



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

Matthew Denny

Affiliation (Municipality/Organization)

St. Johns County

Primary Contact Email

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(904) 904-4151

Entry Title

Inside SJC Video Series

Social Media

<https://www.facebook.com/SJCFL/>

Video Link (YouTube or Vimeo)

https://youtu.be/-VZ2SdWp_Os

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

Collaborative Marketing Campaign Links.docx

Inside SJC Launch Campaign Results Summary.png

Inside SJC Campaign Results.png

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

St. Johns County launched a new video series, Inside SJC, aimed at educating, engaging, and empowering residents and business owners by showcasing the County's departments, services, and key initiatives. The video series has been rolled out strategically, with each episode focusing on timely topics for the community.

Inside SJC provides an in-depth look at how the County operates, the resources available to residents, and the programs that contribute to making St. Johns County a vibrant and thriving community. From parks to libraries, the series will cover a wide array of subjects, offering viewers a comprehensive understanding of essential County services.

Describe the supporting documentation submitted with this entry.

A document with links to the news release announcing the official launch and the integrated marketing communications tactics used across platforms to promote each episode (newsletters, web stories, website, GovTv, and social media) all linking to each other to create an ecosystem of content. Screenshots of campaign results.

What is new, innovative or creative about this campaign?

The Inside SJC Video Series is innovative because it provides a behind-the-scenes, transparent look at county operations, a perspective rarely shared in traditional government communications. With 19 episodes released monthly, the series offers an unusually comprehensive view of services, initiatives, and decision-making processes going beyond standard press releases or announcements. By combining storytelling, video production, and consistent engagement, the series creatively strengthens community trust, directly supporting the County's Strategic Plan priority while making local government more approachable, relatable, and informative.

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

The campaign's success is measured not only by its impressive reach (Over 333,000 social media views and 4,568 new followers) but also by the meaningful community trust it has fostered. By giving residents a transparent, behind-scenes look at county operations, the series has strengthened engagement, enhanced credibility, and positioned the County as approachable, informative, and accountable.

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.

St. Johns County's submission stands out for its ability to deliver high-impact results with a mid-sized communications department and a strategic cost-conscious approach. The team amplified the campaign's

reach and effectiveness through targeted ad spend off less than \$300/mo and partnered with professional videographer Marithza Ross to produce high-quality, engaging video content.

The Inside SJC Video Series used innovative storytelling to give residents a behind-the-scenes look at county operations, and approach rarely seen in government communications. By combining professional production, consistent monthly releases, and cross-platform promotion, the series strengthened community trust, increased engagement, expanded the audience, and enhanced the County's brand. This campaign demonstrates that creativity, strategic partnerships, and thoughtful use of resources can deliver outsized impact.