# FARMERS BRANCH Marketing Campaign

City Council Study Session | September 6,2016

# **PURPOSE**

#### WHAT IS OUR PURPOSE?

- O Develop a strategic marketing plan to promote Farmers Branch as a place to visit, live and do business
- O Create a new promotional/tourism website
- O Elevate the City's reputation as a first class community

#### THE FOCUS

O Tourism, Destination Events, Residential Relocation, Business Development, City Image

#### THE TARGET

- O People ages 25-45 unaware of what the City has to offer
- O People outside Farmers Branch (Locally & Regionally)

# **BACKGROUND**

#### APRIL 19

O Began working with PYRO Brand Development

#### **APRIL – JUNE**

- O Interviews with City Council, Staff and community stakeholders
- O Surveyed 624 residents
- O Conducted 2 full day workshops with Staff to develop a Brand Promise

#### **JUNE 21**

O Presented the Brand Promise to Council

#### JULY - AUGUST

O Creative concept development to fit the brand promise

#### **TODAY**

O Input and feedback from City Council to ensure this creative concept and, ultimately, marketing initiative meets the vision of City Council

# City of Farmers Branch 2017 Campaign Direction





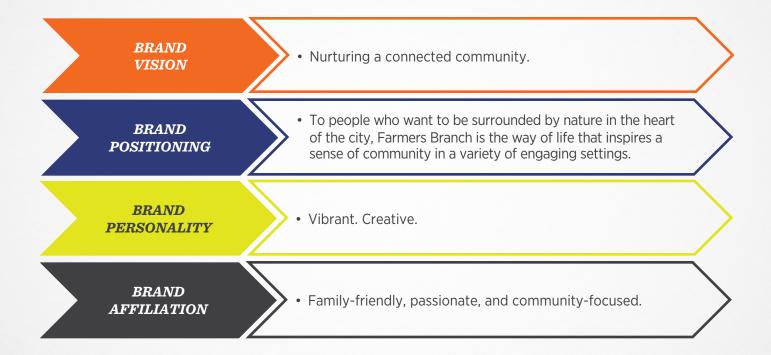
#### PROJECT GOALS

- 1. Reimage the City to maximize growth in residential development, commercial development, and tourism.
- 2. Develop the optimal strategies to unify the marketing communications.





## COFB BRAND PROMISE - BORN 06.01.16







# CAMPAIGN IDEA: FARMERS BRANCH & MORE

Farmers Branch has endless potential as a great place to live, work, and play.

We capture this through an endless stream of ways it lives up to this via a simple visual icon—an ampersand.



# REPRESENTATION OF THE CAMPAIGN LOCKUP/ICON

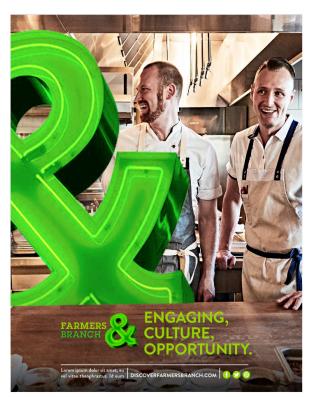


## CAMPAIGN ICON WILL LOOK CLOSER TO THIS













### HOW WE BRING THE CAMPAIGN TO LIFE

Our campaign is brought to life by immersing the "&" icon into any/all social, cultural, and business communications.

"&" represents endless opportunities that can be found in the City of Farmers Branch.





#### FOR EXAMPLE...

Life-sized and portable "&" icons to take selfies with

The "&" icon can be taken to events to reinforce endless things to do – on stage at the Bluegrass Festival, at the Chili Cook-off, etc.





#### FOR EXAMPLE...

Giant "&" sculpture in the center of the city that becomes a known landmark

"&" stands for inclusion of people of all walks of life as it is all-inclusive

