



Marketing Campaign Targeting Diverse or Multicultural Audiences (2025-2026)

Category Description

Submit a suite of materials developed for diverse, underserved or non-English-speaking audiences or spotlighting segments of those communities to foster greater understanding and unity.

Submissions will be judged on the demonstration of measurable outcomes aligned with the campaign's objectives, such as increased engagement in a program, enhanced awareness of an issue impacting a minority group, improved customer satisfaction or similar results.

SUPPORTING DOCUMENTATION SUGGESTIONS: Print, video, digital or social media.

iMIS ID
53305

Order #

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Entry Title

St. Johns County Marks Historic Step Toward Being the Home of the Florida Black History Museum

Social Media

<https://www.facebook.com/reel/1173817074601758>

Video Link (YouTube or Vimeo)

https://www.youtube.com/watch?v=lgXfYpedj_Y

Supporting Documentation

Black History Museum Ceremony Invitation.pdf

Black History Museum Ceremony (8.5 x 11 in Flyer).pdf

Black History Museum Ceremony Social Graphic 4-5.png

Final Standard - Black History Museum Ceremony PROGRAM (8.5 x 11 in).pdf

Florida BHM FB Post 2025.09.13.png

Florida BHM FB Post Ad 1 Summary - 2025.09.13.png

Florida BHM FB Post Ad 1.1 - 2025.09.13.png

Florida BHM FB Post Ad 1.2 - 2025.09.13.png

Florida BHM FB Post Ad 2 Summary - 2025.09.12.png

Florida BHM FB Post Ad 2.1 - 2025.09.12.png

Florida BHM FB Post Ad 2.2 - 2025.09.12.png

Florida BHM FB Post Caption 2025.09.13.png

Florida BHM FB Post Comments - 2025.09.13.png

Florida BHM FB Post Engagment - 2025.09.13.png

Florida BHM FB Recap Post 2025.09.19.png

Florida BHM FB Recap Post Analytics 2025.09.19.png

Florida BHM FB Recap Post Caption 2025.09.19.png

Florida BHM FB Resident Reaction Reel Post 2025.09.27.png

Florida BHM FB Resident Recap Reel Post 2025.09.21.png

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

On September 18, 2025, St. Johns County hosted a historic community celebration commemorating the State of Florida's \$1 million appropriation to fund the planning and design of the Florida Black History Museum in West Augustine. The event served as a milestone moment, recognizing the collaborative leadership of state and county officials, community advocates, and residents whose sustained efforts helped bring this long-anticipated project to fruition.

The campaign was strategically designed to amplify awareness of St. Johns County's selection as the future home of the Florida Black History Museum while elevating the significance of this investment at both the state and local levels. Through intentional storytelling, targeted outreach, and community-centered messaging, the campaign sought to drive event participation, deepen public engagement, and cultivate a shared sense of pride and ownership within the West Augustine community.

Describe the supporting documentation submitted with this entry.

Event Invitation, Flyer, Program, Screenshots of Ad #1 (the post and analytics), screenshots of Ad #2 (the post and analytics), screenshot of recap post (the post and analytics), screenshots of recap reel and resident reaction reel, document with links to the recap reel, resident reaction reel, and longform recap video

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

Beyond event promotion and post-event coverage, the campaign employed a creative, community-first storytelling approach to communicate why the Florida Black History Museum matters to St. Johns County and, most importantly, to the West Augustine community. Rather than centering the narrative solely on elected officials and dignitaries, the campaign elevated the voices, reflections, and lived experiences of local residents.

By intentionally shifting the focus to community perspectives, the campaign created authentic, relatable content that resonated on a deeper level. This approach not only differentiated the marketing effort from traditional government communications, but also fostered a strong sense of pride, ownership, and emotional connection to this historic project, framing the museum as a shared legacy rather than a singular event.

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

The campaign's success was driven by a comprehensive, audience-centric strategy that met residents where they were and how they consume information. A coordinated, cross-platform approach was implemented, leveraging media advisories and news releases, the County website, and the government broadcast channel to ensure broad and consistent messaging. These efforts were reinforced through multiple targeted social media campaigns that amplified partner voices by tagging the West Augustine CRA, Florida Memorial University, and key stakeholders.

To further extend reach and accessibility, the campaign incorporated both digital and traditional tactics, including digital and printed flyers, as well as mailed invitations, ensuring engagement across generations and communication preferences.

Success was measured through both quantitative and qualitative outcomes. Strong event attendance and the visible sense of community pride following the celebration served as the most meaningful indicators of impact. In addition, combined promotional and post-event coverage reached nearly 57,000 individuals, demonstrating the campaign's effectiveness in generating awareness, participation, and lasting community engagement.

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 apart due to the scale, scope, and intentionality of its communications efforts. Using less than \$250 in budget with less than a 1-week turnaround, the campaign relied on creativity, community partnerships, and authentic storytelling rather than large-scale production.

The West Augustine community itself added a unique and meaningful dimension to the work. As a historically Black community with deep cultural roots, the selection of the old FMU Campus in West Augustine as the future home of the Florida Black History Museum carried significant emotional and historical weight. Recognizing this, the campaign prioritized community-centered engagement over traditional top-down government messaging, elevating resident voices alongside institutional leadership to ensure the story reflected lived experience and shared ownership.

Innovation was demonstrated through an integrated, low-cost, high-impact approach that blended traditional public-sector communications with grassroots outreach and storytelling. By leveraging existing County platforms, collaborating with the West Augustine CRA, West Augustine Historical Community Development, Florida Memorial University, and local stakeholders, and utilizing both digital and print channels, the campaign achieved broad reach while remaining accessible to residents of all ages and backgrounds.

Despite using minimal ad spend, the campaign generated strong event attendance, widespread engagement, and a measurable reach of nearly 57,000 people. More importantly, it fostered a visible sense of pride and connection within the community, demonstrating that meaningful impact is not defined by budget size, but by authenticity, strategic communications, and community trust.