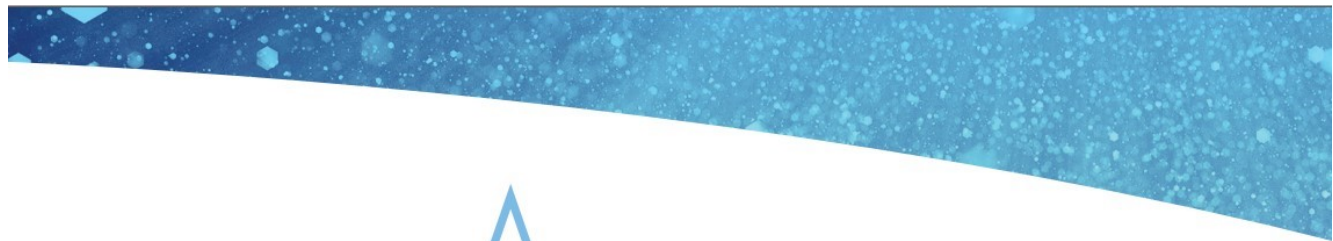


FMCA Outstanding Awards: Best Marketing Campaign (20,000 or less population) Entry Form



Category Description

Suite of materials developed for a product, service, or branding initiative (up to three pieces with a common theme). Videos must not exceed five minutes. The content of print and digital materials should be centered on the campaign content. (For example, if a campaign ad appears in a magazine, only include the ad content with your submission.)

Name of Individual Submitting Entry

Debb
First

Vitraelli
Last

Affiliation (Municipality/Organization)

City of Oldsmar

Primary Contact Email

dvitraelli@myoldsmar.com

Primary Contact Phone

(813) 749-1140

Entry Title

Oldsmar in Orbit

Jurisdiction (City/Town/Village/Other)

City of Oldsmar

Population

14905

Social Media

Facebook – <https://www.facebook.com/OldsmaFlorida> Twitter – <https://twitter.com/Oldsma> Instagram – <https://www.instagram.com/oldsmarflorida/> LinkedIn – <https://www.linkedin.com/company/city-of-oldsmar-florida/> Podcast – <https://www.spreaker.com/show/experience-oldsmar> YouTube - <https://www.youtube.com/CityOfOldsmar> Nextdoor - <https://nextdoor.com/agency-detail/fl/oldsmar/city-of-oldsmar/>

Video Link (YouTube or Vimeo)<https://youtu.be/fujy1Cd77o0>**Supporting Documentation**

Podcast Nicole Stott.mp3

Oldsmar in Orbit Rack Card PDF.pdf

*Suggestions: Print, video, digital , or social media.***What are the goals and objectives of the campaign (include target audience)?****GOALS:**

The Oldsmar in Orbit Marketing Campaign aimed at achieving three primary goals.

Firstly, we sought to increase awareness of the unique Planet Walk, aiming to drive traffic to local parks.

Secondly, we incorporated a NASA Astronaut as the face and voice of the program to bring authenticity and credibility to the campaign.

Lastly, we aimed to promote the importance of public art to the community, highlighting the installation's significance as a permanent addition to the local cultural landscape. These goals were the driving force behind the launch promotions for Oldsmar in Orbit.

OBJECTIVES:

As the City of Oldsmar prepared for the official launch of Oldsmar in Orbit in March 2022, we recognized the significance of being the second Planet Walk in the United States that leverages Augmented Reality to offer an extraordinary experience. Our primary objectives were to raise awareness about this exceptional opportunity and educate the community and visitors about the permanent public art installation. We achieved this by showcasing the Planet Walk's impressive scale of four billion miles to one mile, laid out linearly for a unique viewing experience. Then, with a simple mobile application download, users could interact with the sun and planets in a 3-D format and enjoy a truly out-of-this-world experience.

Describe the supporting documentation submitted with this entry.

VIDEO:

As part of the marketing campaign for Oldsmar in Orbit, we produced a powerful video featuring Ms. Stott, the project's spokesperson. The video introduced the Planet Walk, showcasing the unique features that make Oldsmar in Orbit a truly out-of-this-world experience. Ms. Stott brought her expertise and passion for space exploration to the video, explaining how Augmented Reality takes the visitor experience to a whole new level. She also emphasized the ease of downloading the mobile application, which offers a seamless way for visitors to explore the sun and planets in a truly immersive way. The video served as an essential part of the marketing campaign for Oldsmar in Orbit, providing potential visitors with a glimpse of the awe-inspiring experience that awaited them. By featuring Ms. Stott and her impressive background as a former NASA Astronaut, we established the project's credibility and generated excitement for its launch. Overall, the video was a powerful tool to promote the Planet Walk and helped to drive traffic to the installation. It showcased the project's unique features and instilled a sense of wonder and awe in viewers, making them eager to experience the sun and planets.

PODCAST:

As part of the marketing campaign for Oldsmar in Orbit, we recorded a captivating episode of the Experience Oldsmar podcast. Our guest was none other than Nicole Stott, a local resident and former NASA Astronaut with an impressive background, including representing the United States for over 100 days on the International Space Station. During the podcast, Ms. Stott shared her passion for the Oldsmar in Orbit project and its vital significance for the community. This episode was an exciting journey into the conversation surrounding the Oldsmar in Orbit project, as Ms. Stott brought her unique perspective of her former occupation to the discussion. Her endorsement and enthusiasm for the project were infectious, serving as a compelling call to action for listeners to attend the grand opening event, engage with the project, and experience the Planet Walk for themselves.

RACK CARD:

The double-sided rack card for Oldsmar in Orbit was a valuable tool for promoting the project. With its eye-catching design and informative content, the rack card effectively generated interest in the Oldsmar in Orbit Planet Walk. By featuring a detailed map of the sun and planets, along with the park address and custom URL, visitors could easily navigate the installation and access more information about its significance. The card was displayed at Visitor Florida Welcome Centers, city facilities, and the Chamber of Commerce, reaching a broad audience and maximizing its impact.

What is new, innovative or creative about this campaign?

The Oldsmar in Orbit marketing campaign's primary goal was to promote a unique public art installation – a Planet Walk incorporating Augmented Reality – and drive traffic to local parks.

The marketing campaign utilized a range of innovative strategies and tools to achieve this goal. One of the key elements was the use of a NASA Astronaut, Nicole Stott, as the face and voice of the project. Ms. Stott's impressive background and space travel helped to establish the project's credibility and elevate enthusiasm for its launch.

Overall, the Oldsmar in Orbit marketing campaign stands out for its innovative and creative approach to promoting a unique public art installation. By utilizing cutting-edge technology, a powerful spokesperson, and a range of compelling marketing materials, the campaign successfully drove traffic to the Planet Walk while generating excitement interest among diverse audiences.

Describe how the campaign was successful (include your evaluation process and metrics).

The Oldsmar in Orbit marketing campaign was a resounding success, achieving its primary objective of driving traffic to local parks and increasing awareness of the Planet Walk installation. One of the key indicators of the campaign's success was the high level of engagement it generated among the target audience. The custom mobile application has been downloaded over 1,100 times since its initial launch, indicating strong interest for this unique adventure. Additionally, the video featuring Nicole Stott as the spokesperson was viewed extensively on social media, helping to build momentum and generate excitement for the installation.

The campaign also had a significant impact on local tourism, as demonstrated by the increase in foot traffic at local parks, with many visitors citing Oldsmar in Orbit as their reason for visiting.

Furthermore, the campaign received positive media coverage, further increasing awareness of the project and its unique features. This helped to generate a buzz and establish it as a must-see attraction for visitors and residents alike.

Overall, the Oldsmar in Orbit marketing campaign successfully achieved its goals and objectives using strategies and creative marketing materials to drive traffic to local parks. It also established the Planet Walk as a significant and exciting addition to the community.

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