



Marketing Campaign Produced In-House (2025-2026)

Category Description

Submit a suite of materials developed for a product, service, disaster preparedness, event or branding initiative produced entirely using internal resources (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
Ashley Giovannetti

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Entry Title

Don't Feed the Beast

Social Media

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

Video Link (YouTube or Vimeo)

<https://youtu.be/ABgtzaLpVB0?si=1IbgJ7CI5i1mtJpp>

Supporting Documentation

Radio Ad Beast PSA 2025_mixdown.wav

BEAST_google_ad_Dont_Feed_320x100.png

Don't Feed the Beast.pdf

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

In Pinellas County, every square foot of land drains somewhere, making the entire county a watershed. As stormwater drains to water bodies, it carries everything left on land, including grass clippings, leaves, excess fertilizer, dog waste and much more.. These substances have been shown to feed harmful algae blooms that damage marine life, water quality and the local economy. Since these impacts aren't always quickly apparent, many residents and visitors are unaware of the impacts of simple choices they make every day.

The Don't Feed the Beast paid digital media campaign's goals were to encourage residents and visitors within Pinellas County to change everyday behaviors to reduce nutrient pollution at the source and drive measurable engagement with stormwater education content through paid digital media during the lead-up to and into peak rainy season from May 1 – Aug. 1, 2025.

Objectives:

- Achieve more than 50% increase in webpage visits from May 1 - Aug. 1, 2025, to pinellas.gov/stormwater-runoff compared to the same time period in 2024.
- Achieve more than 10% of Pinellas County population reach (100,00 impressions) from May 1 - Aug. 1, 2025 through video, audio and digital ad impressions.
- Achieve more than 1% industry standard engagement rate for public-sector awareness campaigns.
- Achieve more than 2% interaction rate on the video to meet industry standards for a public-sector education campaign.
- Utilize ad spend efficiently, targeting no more than \$2.00 cost per click (CPC).

Target Audiences:

The campaign targeted Pinellas County adults ages 25+, since that age group is most likely to own a home, landscape, and/or take care of pets. Targeted interests included gardening, landscaping, home improvement, and dogs.

Describe the supporting documentation submitted with this entry.

Supporting documentation includes:

- A comprehensive pdf of the campaign overview, goals, achievement and metrics. This includes ad performance metrics from Google and Spotify, as well as Google Analytics.
- Audio file of the 30 second Spotify ad.
- Graphic used for Google digital ad.
- Video used for the Google/ YouTube video ad included as video link

What is new, innovative or creative about this campaign?

This was the first campaign in which the County used multi-channel paid digital advertising. The three

platforms used were Google, YouTube and Spotify to reinforce messaging through repeated exposure. Location, demographics, devices used, day/time displayed, and interests were all considered.

The campaign targeted Pinellas County adults ages 25+, since that age group is most likely to own a home, landscape, and/or take care of pets. Targeted interests included gardening, landscaping, home improvement, and dogs. All ads ran from 6 a.m. - 12 p.m. on Saturday - Sunday, ensuring the targeted audiences had a chance to interact with the campaign.

Creatively, the animation was done in-house by a County graphic designer, using previously proven County themes and designs. The high-impact visuals and short-form video and audio messaging were designed to break through the typical government messaging fatigue.

Most importantly, the campaign focused on small, everyday actions residents could take beyond broad awareness. The result was an innovative public education effort that has become a standard in how Pinellas County approaches communications campaigns, paid and otherwise.

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

The combined video, audio, and digital ads drove efficient, measurable engagement with stormwater education content while exceeding industry standards in multiple areas.

We evaluated the campaign with Google website analytics, and ad platform metrics. The campaign performance was monitored daily, with monthly check-ins with the Watershed Management team and Google Ad Management. Manual adjustments were made to the digital ad website and YouTube channel placement on a weekly basis.

- Web traffic to Pinellas.gov/stormwater-runoff dramatically increased from 357 visits in 2024 to more than 36,000 visits in 2025 during the same time period, representing an almost 10,000% increase.
- The campaign performed above expectations for impressions, achieving a total of more than 4.5 million impressions and more than 51,000 clicks.
- In total, we achieved an overall engagement rate of 1.15%, exceeding the industry benchmark.
- The video exceeded, by double, the industry-standard interaction rate with 2.6 million impressions and more than 49,000 clicks.
- Overall, we exceeded expectations for the ad spend, with an estimated \$.34 cost per click.

In addition, the Don't Feed the Beast campaign has become a blueprint for future paid digital marketing in Pinellas County. This model showed County subject-matter experts and leadership how to best allocate marketing budgets to target very specific audiences with behavior-based messaging. It has influenced how future campaigns have been and will be planned.

After showing success with Don't Feed the Beast, the same department and County leadership agreed to a different digital paid campaign focused on a fertilizer ban.

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.

Pinellas County is the most densely populated county in Florida, with almost 1 million residents calling the county home and millions of annual visitors. The County's communications team of 26 supports a wide range of priorities across 19 departments. Within this high-demand environment, the Don't Feed the Beast campaign was created and executed entirely in-house, alongside a multitude of priorities.

A total of \$17,500 was allocated for the campaign through the Public Works Watershed Protection marketing budget. By developing a strong digital media strategy, the campaign was able to be produced

and monitored in-house, allowing the full budget to be directed to media placement. This approach allowed for the greatest flexibility and alignment with subject matter experts. In addition, the County avoided the typical cost of an outside agency, estimated at \$40,000 + for a comparable strategy.