jersey residents. But I never thought I said anything different than anybody else. I never understood what everybody was talking about."

According to Commerce Commissioner Gualberto "Gil" Medina, the return to New Jersey & You... Perfect Together theme is based upon strategies in the Tourism Master Plan, announced last month at the Governor's Conference on Tourism. For instance, the new advertising program targets maintaining and expanding the state's core tourism markets and extending the peak tourism season. It also protects the state's tourism base from other competing destinations which have increased their advertising in New Jersey.

"Travel and tourism means big business for New Jersey, with travel expenditures rising to \$25.5 billion in 1997, up by more than \$1 billion from the year before," said Commissioner Medina. "This industry did an outstanding job in contributing to last year's milestone economic growth in our state. Tourism is a critical factor for

enhancing our quality of life in New Jersey, and increasing the prosperity and economic well-being of our residents."

Indeed, it's New Jersey residents who are the state's best tourism ambassadors with regards to the key market of "visiting friends and relatives," finds the new ten-year Tourism Master Plan.

Moreover, State Tourism Director Linda Mysliwy Conlin explained that the integrated marketing communications plan for New Jersey & You...Perfect Together showcases New Jersey in a mix of media, including spot and cable television, newspapers, consumer magazines, radio, travel trade publications, outdoor billboards and the Internet. Also featured is a multicultural print component as part of the state's tourism initiative.

"In terms of increasing New Jersey's more than half million annual visitor inquiries, I feel that bringing back New Jersey & You...Perfect Together, in time to promote our spring and summer travel seasons, should generate excellent results. While the new spot highlights New Jersey's wonderful diversity of tourism treasures, it's also playful -- which will ultimately enhance the state's reputation as a fun vacation destination," concluded Conlin.

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, New Jersey was selected.

[Note to Press: Videotape copies of the 30-second spot are available by calling Laura Otterbourg at (609) 633-7287. A copy of the tape is available for viewing in Communications Director Pete McDonough's office on the first floor of the State House]