



lighting up Hudson for a big initiative

With the goals of attracting and retaining businesses in the community, The City of Hudson became a pioneer in economic development by becoming the first gigabyte city in Northeast Ohio. Known as Velocity Broadband, the program offers high-speed fiber-optic broadband to local businesses. akhia communications was asked to develop an attention-grabbing campaign to help the City meet their sign-up goals.

the quick take



buzzworthy results

3-year sign-up goal
met in just one year

3 awards earned
from The Ohio Economic Development Association and the City-County Communications & Marketing Association

what drove our success?



city dwellers
We understood the Hudson area and its local business audience.



wow factor
From lighting up the iconic Hudson clocktower to creative PowerPoint support, each tactic was attention-grabbing.



budget conscious
Municipal budgets can be tight, and we made effective use of the City's council-approved budget.

