



# SOCIAL MEDIA PLATFORM: FACEBOOK

The screenshot shows the Facebook page for the Temple Terrace Craft BrewFest. The page header includes the Facebook logo, the event name "Temple Terrace Craft BrewFest", and navigation links like "Page", "Messages", "Notifications", "Insights", "Publishing Tools", "Settings", and "Help". The main cover photo features the event details: "MAY 9, 2015 • Woodmont Park 3-7 PM". It also lists sponsors: Rotary Club of Temple Terrace, WARD III SEAFORD ATTORNEYS AT LAW, and the City of Temple Terrace. A "Sign Up" button is visible. Below the cover photo, the page shows 462 likes, 1,241 post reach, and a "500 Likes" milestone. The "ABOUT" section describes the event as the official Craft BrewFest of Temple Terrace, hosted by the Rotary Club and the City. The "APPS" section is partially visible. The main feed shows a status update from Kelsey Meany, dated March 31, sharing a photo of the event and mentioning a student discount. The right sidebar includes a "Promote" dropdown, statistics for "THIS WEEK" (44 Page Likes, 1,241 Post Reach, 9 Sign Up), and a "Recent" section for the year 2015.

Temple Terrace Craft BrewFest

Page Messages Notifications Insights Publishing Tools Settings Help

**MAY 9, 2015 • Woodmont Park 3-7 PM**

Rotary Club of Temple Terrace Presents

**Temple Terrace Craft BrewFest**  
Community Organization

Sign Up Liked Message

**THIS WEEK**

- 44 Page Likes
- 1,241 Post Reach
- 9 Sign Up

Recent 2015

See Your Ad Here

462 likes +44 this week  
Margaret Wilesmith and Kelsey Meany

1,241 post reach this week

Invite friends to like this Page

Reach a new milestone  
**500 Likes**  
Promote Page

**ABOUT**

- The City of Temple Terrace, with the Rotary Club of Temple Terrace, is hosting the official Craft BrewFest of Temple Terrace.
- <http://www.templeterracebre...> Promote Website

**APPS**

Status Photo / Video Offer, Event +

What have you been up to?

Temple Terrace Craft BrewFest shared City of Temple Terrace's photo.  
Posted by Kelsey Meany [?] · March 31 ·

Take a break from your studies!

**STUDENT DISCOUNT!**  
\$10 OFF GENERAL DOOR ADMISSION

Temple Terrace Craft Brew...  
Huge thank you to everyone for joining our inaugural Craft BrewFest. It was a great success!

Boost Post

# BOOSTED FACEBOOK POSTS

**City of Temple Terrace**  
Posted by Kelsey Meany [?] · March 14 · Edited [?] ·

Tickets are now on sale for Temple Terrace Craft BrewFest 2015. Join us and the Rotary Club of Temple Terrace for the inaugural year of this event on May 9 from 3 - 7 p.m. Go to our website for more info:  
<http://www.templeterracebrewfest.com/>



9,120 people reached

Like · Comment · Share

Margaret Wilesmith, Katrina Bales, Kimberly Varson Schmidt and 102 others like this.

43 shares

Write a comment...

**City of Temple Terrace**  
Posted by Kelsey Meany [?] · March 31 ·

Students, get a special discount at the Temple Terrace Craft BrewFest, just for being you! Buy now and SAVE \$10 on at-the-door general admission for the event on Saturday, May 9. No coupon code necessary, just purchase your student ticket at <http://bit.ly/1liqDEF> and bring your student and government ID to the event. Ticket price includes a souvenir pilsner and access to more than 30 craft beer samplings.



5,360 people reached

Like · Comment · Share


Shayla BriBrae Keels, Rita Wielatz, Mary Hayward and 86 others like this.

2 shares

Write a comment...

**Temple Terrace Craft BrewFest**  
Posted by Kelsey Meany [?] · May 1 at 12:56pm ·

There's still time to buy your tickets early and SAVE on admission to the Temple Terrace Craft BrewFest. Take advantage of this opportunity to try a wide sampling of brews, including many of your favorite local varieties. You can also enjoy live music and delicious food from our local vendors. We'll see you May 9 for this incredible event! Buy now:  
<https://www.eventbrite.com/e/temple-terrace-craft-brewfest-...>



19,376 people reached


Like · Comment · Share

Danny Suarez, Rebecca Vars, Joanne Greenberg and 69 others like this.

40 shares

Write a comment...

# FACEBOOK ENGAGEMENT

**City of Temple Terrace**  
Posted by Kelsey Meany [?] · April 2 · 🌐

"Like" this post to win TWO tickets (\$70 value) to the [Temple Terrace Craft BrewFest](#). We're giving away two FREE general admission tickets to this inaugural event.


Sample more than 30 brews from breweries like [Two Henrys Brewing Company](#), [New Belgium Brewing](#) and [Coppertail Brewing Co.](#) Winners selected next Wednesday and messaged via Facebook. Must be 21+ to enter. Employees of City of Temple Terrace and Temple Terrace Rotary Club not eligible. And if you're not so lucky this time around, visit <http://bit.ly/1CeOIHn> to purchase your advance discount tickets!

**Temple Terrace Craft BrewFest**  
What could be fun than a sampling of more than 30 beers under the shady oaks of Woodmont Park in Temple Terrace all for the low price of \$30? We've gathered as many local brewers as we could rally and they all agreed to bring their best brews! An exceptional city located just minutes outside of Tamp...  
EVENTBRITE.COM


7,132 people reached

Boosted

Like · Comment · Share

 Paula Owens Nichols, Angela Dribusch, Greg Jaeger and 425 others like this.

29 shares

 Write a comment...  

**Temple Terrace Craft BrewFest**  
Posted by Kelsey Meany [?] · April 28 at 2:21pm · 🌐

Announcing our very first Trivia Tuesday! First person to comment on this post with the correct answer will win TWO tickets to the Temple Terrace Craft BrewFest. Your question: Who was the last female president of the Temple Terrace Rotary Club?



290 people reached

Boosted

Like · Comment · Share

 Pamela McCarville, Greater Temple Terrace Chamber of Commerce and 2 others like this.

 Write a comment...  

## BREWFEST PRINT AD

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**BUY  
TICKETS  
NOW!**

**MAY 9<sup>th</sup>  
3:00-7:00PM  
WOODMONT PARK**

**TTBrewFest.com**

**FIND YOUR *Amazing***

Presented by:

Sponsors:

TEMPLE TERRACE  
WARD III SEAFORD  
ATTORNEYS AT LAW  
Crown  
TEMPLE TERRACE

## T-SHIRT DESIGN

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# CRAFT BEER LABEL DESIGNS

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THE CITY OF TAVARES, FL

The City of Tavares, Florida is a stunning example of a municipality fully committed to its brand and seeing remarkable results. It is also a case study that points to the importance of visionary leadership, focus and determination in a successful branding initiative. In 2009, the City implemented a master redevelopment plan, the focus of which was a state-of-the-art seaplane basin, the only one between Georgia and Key West, Florida. At the time it was hard to imagine the incredible impact this would have on the City, which had experienced an extended period of economic depression and loss of value-driven identity. The agency defined the City's distinct value proposition, created a unique brand identity and implemented it across multiple touchpoints. The completed initiative included immersion of the new brand design and messaging into the public realm through environmental graphics, wayfinding, and collateral design. The City has faithfully stayed on brand, continuing the initiative with events, public relations and other critical channels of distribution.

## RESULTS\*

- Twenty six new businesses, including 2 boutique hotels
- One of the largest seaplane manufacturing facilities in the world relocated to the city
- More than 3,400 seaplanes visits at 3 years (1000% ahead of projections)
- 10,000 seaplane landings at 4.5 years

\* Source: Bill Neron, Tavares Economic Development Director

## CITYWIDE BRAND

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BEFORE



*Land and See*

AFTER

# PRINT CAMPAIGN

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Tavares International Airport



For Information about Economic Development and Opportunities, call 352.742.6209 or visit [tavares.org](http://tavares.org)



Main Runway



For Information about Economic Development and Opportunities, call 352.742.6209 or visit [tavares.org](http://tavares.org)



# BILLBOARD CAMPAIGN

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# GATEWAY SIGNAGE

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# WAYFINDING AND DIRECTIONALS

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# SAMPLE APPLICATIONS

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# WEBSITE HOME PAGE



explore our site... [SEARCH](#)

FOLLOW US: [t](#) [f](#)

Land & See

GovernmentDepartmentsResidentsVisitorsBusiness

[SHARE](#) [t](#) [f](#) [s](#) [Email](#) [Print](#)

City Events for 2011

City Calendar

E-Services

Notify Me

Pay Utility Bill Online

Tavares Alert - Sign Up

Seaplane Base & Marina

Splash Park

 **Employment**

 **How Do I...?**

 **Let Us Know**

- Request Services
- Ask Questions
- Share Concerns
- Get Involved

 **Staff Directory**

 **Agendas/Minutes**

**Disclaimer:**  
Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public records request, do not send electronic mail to this entity. Instead, contact the City by phone or in writing.



**CALENDAR** [view all](#)

**Tue, Apr. 19**  
Tavares Farmers Market

**Wed, Apr. 20**  
Tavares City Council Meeting

**Sat, Apr. 23**  
Earth Day in the Park

**FAQs** [view all](#)

- What is Tavares Alert?
- What kind of incentives does Tavares offer to new and existing businesses?

**QUICK LINKS** [view all](#)

- Prop Shop Newsletter - March
- City Event Schedule for 2011
- City Newsletter - March/April 2011
- Sign Up for Tavares Alert
- Our Sister City - Xindian, Taiwan
- Alleyways Receive Official Names

**NEWS & ANNOUNCEMENTS** [view all](#)

**Earth Day Celebration @ Wooton Park, Saturday, April 23.** Free Admission [Read on...](#)

**Tavares Art in the Square to Feature Crealdé Artists** City Hall Exhibit Opens May 6 [Read on...](#)

**Tavares accepting applications for Arts & Cultural Alliance representative** Represent the City on the Lake County Arts & Cultural Alliance Advisory Board! [Read on...](#)

**National Prescription Drug Take Back Day is April 30!** Tavares participates in national prescription drug collection with it's "Don't Flush" program. [Read on...](#)

**Tavares Installs First Wayfinding Sign Downtown** [Read on...](#)

Tavares, FL • 201 E. Main Street • P.O. Box 1068 • Tavares, FL 32778 • Phone: (352) 742-6209 • Fax: (352) 742-6351



W | THE CITY OF POMPANO BEACH, FL



The City of Pompano Beach, FL, had experienced prolonged economic decline in spite of its many natural assets including a spectacular beach, 47 parks and reputation for the best deep sea fishing in Florida. Unfortunately this was all surrounded by low income housing and vacant commercial space. The city's reputation as a welcoming place to visit or do business was also in the negative space, not helped by its role on "Police Women of Broward County" which, with its focus on crime, further undermined the CRA's efforts to rehabilitate the City and its image. With a redevelopment plan ready to launch, the City selected Wilesmith to conduct a brand assessment and rebrand the City for the purpose of economic development. The agency worked with a 12-member brand committee comprised of representatives of the Economic Development Council, Chamber, Cultural Council, Hotel Association, and numerous other community agencies and organizations. Wilesmith conducted extensive in-market intercept surveys as well as brand imprint sessions with city commissioners, residents, business owners and city employees. The insights gained from this research led us to articulate the brand promise and establish a new brand identity which supports redevelopment efforts in the industrial and tourism sectors. The critical feature of the rebrand was early adoption of the Brand Promise and Identity internally. This initiated a cultural change that shifted the focus onto the customer, and facilitated successful integration into the public realm.



BEFORE

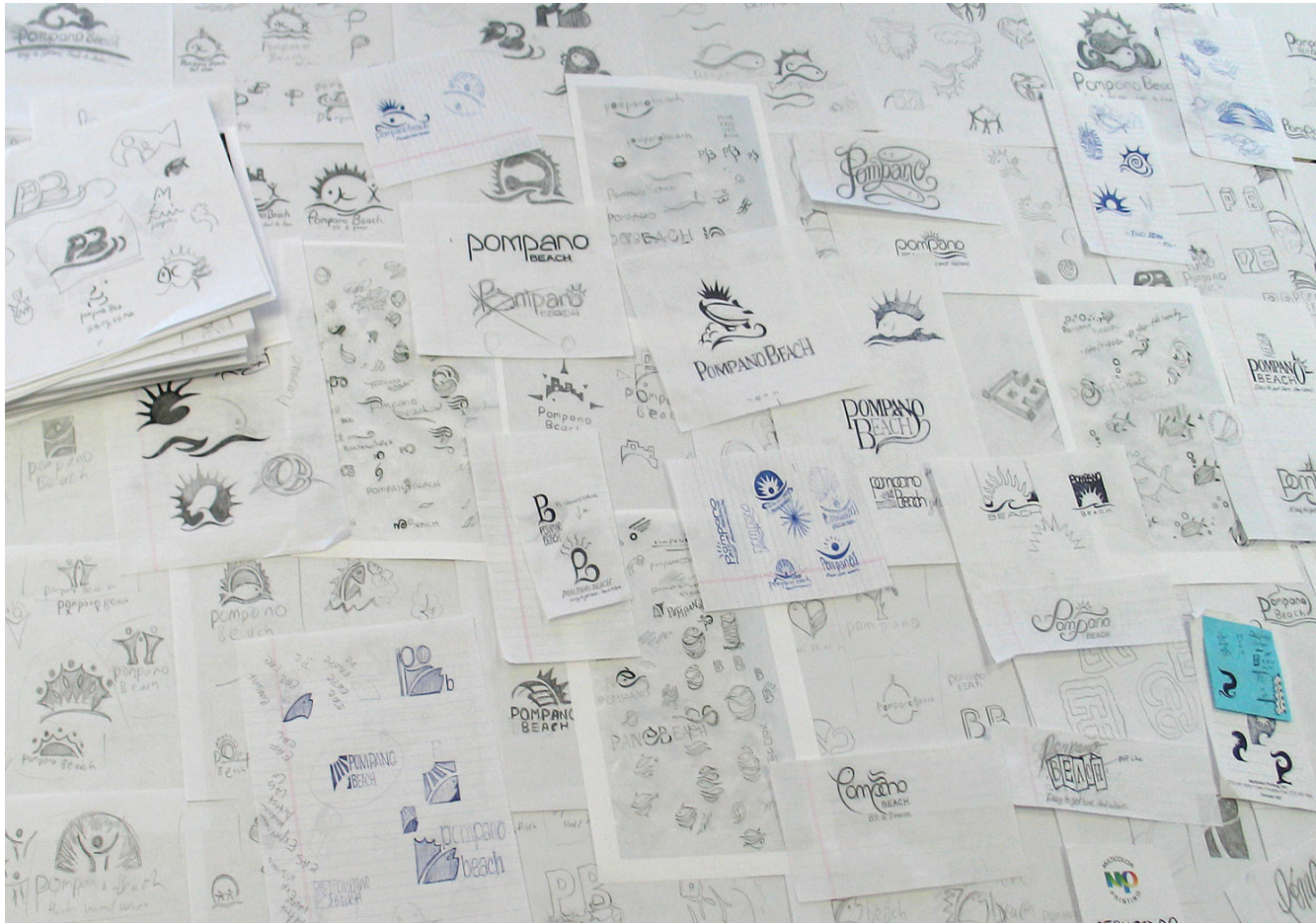


Florida's Warmest Welcome

AFTER

# CITYWIDE BRAND: PROCESS

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# PRINT CAMPAIGN

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# SECONDARY GATEWAY AND PEDESTRIAN DIRECTIONAL

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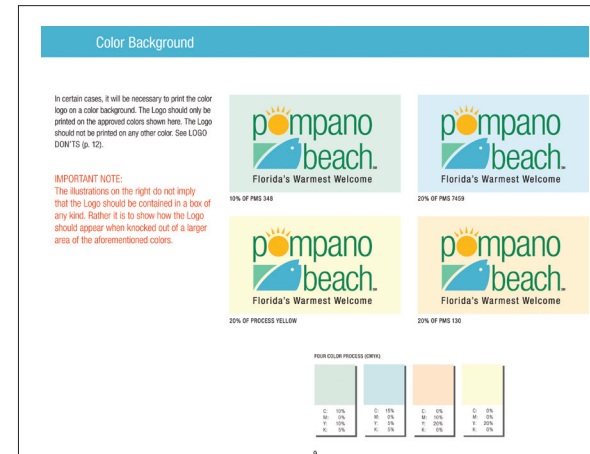
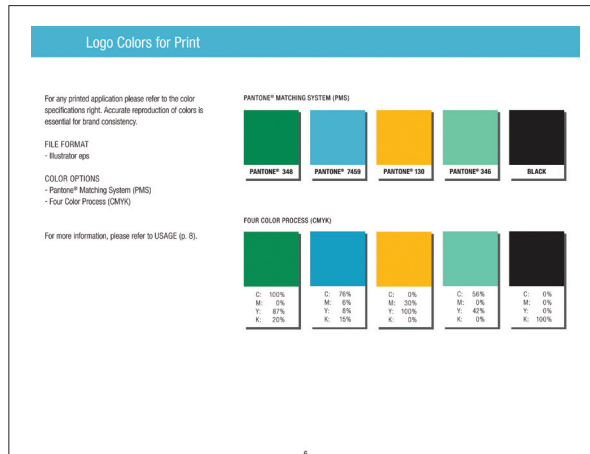
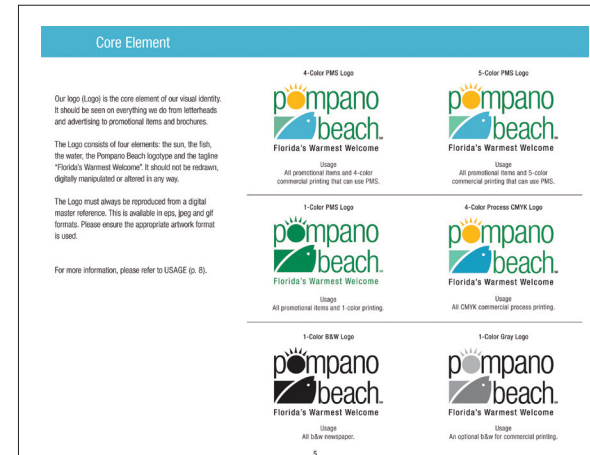


# SAMPLE APPLICATIONS

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# BRAND STANDARDS MANUAL







THE CITY OF DANIA BEACH, FL



# THE CITY OF DANIA BEACH, FL

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The City of Dania Beach, population 29,831, had been branded Broward's Oldest City. Because Dania had been in decline for years, losing its place among Broward County's leading cities, the designation carried a negative connotation. The purpose of the brand assignment was to support the City's re-development and revitalization. It was essential that the new brand resonate with businesses investing in the City and residents who needed to trust the City would follow through on its redevelopment promises (a longtime political hot button). At the same time, research showed that the City's history was a perceived value asset and source of pride for stakeholders. Wilesmith developed a brand promise, identity and design that supported the City's "comeback" while reflecting its unique historic position in the County. The tagline First in Broward • Second to None is a bold, leadership statement. It honors the City's significant history, making a claim that no other Broward city can make. At the same time, it moves the City forward with a promise that it will be nothing but the best. Not only is the brand statement a pride-builder, it is also a strong geographic marker in the state of Florida, where the City's primary marketing efforts will be focused. The logo is contemporary, structural and graphic, reflecting the City's modern attitude. The use of the nautilus was inspired by the primary architectural design element used in the City's new downtown center. The wave formation at the top references the City's substantial maritime assets, while the vertical form on the right references its new ascendancy. The logo utilizes the negative space to form the letter D (the City is referred to by its first name only) which serves as the locus for the other graphic elements of the logo.

# CITYWIDE BRAND

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BEFORE



AFTER

# BRAND EXTENSION

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# AD CAMPAIGN

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W | THE CITY OF DUNEDIN, FL



Dunedin is one of Florida's most charming cities. However, it was not realizing its potential for economic development. The City had a great product, but its brand had never been refined or articulated. The City selected Wilesmith for our fresh perspective and hands-on style. We immersed ourselves in the City, conducting focus groups with business leaders, conducting an online community survey and intercept interviews with visitors and residents, and evaluating key value assets and their respective weight in creating a compelling brand story. The research revealed that Honeymoon Island is considered the city's most unique value asset. The added bonus is the evocative, magical name of the Island itself. Based on this finding, along with other key supporting features, the agency developed a brand identity that encompassed three major value assets: water, the nature trail, and the indigenous osprey, which all combine to form a heart symbolizing the romance of Honeymoon Island and the Dunedin experience. The byline, "Home of Honeymoon Island" captures the unique selling proposition of the city supported by the brand promise expressed in the tagline "We'll Win Your Heart." The identity simply and elegantly tells a wonderful, evocative story about the City. We were disappointed with the Commission's ultimate decision to select another of our solutions, only because we truly believe that the original selection was the right one for the city. We have helped implement their new brand through a multi-year integrated marketing program encompassing all elements of the marketing toolkit.



RECOMMENDED



SELECTED