



## **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.

**iMIS ID**  
9579

**Order #**

**Name**  
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**Entry Title**

Best Use of Promotional Item

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

2025 Ocoee Centennial Calendar--Then and Now.pdf

Socia Media - 2025 Calendars Available.docx

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

The goal of the City of Ocoee's special edition "Then & Now" Centennial calendar was to commemorate the City's 100th anniversary by showcasing Ocoee's history, growth, and transformation in a visually engaging and educational format. As a widely distributed annual promotional item, the calendar served as both a commemorative keepsake and a year-long storytelling tool that reinforced the Centennial theme.

Key objectives included:

Highlighting historical milestones and community evolution by pairing archival photographs with present-day images and descriptions, illustrating Ocoee's journey over the past century.

Educating residents about the City's history while fostering civic pride and appreciation for Ocoee's heritage and progress.

Extending the Centennial marketing campaign into residents' homes and workplaces through a functional, year-long promotional item that provided ongoing brand visibility.

Creating a collectible, high-quality commemorative piece that residents could keep beyond the Centennial year as a historical reference and memento.

The target audience included Ocoee residents of all ages, including longtime residents, new residents, families, and local businesses. Additional audiences included City employees, community partners, and visitors who received the calendar at events, facilities, and outreach activities. By blending historical and modern imagery, the calendar was designed to resonate with diverse audiences and connect multiple generations through shared community history.

**Describe the supporting documentation submitted with this entry.**

Supporting documentation for this entry includes a PDF of the City of Ocoee's 2025 special edition "Then & Now" Centennial Calendar, which highlights historical and contemporary images of Ocoee paired with descriptive text to illustrate the City's growth and milestones over the past 100 years.

Additional documentation includes screenshots of social media posts promoting the calendar, demonstrating how the promotional item was marketed digitally to increase awareness, encourage distribution, and engage residents with Centennial-themed historical content. These materials illustrate both the design and creative execution of the calendar and its integration into the City's broader Centennial

marketing campaign.

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

For 27 years, the City of Ocoee Communications team has produced the City’s annual calendar, continually finding new ways to keep the publication engaging and relevant for residents. For the Centennial year, the team transformed the calendar into a special commemorative keepsake rather than a traditional promotional piece, aligning the design and content with the City’s 100-year milestone.

The “Then & Now” Centennial calendar was creatively designed to pair historic photographs with present-day images and descriptive narratives, allowing residents to visually experience Ocoee’s transformation over the past century. This storytelling approach elevated the calendar from a functional scheduling tool to an educational and intergenerational piece that connects longtime residents with newer community members and future generations.

By intentionally positioning the calendar as a collectible Centennial keepsake, the City encouraged residents to preserve and share it as a historical reference, extending its impact beyond the 2025 Centennial year. The concept blended nostalgia, education, and civic pride, creating an innovative promotional item that serves as both a marketing tool and a legacy document for the community.

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

The success of the City of Ocoee’s 2025 “Then & Now” Centennial Calendar was measured through distribution tracking, resident feedback, and demand indicators. The City printed 3,000 calendars, which were distributed at City Hall, City department facilities, and the West Oaks Library. The calendars arrived in January 2025 and were met with immediate positive energy and excitement from residents and staff. Interest in the calendar was evident even before distribution, with residents calling and visiting City Hall as early as November 2024 to ask when the calendars would be available. This demonstrated strong anticipation and awareness. Within a few weeks of distribution, nearly all calendars were claimed, with only a limited number retained for City archives—making it one of the most popular calendar editions produced by the Communications team in recent years.

The Communications team evaluated success based on distribution volume, speed of pickup, and qualitative feedback from residents and staff. The rapid depletion of inventory, repeated inquiries from the public, and positive community response confirmed the calendar’s effectiveness as both a promotional item and a commemorative keepsake celebrating Ocoee’s Centennial.

**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 Ocoee’s Communications team is a small, in-house department serving a mid-sized community, yet the 2025 “Then & Now” Centennial calendar demonstrates how strategic creativity and storytelling can create a high-impact promotional item without a large budget or staff. For 27 years, the team has produced the City’s annual calendar, and the Centennial edition represents a significant creative evolution that transformed a routine promotional piece into a commemorative, educational keepsake.

**Overall Budget Spend**

\$7,236.44 Sandy Alexander Companies Abbott Communications printed 3,000 calendars. Their graphic designer did the layout and design.

The Communications team developed an innovative concept that paired historical and contemporary images with narrative content to tell Ocoee’s 100-year story. This approach required archival research, cross-department collaboration, and careful design to ensure historical accuracy and visual continuity. Rather than relying on paid advertising, the City leveraged the calendar as a long-term, in-home marketing tool, extending the Centennial campaign’s reach throughout the entire year.

The calendar's impact on the community was significant. Residents anticipated its release months in advance, with inquiries beginning in November 2024. All 3,000 calendars were distributed within weeks, making it one of the most popular editions in the City's history. The strong demand and positive feedback demonstrated the community's desire for meaningful, locally focused content and the calendar's role in fostering civic pride and intergenerational connection.