



Board of County Commissioners

County of Hunterdon
71 Main Street, Building #1
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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

DATE: February 14, 2023

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Hunterdon Commissioners Award Contract to National Marketing Firm To Continue The ‘Other Side of Jersey’ Tourism Initiative

The Hunterdon Board of Commissioners, at the February 7th Board meeting, renewed a contract with Clinton-based Percepture, Inc., a national marketing firm, to continue the county’s highly successful tourism and branding campaign; ‘Explore Hunterdon: The Other Side of Jersey.’

Hunterdon County Director of Economic Development and Tourism, Marc Saluk noted, “Percepture’s track record of creativity and professionalism is impressive. The County had award-winning success partnering with them last year and their proposal to help move the Explore Hunterdon brand forward in 2023 looks equally as exciting.”

The County issued a Request for Proposals (RFP) for the 2023 Hunterdon County Tourism and Digital Marketing & Advertising Campaign and Percepture was unanimously selected by the RFP Review Committee who reviewed individual submissions. The \$125,000 contract for 2023 provides for extensive advertising, marketing, and programmatic ad placement services broadening the reach of the tourism campaign.

During discussion about the resolution to award the contract to Percepture, Commissioner Susan J. Soloway, who serves as co-liaison to the Department of Economic Development and Tourism stated, “I have and continue to receive a great deal of positive feedback from residents and businesses alike about the Explore Hunterdon initiative which continues to highlight the County’s extensive agritourism, historic inns, and unique small businesses. Percepture is based in Hunterdon County and did an excellent job marketing the Explore Hunterdon brand last year.”

Deputy Director Jeff Kuhl, who serves as co-liaison with Commissioner Soloway noted, “The Explore Hunterdon digital and advertising campaign has demonstrated its value through some very solid metrics. In 2022, the campaign helped drive over 30,000 unique visitors to the Explore Hunterdon NJ website from July through October and almost 12 million social media impressions.”



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Last year, the New Jersey Tourism Industry Association (NJTIA) selected “The Other Side of Jersey” digital campaign by the Hunterdon County Department of Economic Development & Tourism as the winner in the Digital Outreach Category of the 2022 NJTIA New Jersey Tourism Excellence Awards.

To learn more about the ‘Explore Hunterdon’ initiative, you can visit the website [here](#).