

City Council Work Session Agenda Summary

October 11, 2022

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Title:

My Greeley: City of Greeley Image Campaign Update

Background:

Following the success of "Greeley Unexpected," a six-year promotional campaign designed to challenge deeply held misperceptions about Greeley, officials announced the launch of My Greeley in March of 2020, the beginning of the COVID-19 pandemic. Rather than focusing on changing minds, the city's new campaign, My Greeley, was introduced to celebrate the community itself. The image campaign focuses on bragging points and is a fun, organic way to highlight all the things that Greeley residents and visitors are proud of, excited about, eager for, or otherwise want to celebrate as a point of pride in our community. The people of Greeley generate the life of this campaign, and the campaign encourages residents to share their unique stories and moments that highlight their positive Greeley experiences. The goals of the campaign are to:

- Increase civic pride and advocacy among residents
- Increase positive perceptions of Greeley with visitors

My Greeley is a multi-year campaign exploring various qualities of life associated with our community. The image campaign launched at the beginning of a worldwide pandemic and had to pivot its direction with unexpected challenges.

Campaign milestones:

- **2020 Launch of the My Greeley campaign:** The image campaign launched at the same time a global pandemic affected our communities in March 2020. The campaign featured four stories about different individuals within our community (Trent Johnson, Jittapim "Nan" Yamprai, Mac Cruz, and Shayla Lamb). The creative agency, Helvetika, located in Washington, led the campaign's creative efforts.
- **November 2020:** City of Greeley hired a Communications and Engagement Manager to oversee image and brand, Jaqueline Villegas. Since the previous creative agency, Helvetika, had been working with the city for over six years with the last campaign image, it was in the city's best interest to go through a competitive bid process. Going to bid ensures the city could find a consultant that remains competitive and could transition

the campaign successfully from an event-activated campaign to an integrated brand and marketing campaign.

- **2021 research and redefine:** The city took the opportunity to work with a creative agency to redefine the campaign and build the assets to soft relaunch the campaign at the end of 2021.
- **February - April 2021:** Request for Proposal for a creative agency to work with the image campaign launched. The proposal asked agencies to submit plans considering the equity built in the 2020 campaign launch and help redefine and re-establish the campaign. A new creative agency, Barnhart Communications in Colorado, was selected to help relaunch the image campaign.
- **April – May 2021:** Barnhart Communications got to work with research and campaign audit (pulse check and key discoveries), including community stakeholder interviews and competitive analysis, and reviewed all city data.
- **July – November 2021:** My Greeley campaign was redefined with new creative assets and had a soft launch in August 2020 with new billboards and marketing content around community topics (culture, food, business, and agriculture). A tag line, "A Story Best Lived In" was developed and introduced. Based on stakeholder feedback the campaign pivoted again to incorporate a parallel campaign where visitors could also engage in the campaign, thus shifting to Greeley: A Story Best Lived In. We created two commercials, "[Unbound](#)" and "[Open for Biz](#)." The city and creative agency focused on an integrated approach and strategies to boost community engagement through events, virtual video storytelling, social media, and website information.
- **2022 digital and engagement focus:** The campaign focused on organic engagement with some paid awareness strategies in 2022. We developed an extensive editorial calendar highlighting blog stories, media pitching, commercial development and execution, and digital and traditional media integration. Also, in 2022 "Greeley Grub" was launched as part of an engagement program to build business influencers to participate in the My Greeley campaign in a personalized way. We are working on two new commercials and creating Spanish versions of the two commercials we have now. We also introduced a customized radio ad produced with the local band, the Burroughs, music driving listeners to check out mygreeley.com/events for happenings and things to do in our city.

Looking ahead to 2023, the campaign will expand to deliver a holistic and cohesive message so that various audiences find consistent and relevant content regardless of the interaction's medium. Content will continue to connect through integrated marketing efforts (social media, blog, website, video, traditional media, etc.). The campaign is rooted in stories and will continue to share stories around community, culture, business, and individuals who make Greeley a best-lived story. Recognizing the value in the stories of people who call Greeley home, we've always seen the campaign built from the inside out, where residents and visitors can share their experiences. A movement that features experiences, moments, places, and people that "are" Greeley with the intent that those stories positively shift Greeley's identity.

The image campaign aims to communicate that we as a community are Greeley proud and encourages residents and visitors to participate in the campaign by sharing their Greeley stories and experience. The 2023 campaign focus will continue to align with our city's strategic priorities by integrating our city initiatives and community stories, bringing along community and business influencers, and working with the media to highlight the best of Greeley.

Strategic Work Program Item or Applicable Council Priority and Goal:

The image campaign supports the spectrum of council priorities by enhancing the entire organization's ability to take ownership of our image and promote our stories through an engaging vehicle. It impacts our community perception by asking for engagement and participation with our community and visitors to share perceptions, experiences, and stories that positively shape and influence perceptions of the Greeley community - locally, regionally, and nationally.

Decision Options:

Information and background information only.

Attachments:

Powerpoint presentation

LINKS:

- My Greeley Website: <https://mygreeley.com/>
- Unbound commercial: <https://youtu.be/wEnJ6dyXHxM>
- Open for Biz commercial: <https://youtu.be/Pi70420H0nU>
- My Greeley Mural Artist Highlight: https://youtu.be/_VPfWGHauUQ
- Radio ad: <https://youtu.be/WLQL36fLpdM>
- City of Greeley: Live, Work and Play in Greeley recruitment video 1: https://youtu.be/_IMQ3z9-PtQ