



Collaborative Marketing Campaign (2025-2026)

Category Description

Submit a suite of materials developed for a product, service, disaster preparedness, event or branding initiative produced with the help of an external entity, i.e., a PR firm, video production agency, freelance talent, etc. (three to five pieces with a common theme).

Videos must not exceed five minutes. The content of print and digital materials should be centered on the campaign content. (For example, if a campaign ad appears in a magazine, only include the ad content with your submission.)

Submissions will be judged on criteria such as creativity, consistency and community impact.

SUPPORTING DOCUMENTATION SUGGESTIONS: Print, video, digital or social media.

Name of Individual Submitting Entry

Aliette Fournie

Affiliation (Municipality/Organization)

City of Miami Beach

Primary Contact Email

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Primary Contact Phone

(305) 673-7000

Entry Title

Miami Beach Find Your Vibe

Social Media

<https://www.instagram.com/p/DQ4UY7dEfwI/>

Video Link (YouTube or Vimeo)

<https://www.youtube.com/watch?v=AZ-mMkK9PDs>

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

2026 Find Your Vibe Award App Deck.pdf

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

OBJECTIVE: Reinvigorate South Florida's perception of Miami Beach to drive tri-county discovery (or rediscovery) of its diverse corridors throughout the city. GOALS: Boost dining and retail sales. Compete with other neighborhoods. TARGET: Tri-county area adults 25+.

Describe the supporting documentation submitted with this entry.

Presentation with a summary of the campaign objective, strategy, rollout, execution and results.

What is new, innovative or creative about this campaign?

The video editing is truly superb and watching it makes it feel like there are magical possibilities in Miami Beach at the snap of a finger.

Describe how the campaign was successful (include your evaluation process and metrics).

Through the Adara tracking we were able to attribute 7,919 hotel bookings and actual revenue of \$7.6 million from the campaign beyond just delivering 24.2 million impressions and 29.7k views of the landing page.

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 examples.

We are a tiny team that powers a global brand. Our creative technique that set our video apart was the collage we evoked via video that aimed to showcase all the different "vibes" in our beautiful, vibrant city that we welcomed others to explore.