



Best Use of Promotional Item (2025-2026)

Submit a picture and a compelling summary about the use of a promotional item to enhance brand recognition, engage an audience or support a marketing campaign.

Submissions should demonstrate how the promotional item was strategically used to leave a lasting impression, reinforce messaging and achieve campaign objectives.

Judges will assess the item's originality, relevance to the target audience and its impact on brand or campaign success.

SUPPORTING DOCUMENTATION SUGGESTIONS: A compelling summary of your promotional item. Pictures or a video not exceeding two minutes will also be accepted.

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Order #
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Entry Title

Cocoa Civic Workbook for Kids

Social Media**Video Link (YouTube or Vimeo)****Supporting Documentation**

FMCA City of Cocoa Civic Workbook for Kids.pdf

What are the goals and objectives of the promotional item (include target audience)?

The goal of the Cocoa Kids Civic Workbook was to introduce elementary-aged students to the City of Cocoa in a fun, engaging and age-appropriate way while building early civic awareness and trust in local government. The workbook was designed to help children understand what City government does, how City services support the community and the values that guide City employees and leaders.

Objectives included increasing awareness of City services among youth and families, reinforcing the City's mission and P.R.I.D.E. values, and creating a meaningful, interactive promotional item that encourages continued engagement beyond a single event. The workbook also supports long-term community outreach by fostering civic pride and positive perceptions of local government at an early age.

The target audience for the promotional item was elementary-aged students, with secondary reach to parents, caregivers and families through take-home use and community distribution.

Describe the supporting documentation submitted with this entry.

The supporting document includes an overview, strategies, implantation, results, photos from events, and the workbook.

What is new, innovative or creative about this promotional item?

The Cocoa Kids Civic Workbook blends education with fun, interactive content while introducing children to the City of Cocoa's mission of serving the community with P.R.I.D.E. (Professional, Responsive, Innovative, Dedicated and Exceptional). Designed to be age-appropriate and engaging, the workbook includes, a message from the Mayor, information about City services, civic-themed word searches and puzzles, coloring pages, an interactive "If I Were Mayor for a Day" activity, Cocoa Kid "Good Citizen Pledge," and more.

The City's P.R.I.D.E. values are incorporated throughout the workbook to help students understand not only what local government does, but how City employees and leaders serve the community. The workbook's originality lies in its purpose-driven, interactive design, allowing it to function as both a branded promotional item and a lasting educational resource that children can keep and use at home.

Describe how the promotional item was successful (include your evaluation process and metrics)

More than 500 Cocoa Kids Civic Workbooks were distributed through City outreach efforts, including the Back-to-School Supply Giveaway, youth engagement activities at the Boys & Girls Club and ongoing City Hall and school-based programming. Unlike traditional promotional items intended for one-time use, the workbook generated extended engagement by encouraging children to actively interact with the City's message through activities, coloring pages and reflection prompts such as the "Mayor for a Day" scenario.

The workbook supported civic education in a fun, age-appropriate format while reinforcing awareness of City services and the City's P.R.I.D.E. values. Its continued use during City Hall tours, elementary school visits and community events helped strengthen positive perceptions of local government, foster early civic pride and build trust with Cocoa families through meaningful, educational outreach.

Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart (i.e, department size, overall budget spend, innovative and creative techniques utilized, impact on community and size of city/county as example.)

The City of Cocoa's submission demonstrates the impact a small communications team can achieve through creativity, efficiency and intentional engagement. The City's Communications Department consists of just two staff members: a Communications Director and a Public Information Officer. Despite limited staffing and resources, the department developed a high-impact promotional item designed to build trust and strengthen community connection.

The Cocoa Kids Civic Workbook was designed entirely in-house by the Public Information Officer at no cost, aside from printing. This allowed the City to maximize limited resources while producing a meaningful, interactive item that extends engagement well beyond a single event. Rather than functioning as a traditional giveaway, the workbook encourages ongoing interaction between children, families and City messaging through hands-on activities and take-home use.

Serving a community of approximately 19,000 residents, the City of Cocoa places a strong emphasis on accessibility, transparency and relationship-building. This submission stands out for its innovative, low-cost approach to engagement, reinforcing the City's mission to serve the community with P.R.I.D.E. while building positive perceptions of local government and trust with residents at an early age.