



## **Video Produced In-House: Promotional/Special Event (2025-2026)**

### **Category Description**

*(This category is exclusive to municipalities only.)*

Submit a single video promoting an event or product/service launch produced entirely using department staff/resources.

Videos must not exceed five minutes.

Submissions will be judged on criteria such as creativity and innovation, clear messaging, production quality, inclusivity and overall presentation.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Summary of the video's goals and objectives, as well as the production process, target audience and overall impact.

**iMIS ID**  
39129

**Order #**  
# 171270

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**Entry Title**  
Transitions Exhibit: Coral Springs Museum of Art

**Social Media**  
www.coralsprings.gov/socialmedia

**Video Link (YouTube or Vimeo)**  
<https://www.youtube.com/watch?v=mSH1zJ19IBE>

**Supporting Documentation**  
CoralSprings\_CSMoA\_TransitionsVideo.pdf

**What are the goals and objectives of the promotional/special event video produced in-house (include target audience)?**

When the City of Coral Springs assumed ownership over the city's local, nonprofit art museum (Coral Springs Museum of Art), a new, comprehensive marketing strategy was implemented to bring all marketing efforts for the Museum under the city's Communications & Marketing Department. One major goal within this strategy was to better utilize the city's premier, in-house photo and video team to create captivating content to showcase the Museum's rotating exhibitions upon their installation every three months. The video for consideration in this entry showcases one of the first exhibitions highlighted under the new strategy, a multi-artist exhibition titled "Transitions" that was on view from October 2025 to January 2026 at the Museum.

In this exhibition, the participating artists were asked to create pieces that explore the enduring human condition of "change" and how it shapes our identities and lives. Seizing the opportunity to branch away from traditional municipal subject matter, the video team, felt immediately inspired by the artwork and embraced the theme of "change" creating a visually immersive video with a short, purposeful script, dreamlike visual effects, and fluid transitions. On camera, our City Commissioner (who also serves as Museum Board Chair) gives viewers a glimpse of the exhibition, taking a mind-bending walk through of the gallery while a voiceover describes the artwork and the theme it represents.

The goals and objectives for this video were to not only allow the city's video producers to try new techniques, but also to attract positive attention to the Museum, reach a potential new audience of Museum visitors, and elevate the Museum's image by producing high-quality content.

The audience for this video was the followers of the Museum and City of Coral Springs social media accounts. The video was also included in the rotation for the lobby screens at the Coral Springs Center for the Arts as well as the CityTV channel broadcast citywide. It's important to note that the Museum's followers are not just Coral Springs residents – they are artists and members of the South Florida art community. Naturally, they have stronger eye and appreciation for captivating visual content than the average person which is why it was important to go above-and-beyond a simple walkthrough of the artwork and, instead, try to make this video a piece of art in itself.

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

The documentation includes the video link on YouTube and a document with photos and social stats.

**What is new, innovative or creative about this promotional/special event?**

The collaboration between municipal marketing and museum marketing has allowed our team to take the word 'creative' to a new level. Implementing visual techniques such as rotoscoping to create a dual-image effect where the subject is on the screen twice, intentional post-editing cuts to add a variety to the pacing, and sound effects to draw the visitor through the space. No green screen was used; the entire video was shot within the Museum Gallery.

**Describe how the promotional/special event was successful (include your evaluation process and metrics).**

The video received 3,369 views across platforms and helped to draw more than 1,143 visitors to the Museum to see the exhibition. The video received acclaimed reviews from the City Commission, Museum Director, Museum Board of Directors, and City Leadership. It was also applauded by the more than 30 participating artists in the exhibition who loved to see their artwork represented in such a visually stunning format.

Comments included:

“OK! This is Amazing”

“Beautiful Exhibition and Inspirational!”

“Love this!”