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BDA, ABIC launch #everybodysbusiness 2015 campaign

Project showcases value and impact of Bermuda's international business sector and details how IB fuels growth and jobs creation across Island's entire economy

Hamilton, Bermuda, October 8, 2015 —An innovative public awareness campaign launched today aims to showcase the value of international business in Bermuda and illustrate how the sector grows GDP and creates jobs throughout the whole economy.

Co-sponsored by the Bermuda Business Development Agency (BDA) and the Association of Bermuda International Companies (ABIC), the wide-ranging #everybodysbusiness campaign uses dynamic video, animated graphics, infographics, radio talkshows, newspaper ads and several social media platforms to spread the message that "International business is everybody's business."

"International business employs almost 4,000 people directly, and another 6,000 in supporting industries like banking, accounting and law. Statistics show a majority of those are Bermudians—but IB actually benefits all of us, no matter what our job type or background," says BDA CEO Ross Webber. "The fact that IB drives more than 60 percent of Bermuda's entire economy makes it vitally important to every single one of us, so we wanted to help spread that message. As Bermudians, we can't afford not to help international businesses here flourish and grow."

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The campaign underscores the fact that IB and supporting industries make up a third of the national workforce, and that 55 percent of all IB employees on the Island are Bermudian (65 percent if you count their spouses), with an average per-employee contribution of $100,000 to the local economy every year. Notably, Bermudians make up close to 40 percent of IB's executive management.

"International Business is a key driver of our economy, supporting Bermudian jobs all across the Island," says Patrick Tannock, ABIC Chairman and President, Bermuda Insurance Operations, XL Catlin. Whatever our job in Bermuda, we all play an important role in the success of IB to ensure that Bermuda remains competitive in attracting and retaining business. Let's all continue to work to protect and grow Bermuda's international business sector."

The #everybodysbusiness campaign, which ABIC originated as a radio campaign two years ago, is now being expanded with the BDA's participation to reach a larger, more diverse audience. It includes:

● a two-minute animated graphic and infographic created by Sami Lill, of Uber Super Duper, showcasing IB's impressive statistics https://www.youtube.com/watch?v=GSCTptyVRfQ&feature=youtu.be;
● a series of 30-second video clips created by filmmakers Andrew Kirkpatrick and Nhuri Bashir, of Burnt House Productions, telling snapshot stories of Bermudians in different jobs who benefit from IB; today's video release is posted at: https://www.youtube.com/watch?v=3HBBpoFshfw&feature=youtu.be
● a series of ads in *The Royal Gazette* featuring the same Bermudians
● an Instagram campaign shot by award-winning portrait photographer Meredith Andrews, featuring Bermudians from the campaign's videos, along with others whose work is bolstered or supported by IB (posted on the BDA's new Instagram channel (@investbermuda)
● a series of radio talkshows on the Sherri Simmons Show (Magic 102.7FM) and ZBM's Miss Thang (Power 95FM)

"There is much going on to maintain Bermudian jobs in international business and to grow this critical sector of the Island's economy," says Cyril Whitter, President and CEO of Independent Management Limited, and Vice President of ABIC, who has helped drive the campaign. "Success will mean increased spending in our community, more jobs for Bermudians and more work generally, because our whole economy is touched by the IB engine."

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Bermudians featured in the integrated, multi-media campaigns include: Craig Darrell (DJ Bubbles); Kamilah Cannonier of Sweet Saak Bakery; farmer Tom Wadson; underwriter and soccer star DeVrae Tankard; fisherman Mo Hamza; chef Jonny Roberts of Bolero Brasserie; construction foreman Anthony Cupidore; gardener Gino Brangman; cricket coach Dante Wellman; general contractor Dennis Lowe; and real-estate buyer Sarah Faiella.

The BDA will also be reaching out to the local community to invite more Bermudians to participate in its Instagram campaign by answering the question, "What does international business mean to you?" Winners will be photographed by Andrews and featured in the portrait series over the next few months.

"I support this campaign because IB has allowed me to work with dynamic personalities from all corners of the world on a daily basis—as well as work with some of the world's biggest brands," says Tankard, who is featured in the campaign's videos, Instagram and ad campaign. "The opportunities offered to Bermudians in international business are vast, and our entire population has a role to play."

All parts of the campaign, including videos, can be viewed at: www.bda.bm/everybodys-business

INFOGRAPHIC: What does international business mean to Bermuda?
Credit: Sami Lill, Uber Super Duper

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ABOUT BERMUDA BUSINESS DEVELOPMENT AGENCY (BDA)

The BDA encourages direct investment and helps companies start up, re-locate or expand their operations in our premier jurisdiction. An independent, public-private partnership, we connect prospective companies to industry professionals, regulatory officials, and key contacts in the Bermuda Government to facilitate domicile decisions and make doing business in Bermuda straightforward and beneficial.

For more information, visit bda.bm.

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