



Legislation Text

File #: 17-388, **Version:** 1

Receive a presentation on the Discover Farmers Branch marketing plan and a demo of the [discoverfarmersbranch.com](http://www.discoverfarmersbranch.com) website.

BACKGROUND:

In April 2015, the City hired PYRO Brand Marketing to develop a marketing campaign and new visitor website to promote the City to external markets. This past June the campaign concept of an ampersand was presented to City Council. The ampersand “&” represents the endless opportunities that can be found in Farmers Branch and is brought to life by not just being inserted into City marketing communications but by also creating an actual real life model that can be used at City events, parks, facilities and more. With City Councils approval to move forward with the ampersand concept, PYRO and City staff have been working on developing a marketing plan and a new destination website www.discoverfarmersbranch.com <<http://www.discoverfarmersbranch.com>> based on the ampersand concept.

DISCUSSION:

City Council will receive a demo of the new Discover Farmers Branch website and a presentation of the campaign marketing plan that includes a media plan and ways we plan to activate the ampersand campaign.

Please keep in mind, the marketing plan being presented is not a comprehensive plan of all City marketing activities. It is the Agency’s recommendation of additional paid marketing the City should do to promote itself to people outside of the City.

ATTACHMENTS:

1. Communication Plan
2. Exhibit #1 Campaign Samples
3. Exhibit #2 Media Flow Chart
4. Exhibit #3 Task Media Flowchart 2018
5. Exhibit #4 Pyro Recommendation Plan
6. Presentation