



## **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**  
Maryemma Bachelder

**Affiliation (Municipality/Organization)**  
City of St. Cloud

**Primary Contact Email**  
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**Primary Contact Phone**  
(407) 957-7303

**Entry Title**

4th on the Lake

**Social Media**

<https://www.facebook.com/watch/?v=1743658313026414>

**Video Link (YouTube or Vimeo)**

See attachment for several links

**Supporting Documentation**

0-1.jpg

3.png

1.png

0.jpg

Social Media Metrics for 4th on the Lake.docx

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

We were tasked with promoting the annual 4th on the Lake event, but our objective was to do something outside the box and creative, not just the normal flyers and photos of previous years' event photos.

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

We provided screen shots of the static posts, metrics for our social media and podcast performance, and links to all the videos, with documentation on the video metrics.

**What is new, innovative or creative about this campaign?**

This year, Communications partnered with Parks and Rec to create a story arc spanning several weeks. Sami the Sandhill Crane, our beloved city mascot, went missing just weeks before the big event, jeopardizing the event itself. Our Police Department joined in to help in the search for Sami. With the help of our IT department, we established a Sami Hotline for people to call in and leave tips about Sami Sightings. We distributed Missing posters, and each week we posted a new video updating the Search for Sami. The campaign included videos, static posts, recorded phone lines at Parks & Rec, and we even had Parks & Rec staff answering their phones "Sami hotline. Have you seen Sami?!" We also recorded a podcast to promote the event but kept it on theme with the stress of Sami being missing and our uncertainty over whether we would even be able to have the event if we didn't find Sami in time.

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

The campaign blew up our social media and brought us huge numbers. (see attachment). It also generated plenty of buzz around town and in online community forums. We also saw increased attendance at the July 4th event, which we are quite certain was due to people being so relieved Sami had been located. Our Engagement rate was 4.1% (1%-3% is considered average engagement). We logged nearly 35,000 video views on our Facebook and Instagram pages, with an additional 20,500 on our event recap video. Due largely to the interest we had generated in the online campaign for this event, we even logged nearly 38,000 views of our Facebook post announcing it's allmost time for the fireworks show to start.

**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 used no additional resources for this beyond planning well in advance and being open to new creative ideas. By partnering early and getting input from other departments, we created a fun comprehensive campaign that was well received by the community, It was a wildly successful campaign, and we're already

making plans for how to top it this year.