



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

Denise Barrett

Affiliation (Municipality/Organization)

City of Weston

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Entry Title

Discover Weston

Social Media

<https://www.instagram.com/p/DRpWw4ok4Sv/>

Video Link (YouTube or Vimeo)

<https://vimeo.com/1118116166>

Supporting Documentation

DISCOVER WESTON RACK CARD OP 1.pdf

DISCOVER WESTON SOCIAL MEDIA_Page_2.jpg

DISCOVER WESTON WINDOW CLING_YELLOW.pdf

Weston Rack Card 1- 2026-BACK.jpg

FB post-video DiscoverWeston.jpg

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

Our target audience is Weston residents and visitors. The Discover Weston! site was developed to showcase all of the great businesses within our City and what Weston has to offer in a new interactive capacity. The goals and objectives of the campaign were to introduce Discover Weston! and encourage use of the site as an ongoing resource for residents and visitors to quickly find information on where to shop, dine, and stay, as well as upcoming events.

Our campaign to residents focused on 'Live Local' by exploring new parks, events, eateries, and shops; offers quick and easy access to what people were searching for in Weston.

Describe the supporting documentation submitted with this entry.

We have provided a view of the mixed media utilized in our outreach campaign. From rack cards that were provided to our local hotels, the hospital, and city facilities, to some of the images for our social campaign, where we continue to use X, Facebook, Instagram, our website, and, most recently, LinkedIn. We are airing the videos developed for the campaign and the site, on our City Government Access Channel. We also produced window clings so that businesses could support other businesses and promote Discover Weston! at the same time.

What is new, innovative or creative about this campaign?

One of the new promo materials for us, used in this campaign, was the window cling. It carried on the social campaign in its appearance (we had two colors available) and was small and easy for a business to place on its storefront door or window without taking up much 'real estate'.

We also purchased feather banners with the Discover Weston! name and colors, to post outside during all city events that have a QR code on them going to the website. We use the feather banners indoors as well, at the entrance to City Commission meetings and other large meetings or events.

Our citywide audience is very diverse, and we were sure to reflect that diversity in our selection of models for print materials and video, so we could appeal to and represent our audience.

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

We knew we were successful when businesses started coming to US to get listed on Discover Weston!, as not all businesses in the City get listed. We list businesses within specific categories that benefit visitors, have a public, accessible storefront or business front (no home-based businesses), and a valid Business Tax Receipt. There is no cost to the businesses.

Some of the different metrics that we noted -

After sending out a postcard mailer before the holiday:

- The Holiday Postcard was presented to the Post Office on Friday 12/20.

- There was a noticeable spike in visits immediately after the holiday campaign. The number of visits increased from 49 on December 21st to 486 on December 23rd.
- After the holiday postcard was sent, visits stayed elevated, reaching a peak of 562 on December 26th. This demonstrates that the campaign successfully sustained its momentum throughout the holiday season.
- From Dec 1 to Dec 22, the average number of visits was 107 per day. After the Holiday postcard was sent, the average rose significantly to 445 visits per day, demonstrating the campaign's effectiveness.
- From Dec 1 to Dec 22, the average number of active users was 14 per day. After the Holiday postcard was sent, the average rose significantly to 60 users per day, demonstrating the campaign's effectiveness.

We found some interesting results on Facebook, the few times we used a boost:

Hi all, attached are the results of our latest Facebook boost campaign and a comparison with the prior two.

This last boost lasted one week and reached 31,000 people, generating 251 link clicks. Greater than half of the audience was age 55+.

For comparison, the prior two reached about 5,000 each over a two-week span and generated around 250 link clicks each.

The Big Picture:

I'm not quite sure what to make of this. On the one hand, the video reached a much, MUCH larger audience and in a shorter window than the two graphics did. However, it generated roughly the same amount of link clicks.

I'm thinking, if we want to continue boosting posts for the Discover Weston campaign, we should boost a graphic for one week/\$100 like the video.

Discover Weston! has become a popular go-to resource for both residents and visitors.

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.

The Weston communications team is now five members strong, serving a community of 68,311 diverse residents, with a large Latino population. We used one of our communication staff, Roxana, who is of Colombian decent, to be the video spokesperson throughout the campaign. She met our desired look and vitality, and came with the perfect price of no extra cost!

The cost of all materials:

Rack cards (two versions, image difference) \$280 each for 5,000, totaling \$560

Design of two versions of window clings \$350

Window clings, 2 versions, 700 each, \$1,600

Feather banner artwork \$450

Feather banners \$ 220 each totaling \$1,100

Postcards - 24,000 - \$2,479

TOTAL cost for all items, still in use (except postcard) \$6,539

The videos were produced in-house using a green screen and are very effective and have no cost. Our business community loves the campaign and loves Discover Weston. With ever increasing costs to provide services, this free outlet for the business community was welcomed with open arms.