



City of Hollywood

Hollywood City Hall
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Hollywood, FL 33020
<http://www.hollywoodfl.org>

Legislation Text

File #: P-2017-040, **Version:** 1

Presentation By Raelin Storey, Director Of Public Affairs & Marketing, On The Visual Branding Concept And Theme For All Public Relations, Marketing And Collateral Materials Produced By And For The City Of Hollywood, Florida.

Staff Recommends: Presentation

Explanation:

The City of Hollywood City Commission passed and adopted resolution R-2015-391 on December 16, 2015, awarding the RFP contract to provide branding, marketing and public relations services to Wilesmith Advertising Design, Inc., and authorizing staff to negotiate an agreement with the agency.

In February 2016, Wilesmith Advertising Design began the first phase of the approved scope of work; a market investigation which included conducting stakeholder interviews, analyzing market research, demographics, business trends and existing printed and promotional materials for the City of Hollywood. The results of this assessment were provided in a report in July of 2016 and included a recommendation to strengthen the City's brand identity through the development of a new logo and consistent brand messaging and the implementation of a strategic marketing plan.

A brand consultation committee was convened comprised of City and CRA staff along with community members with marketing, graphic design and business expertise. The committee provided input to Wilesmith Advertising and Design during the logo development process. To gauge the public appeal, memorability and distinctiveness of potential logos, focus group research and a quantitative online survey were conducted in March and May of 2017. The top ranked logo by the brand consultation committee, focus group and online survey features a color scheme that reflects the natural assets of Hollywood and incorporates a sea turtle with a sun and ocean waves, symbolizing Hollywood's ideal location as a coastal destination in the heart of South Florida.

The strategic marketing plan includes a phased approach to brand implementation and recommendations for leveraging the City's strengths to achieve the City and CRA's economic development objectives.

Recommended for inclusion on the agenda by:

Dr. Wazir Ishmael, City Manager

Gus Zambrano, Assistant City Manager for Sustainable Development

Raelin Storey, Director, Office of Public Affairs & Marketing