

FARMERS BRANCH

Marketing Campaign

City Council Study Session | September 6, 2016

PURPOSE

WHAT IS OUR PURPOSE?

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

THE FOCUS

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

THE TARGET

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

BACKGROUND

APRIL 19

- Began working with PYRO Brand Development

APRIL – JUNE

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

JUNE 21

- Presented the Brand Promise to Council

JULY – AUGUST

- Creative concept development to fit the brand promise

TODAY

- 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





OUTDOOR STAY EVENTS SEE & DO LIVE HERE

SEARCH

GIGGLE,
ENCHANT,
LIVE.





TRAVEL/TOURISM



BUSINESS DEVELOPMENT



RESIDENTIAL



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

