



Ady Advantage Company Profile

ADY ADVANTAGE

Voltedge, Inc. dba Ady Advantage

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Ady Advantage (www.adyadvantage.com) is a woman owned economic development consulting firm established in 2003 by Janet Ady, a second generation site selector. Unlike generalist planning or marketing consultancies, the main focus of Ady Advantage is to serve organizations and communities that seek to attract or grow business investment, attract talent, and enhance the quality of life in the areas in which they operate.

We work directly with companies and communities on business development, site selection, and talent development. We also provide economic development organizations with a full range of services, from economic strategy to implementation.

We are the only economic development consulting firm that seamlessly transitions from economic development research to competitive positioning and implementation activities such as strategic planning, marketing, branding, and developing ED websites. The diagram below summarizes our core services.

REPRESENTATIVE AREAS OF EXPERTISE

Strategic issue requiring a mix of research, competitive positioning and marketing.

- How do we develop an industrial site, from feasibility through marketing of the site?
- How do we create a strategy for our location based on Quality of Place?
- How do we proactively go after prospects?
- How do we identify and address our talent issues?
- How do we improve our success rate with RFIs?

RESEARCH

Gathering and analyzing data to support decision-making.

- Talent-led target industry analyses
- Economic Development strategic plans
- Research among site location decision makers



COMPETITIVE POSITIONING

How do we zero in on our strongest positioning and express it?

- Asset mapping
- Positioning platforms for talent and industry
- Logo and brand standards



MARKETING COMMUNICATIONS

How do we communicate with decision makers about our area?

- Marketing plans
- Websites, social media and PR
- Marketing campaigns and lead generation

