

**CITY OF FARMERS BRANCH
MARKETING CAMPAIGN
City Council Briefing-2.21.17**

CAMPAIGN DEVELOPMENT PROCESS

- Brand audit
- Brand/messaging strategy
- Activation ideas
- Marketing communication planning–2017 & 2018+
- Creative campaign development
- Brand relevant photo library
- Website development
- Collateral development–Visitors Guide, Facilities Guide

THE BRAND PROMISE



THE “&” CAMPAIGN IDEA

- The City has endless potential as a great place to live, work, and play. We capture this through a continuous stream of ways you live up to this via a simple visual icon — an ampersand.
- The campaign is brought to life by immersing the “&” icon into any/all social, cultural, and business communications externally promoting the City.

The Campaign Lockup



Campaign Lockup Variations

FARMERS
BRANCH & ACTION,
EXCITEMENT,
WIN.

FARMERS
BRANCH &



FARMERS
BRANCH &



Campaign Merchandise & Tchotchkes



Sample Brand Executions: Residential Development



Sample Brand Executions: Tourism



Sample Brand Executions: Events



Three Word Lock-up Examples

**FARMERS
BRANCH** & **CONNECT,
WORK,
ENTERPRISE.**

From affordable real estate to our family friendly community, we're a great place to call home.

DISCOVERFARMERSBRANCH.COM

**FARMERS
BRANCH** & **SHOP,
DINE,
POSSIBILITIES.**

From affordable real estate to our family friendly community, we're a great place to call home.

DISCOVERFARMERSBRANCH.COM

**FARMERS
BRANCH** & **LIFE,
FAMILY,
GROWTH.**

From affordable real estate to our family friendly community, we're a great place to call home.

DISCOVERFARMERSBRANCH.COM



A HIDDEN GEM AMIDST ALL THE EXCITEMENT OF THE DALLAS METROPLEX, FARMERS BRANCH IS AN OASIS OF SMALL-TOWN CHARM IN THE HEART OF THE BIG CITY.

This "City in a Park" boasts over 30 scenic parks that offer quick getaways from the concrete jungle, yet are only 20 minutes or less from the hottest attractions in Dallas/Fort Worth. Whether relaxing in town or going out, you can enjoy the best of both worlds right here in Farmers Branch. Who says you can't have it all?



The City in a Park: Always Calling You to Come Play!

By T.C. McKeon

It's little wonder why Farmers Branch is nicknamed "The City in a Park." With more than 30 award-winning parks, a faithfully cared for community garden, and a variety of rose gardens with walking trails, this vibrant, growing town is teeming with life.

And, life always attracts other life. That's why folks from all over flock to Farmers Branch to experience a connection with nature. Sometimes it's for years and sometimes it's just for the weekend, but one thing's for sure: There's always a reason to keep you coming back to Farmers Branch.

Located in the bustling Dallas Metroplex, the city enjoys all the perks of being part of a thriving metropolis – yet it still retains that small hometown feeling. Plus, with easy access in and out of the city by way of DART, it's never been easier to feel connected to a community while experiencing the luxury of city life.

Farmers Branch has plenty of engaging and exciting things to do all on its own.

Nature lovers find themselves at home with beautiful parks, like the pristine 104-acre John F. Butler Nature Preserve that boasts a blend of two different ecosystems, one part wetlands and one part upland forest.

Visitors are welcome from dawn 'til dusk to come explore the walking trails and ride in the wonder of barely touched wilderness – but if you're one who enjoys a combination of history and nature, then maybe you'd be interested in checking out the Farmers Branch Historical Park.

The Historical Park is an immaculate, well-maintained museum that captures what life was like for settlers in North Texas from the late 19th century through the 1920s. Here, history comes alive and gives visitors a chance to escape into the past. On the 18-acre main campus there exists an old-time General Store, church, and service station with many other historical structures. During late fall season, enjoy watching a vintage baseball team that practices, plays, and dresses according to rules and regulations from the 1890s!

The Rose Gardens of Farmers Branch are found along a trail from Gussie Field Watersworth Park through the Historical Park. On four distinct rose garden plots, including the Earth-Kind® Rose and Display Gardens, Jeff Fuller Rose Garden, Award of Excellence Test Garden, and Barbara Rodgers Garden, grow nearly 400 different types of roses each year. Stop in and smell them all.

Whatever you do, be sure to get up early Saturday morning between April and October because Farmers Branch has one of the best Farmers Markets around. Open rain or shine, the Market is located at the Grove at Mustang Crossing – directly adjacent from the Farmers Branch station on the DART rail line. Here, shoppers are sure to find a new favorite during the season.

Also, plan your Farmers Branch outing around the many wonderful events the community puts on throughout the year.

The Blum's! Blumfest Festival and Chili Cook-Off are one of the most anticipated annual events, with talented acts and scrumptious chili tastings. This two-day music festival is fun for the whole family and has a lot of engaging activities for kids to enjoy, like a rock climbing wall, a bounce house, and even a petting zoo! Also, be sure to check out the Celebration of Roses event going on that same weekend. There, you can tour the gardens and even pick a few roses for a floral decoration piece that you get to design.

Another fun event to look forward to is the Christmas Tour of Lights. This drive-through, animated light show is one of North Texas's largest and best with over half a million flashing, festive lights! Additionally, there are other annual events that you don't want to miss out on, such as Halloween in the Park, Date Night in the Park, and Tastes & Tunes. A full calendar of events can be found at discoverfarmersbranch.com/under-events.

If all you ever do is pass through Farmers Branch on the way to get to somewhere else, it's time to stop and stay a while. This is a place where people, nature, and creativity all collide to make Farmers Branch an incredibly fun and a town that even visitors tend to call their own.



DoubleTree by Hilton Dallas-Farmers Branch

The DoubleTree by Hilton Dallas-Farmers Branch has a great deal more to offer than just a great location. Every stay begins with a warm DoubleTree welcome, including a freshly baked chocolate chip cookie. It's part of what sets DoubleTree by Hilton Dallas-Farmers Branch apart. With over 3,225 square feet of flexible meeting/banquet space, the hotel can accommodate any size group from 6 to 200. Enjoy a refreshing swim in our beautifully landscaped pool overlooking the 120-acre lake at Lee Collins Crossing. Work out the tensions of the day in our state-of-the-art exercise room, or go for a run on our lakeside jogging trail. Located at the southwest corner of Luna Road and I-635, The DoubleTree by Hilton Dallas-Farmers Branch is a prime place to stay for business and pleasure.

ACCOMMODATIONS

Guests can select one of 91 rooms with a city view or one of the 69 rooms with a lake view and walking balconies. In all, 160 appointed guest rooms each have a spacious work desk, ergonomic chair, task lighting, two dual-line phones with data ports, voice-mail, coffee maker, hair dryer, iron with full-size ironing board and cable TV. Enjoy our delectable selections for breakfast, lunch and dinner at our full-service restaurant, or end the day at our relaxing lobby lounge, featuring a pool table in our Club Room.

MEETING FACILITIES

The DoubleTree by Hilton Dallas-Farmers Branch offers a variety of services for the consummate business traveler. Outside of a room designed with the business traveler in mind, the hotel also has a 24-hour Business Center complete with laser printers, fax machines, photocopiers, office supplies, and a Federal Express Shipping Center. This business center allows guests to make copies, send faxes and print documents any time of day. Flexible meeting spaces provide private mini offices and small conference rooms that accommodate group meetings of 6 to 10 people. In addition, the hotel has over 3,000 square feet in flexible meeting space. Our professionally trained staff also lends expert assistance to planning and coordinating menus, catering services and audiovisual setup for all types of meetings, banquets and social events.

Meeting and Banquet Rooms

Room	Dimensions	Square Feetage	Ceiling Height	Reception	Theater	Class	Banquet
Cap Rock	29' x 20'	775	10'	75	60	30	50
Fall Creek	29' x 25'	725	10'	75	60	30	50
Live Grande	29' x 15'	775	10'	75	60	30	50
2 Section Combined	29' x 50'	1,450	10'	160	100	60	100
Ballroom	29' x 75'	2,275	10'	225	180	90	150
LakeSide Boardroom (conference only) 14	—	500	10'	—	—	—	—
Salina (conference only) 6	—	100	10'	—	—	—	—
Salina II (conference only) 6	—	250	10'	—	—	—	—

HIGHLIGHTS

- 3,225 square feet of meeting space
- Laundry services
- Wireless high-speed internet access
- Complimentary shuttle service to the DFW International Airport and within a 5-mile radius
- Beautifully landscaped pool overlooking the lake
- Fully equipped exercise room
- Full-service restaurant
- Lobby bar with pool table
- Fully equipped business center and lakeside jogging trail
- Club room complete with den, office and cafe
- Rooms overlooking the lake and featuring walking balconies

Facilities

FARMERS BRANCH SPORTING FACILITIES

Cox Soccer Complex
3 full-sized lighted soccer fields
13500 Dennis Lane

Oren Good Athletic Complex
2 lighted baseball fields
4 lighted softball fields
13411 Dennis Lane

Pepper Park
2 lighted baseball fields
13301 Dennis Lane

Farmers Branch Park
4 full-sized soccer fields
13985 Dennis Lane

Barney Wood Athletic Complex, Community Recreation Center and Aquatics Center
1 lighted football field
2 multiuse indoor courts
And a restaurant and water park
14050 Heartsdale Place

SPORTING FACILITIES WITHIN FIVE MILES

Brookhaven College
3639 Valley View Lane
Farmers Branch, TX 75244
brookhavencollege.edu

Dallas Christian College
2700 Christian Parkway
Farmers Branch, TX 75234
dallas.edu

Parish Episcopal School
4101 Sigma Road
Dallas, TX 75240
parishepiscopal.org

Advantage Sports Complex
2800 N. Interstate 35E
Carrollton, TX 75007
ascc.com

Jessell High School
12345 Inwood Road
Dallas, TX 75244
jessell.org

Sportsplex
3402 Alpha Road
Dallas, TX 75240
sportsplexrv.com

Dr. Pepper StarCenter
2 NHL regulation sheets of ice
17010 N. Stemmons Freeway
dpsportscenter.com

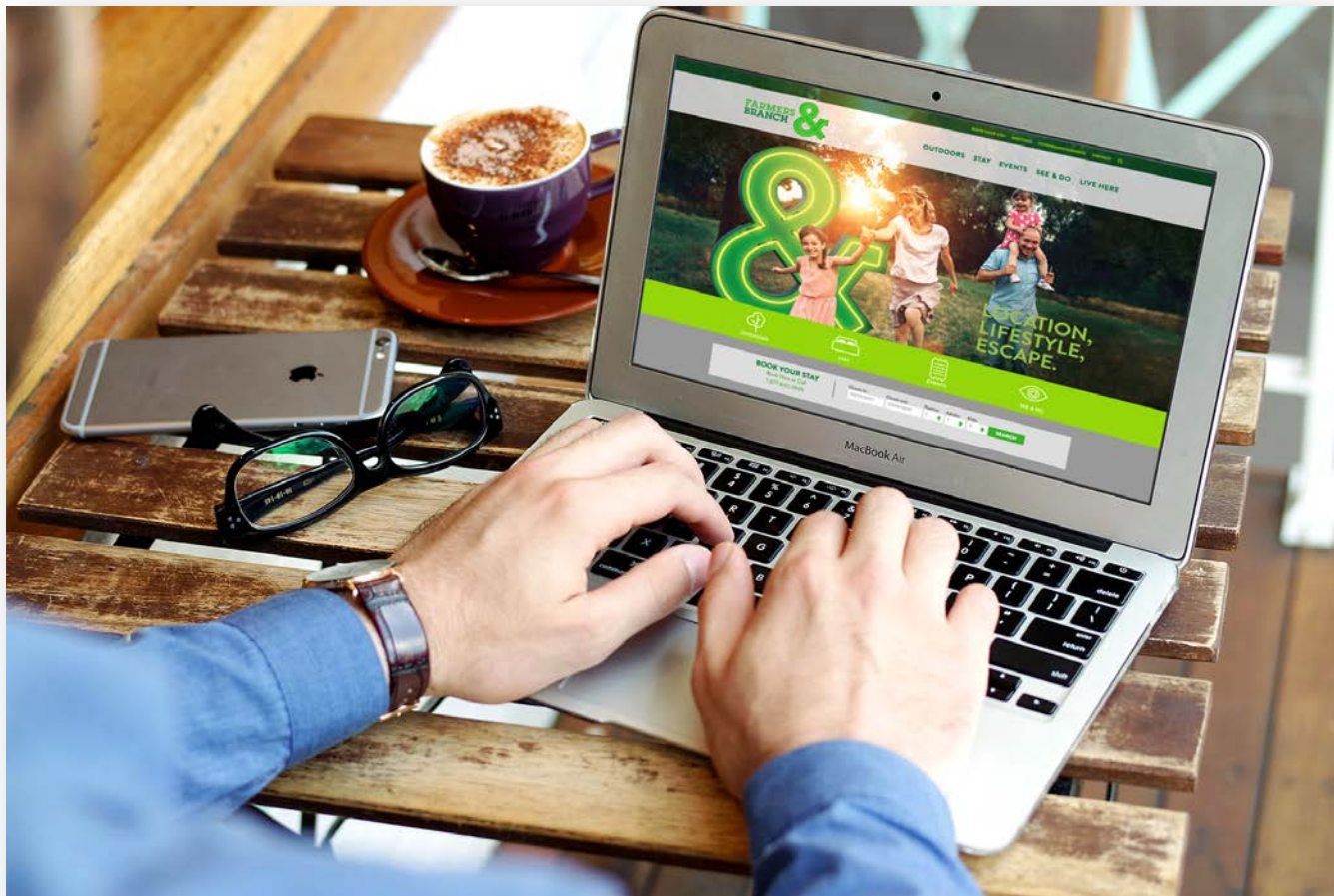
Ross Stewart Soccer Complex
Home of the Dallas Tia's Soccer Club
1777 Kaman Bridge Road
Farmers Branch, TX 75234
dallasia.com

Standridge Stadium
1330 W. Valwood Parkway
Carrollton, TX 75006
cfsd.edu

MoneyGram Soccer Park of Elm Fork
2200 Walnut Hill Lane
Dallas, TX 75229
dallasgolf.com



FACILITIES



{click on image to launch website on development server}

COMMUNITY LAUNCH CONSIDERATIONS

- Dedicated e-blast announcing the campaign
- Recreation center information tables/fact sheets
- Counter cards at hotels with web address and hash tag
- Tent cards with seasonal activity listings at the hotels that are branded with the new campaign idea
- Static cling decals of the “&” concept for use in retail windows and to give away to residents
- 9-foot and 6-foot “&” located in parks and for use at events

PORTABLE “&” SCULPTURES



“&” SCULPTURE VARIATIONS



2017 MARCOMM VEHICLES

- Print ads in Texas Monthly
- Digital display ads (e.g., DallasObserver.com, DMagazine.com, Homes.com, Thrillist.com, GuideLive.com, ESPN.com, Zillow.com, Yelp.com, CNET.com, HuffingtonPost.com, and TechCrunch.com)
- Email marketing to prospective homebuyers and real state agents
- Re-skins of our social platforms: Facebook, Twitter, Instagram
- Paid social media launching the brand campaign and focusing on the historical park and key events and celebrations throughout the year
- Paid search directly targeting those who self-identify as prospects by virtue of their internet searches

KEY PERFORMANCE INDICATORS (KPIs)

16,362,316

Impressions–Cumulative number of times our target audiences will be exposed to the message in 2017

KEY PERFORMANCE INDICATORS (KPIs)

Click-through Rate Goal—Percentage of users clicking through to website from our digital display ads (consistent or better than industry averages) **.05% – .10%**

Open Rate Goal—How many people open (or view) a particular email campaign vs. total number of emails sent out (consistent or better than industry averages) **15% – 20%**

Cost Per Action Goal—Average cost of qualified actions (consistent or better than industry averages) **\$5 – \$10**

Time on Website Goal—Average time spent on website (consistent or better than average time spent on previous sites) **1:30 – 2:00**

Bounce Rate Goal—Number of visitors who enter the site and then leave (consistent or better than industry averages) **40% – 50%**

PRIORITIES FOR ADDITIONAL FUNDING

BRAND VIDEO

All departments could benefit from a short film that brings to life the new strategy.

Applications include but are not limited to: Website, economic development pitches, welcome intros for group meetings & events, to play at signature events, etc.

PHOTOGRAPHY–BRAND & EDITORIAL


Of the more than 10,000 existing images in the City’s archives PYRO has identified, and color-corrected for consistency, 107 “best of” images to use moving forward.

For initial campaign cost reasons, all of the brand ads (with the “&”) currently use stock imagery.

COFB needs to shoot its own brand imagery as funds become available in addition to capture more images during key celebrations and events.

2018+

2018+: MEDIA MIX

- Print ads
 - Digital display ads
 - Email marketing
 - Paid social
 - Paid search
 - Native advertising
 - Pre-roll video
- 
- The diagram uses two large green curly brackets to group the media mix items. The first bracket groups 'Print ads', 'Digital display ads', 'Email marketing', 'Paid social', and 'Paid search', with the label 'Expanded effort' to its right. The second bracket groups 'Native advertising' and 'Pre-roll video', with the label 'New' to its right.
- Expanded effort
- New

2018+: COLLATERAL UPDATES

- Economic Development: Business Retention Collateral; Prospective Business Collateral
- Communications: Branch Review; Branch E-News
- Tourism: Welcome flyers/banners
- Parks & Recreation: Seasonal banners for light poles
- Historical Park: Weddings Brochure



THANK YOU!