



Legislation Text

File #: 16-220, **Version:** 1

Receive a presentation from PYRO Brand Development on the creative vision for the City's Destination Marketing campaign.

BACKGROUND:

In April 2016 City Council approved a professional services agreement to work with PYRO Brand Development to study, define, and enhance the City's brand, create a new promotional/tourism website, and develop a strategic marketing plan to promote Farmers Branch as a place to visit, live and do business, and generally elevate the City's reputation as a first class community.

During the research phase PYRO interviewed City Council, community stakeholders, and City staff, and surveyed a sample of Farmers Branch residents to get a full picture of the City and what it has to offer. Armed with this research, Pyro hosted 2 full day workshops with members of City staff who as a part of their position are responsible for promoting the City in some fashion. The result of these workshops was a Brand Promise that describes the personality of Farmers Branch and secondly, big and small ideas of ways we can activate that Brand Promise.

The Brand Promise was presented to City Council at the June 21 Study Session. Since that meeting PYRO has been developing a creative concept to illustrate the City's Brand Promise and promote the target areas of Tourism, Destination Events, Residential Relocation, and Business Development.

DISCUSSION:

The campaign being presented is still in a conceptual phase. At this point in the process, it is critical to get input and feedback from City Council to ensure this creative concept and, ultimately, marketing initiative meets the vision of City Council.

The purpose of the creative concept being presented is to promote Farmers Branch to people outside of the City with paid advertising and promotions. This campaign is aimed at people ages 25-45 locally and regionally that may not be aware of the variety of things Farmers Branch has to offer. Whether it's someone looking for family friendly entertainment, natural surroundings, a great wedding venue, or someone interested in relocating their family or business, this campaign would be aimed at them.

ATTACHMENTS:

1. PYRO Presentation