



Collaborative Video: Promotional/Special Event (2025-2026)

Submit a single video promoting an event or product/service launch produced with the help of an external entity, i.e., a PR firm, video production agency, freelance talent, etc.

Videos must not exceed five minutes.

Submissions will be judged on criteria such as creativity and innovation, clear messaging, production quality, inclusivity and overall presentation.

SUPPORTING DOCUMENTATION SUGGESTIONS: Summary of the video's goals and objectives, as well as the production process, target audience and overall impact.

iMIS ID
48778

Order #

Name
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Entry Title

Art Deco: Designed to Move You

Social Media

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

Video Link (Youtube or Vimeo)

<https://www.youtube.com/watch?v=D7FAruPBkdc>

Supporting Documentation

2026 Art Deco Award App Deck.pdf

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

OBJECTIVE: Create a signature campaign to promote Miami Beach's iconic Art Deco District to drive heritage tourism and continue differentiating the city. TARGET: High household income, married couples 35+. These affluent travelers seek lavish experiences paired with novel adventures that enrich their lives. They favor trips blending beach relaxation (61%), sightseeing (59%), and cultural immersion (82%).

Describe the supporting documentation submitted with this entry.

Recap deck that goes over objectives, strategy and execution of the campaign, with the video as the cornerstone.

What is new, innovative or creative about this video?

We took music from the popular group "Jungle" that had the Tik Tok hit "Back on 74" and licensed a cheaper song from them with the same danceable beats to power a visually stunning commercial that tells a story through dance in Miami Beach being inspired through the Art Deco architecture.

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

The video drove \$2.2 million in revenue from hotel bookings via Adara tracking.
12.6 million impressions across all paid and owned channels.
19,395 web page views with an average of 1.1 sessions per user.
2,573 verified bookings from campaign marketing.

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.)

Our tiny but mighty team powers nonstop communication needs for all of Miami Beach; government, city departments and other stakeholders. This campaign is no exception and was developed in response to a community request that we invest to promote our historic Art Deco District.