

Communications and/or Marketing Plans 0-75,000

Savvy Winner

Seasonal Employee Recruitment - Reopening City Pools and More
City of Dubuque, IA

Judges' Comments

"The tactics they used to broaden reach were extensive! "Love the "Have a job and summer" messaging. This campaign is absolutely incredible! The goals and objectives were very well thought out and executed. The diverse media (vertical reels, horizontal employee highlight, bus wraps, social posts, photos) is amazing. The team should be very proud of this campaign and outcome. It was a successful and well accomplished project. Great job!!"

Silver Circle Winner

City of Dublin: Slow Down Dublin
City of Dublin, OH

Judges' Comments

"I love this campaign! What a fun and creative way to engage people with the mascot. It is great to see all the social media content you pushed out and to see all the engagement numbers. combined, your team reached over 193,000 which is incredible."

Award of Excellence Winner

Village of Mount Prospect Strategic Marketing Plan
Village of Mount Prospect, IL

Judges' Comments

"This strategic marketing plan is very clear, accessible and visually appealing. I love all the photos that are incorporated throughout the plan as a fun and visual way of connecting with the village. The design is incredible and this is a huge project for a one person team. Great job!"

Communications and/or Marketing Plans 75,000-250,000

Savvy Winner

Bloomington Forward
City of Bloomington, MN

Judges' Comments

"The Bloomington Forward campaign effectively addressed the need for funding three major community improvement projects through a local options sales tax. It clearly

identified the problem and opportunity, and although the goals were generally defined, the comprehensive communications plan successfully met its objectives. The project was highly successful, with all ballot measures passing and high voter awareness achieved. The campaign's written statement was clear and informative, the budget and use of resources well-defined, and the outreach demonstrated a strong understanding of the target audience. Creative and innovative strategies, including digital media and effective branding, contributed to the campaign's overall success in educating and mobilizing the community. Great job!"

Silver Circle Winner

Largo's Shamrock'n Success: Finding the Marketing Pot of Gold
City of Largo, FL

Judges' Comments

"Clever campaign and good event! And even more impressive that you OVER delivered in participant numbers while UNDER spending your campaign budget. Impressive work, strong strategy and well-executed."

Communications and/or Marketing Plans 250,000+

Savvy Winner

Gwinnett Transit Plan Communications Plan
Gwinnett County, GA

Judges' Comments

"Wow! This was so well done! A really well executed campaign to show residents their new Transit Plan and keep everyone informed! This campaign was extremely well done. The descriptive letter was well written, clear and included all of the necessary requirements. The campaign was well executed with thoughtful touches, like "Ryan the transit guy." I also loved the translation efforts to ensure a wide audience was reached. Good job, team."

Silver Circle Winner

Let's Get Rolling
City of Arlington, TX

Judges' Comments

"What a wonderful entry! It was well-written, eye-catching and relatable with great storytelling. It is very impressive to see that 99% of households were using the trash carts by the end of the rollout. Balancing dissemination of information over 8 months shows great understand of your audience. I loved the accessibility initiative to develop materials in two languages and hold town halls in Spanish and Vietnamese."

Award of Excellence Winner

New Terminal Public Relations Campaign

City of Kansas City Aviation Department, MO

Judges' Comments

“Very impressive! The videos were really well produced, a great way for residents to actually see what’s going to be happening in their community.”