



Marketing Campaign for Special Event or Commemoration (2025-2026)

Category Description

(This category is exclusive to municipalities only.)

Submit a suite of materials (three to five pieces with a common theme) centered on marketing and communications for a specific event, i.e., a parade, holiday festival, ribbon cutting, etc.

Judges will assess criteria such as creativity, effectiveness and overall outcomes, attendance, earned media, etc.

SUPPORTING DOCUMENTATION SUGGESTIONS: Summary of earned media, attendance, event feedback, print, video, digital or social media elements.

Name of Individual Submitting Entry

Aliette Fournie

Affiliation (Municipality/Organization)

City of Miami Beach

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Entry Title

Miami Beach Art Week 2025

Social Media

<https://www.instagram.com/p/DR-6e9IEWGA/>

Video Link (YouTube or Vimeo)

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

Supporting Documentation

2025 Art Week.pdf

What are the goals and objectives of the Special Event or Commemoration (include target audience)?

Reach visitors, area locals and residents with important information about Art Week Miami Beach and beyond to enhance their overall experience while solidifying our city's identity as an arts and culture hub.

Describe the supporting documentation submitted with this entry.

Deck that goes over the objective, strategy, creative, rollout and results.

What is new, innovative or creative about this event?

Art Week Miami Beach is truly unique. It is not just the week Miami Beach hosts Art Basel, other fairs and numerous temporary exhibits but genuinely amazing ways for the community to feel part of the art world. Such as by voting to decide what piece the city purchases from Art Basel, voting on the favorite temporary 'No Vacancy' installation or simply enjoying the free water taxi and official city installations such as the branded frame and diaspora art exhibit. We also made it a point to share our behind-the-scenes view into all the magic that makes it possible.

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

7.7 billion earned social media impressions from over 76k unique posts.

4.6 billion earned media impressions from multimedia stories published.

19.6 million impressions across all paid and owned channels.

144,178 web page views with an average of 1.4 sessions per user.

55,645 clicks or scans from marketing materials to websites, voting, etc.

Between Dec. 1 and Dec. 7, 2025 we gained 6,260 followers across all social media channels — a 1,092.4% increase from the 525 followers added during Art Week Miami Beach 2024. Organic posts garnered 6Xs the impressions and 10Xs the views 2024 content generated.

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 are a very small team but divided and conquered to get the social media army we needed to get content on-the-fly to produce first look content to drive views, awareness, reach and much more.