

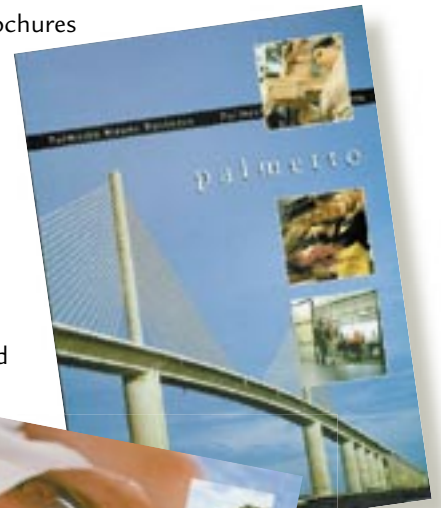
City of Palmetto, Community Redevelopment Agency

The City of Palmetto never advertised its ideal locale for living and working. It's image had a perpetual black eye because of rivalries from nearby cities and from living in the shadow of larger urban areas.

We studied why Palmetto continued to suffer image problems despite nonstop progress. We weren't surprised to find age-old inherited biases at work. What did surprise us was that the bias ran deepest among Palmetto's own residents.

Using the theory that goodwill begins at home, a series of billboards touted little-known but impressive local facts. Eye-catching brochures spoke of Palmetto's unique combination of economics and lifestyle. Print ads carried the message regionally.

The campaign quickly created buzz, generating inquiries from residents, tourists, the press and nearby cities. Irrefutable data provided credibility and impact for a very effective limited campaign. Several residential relocations have been attributed to the billboards alone. City leaders are thrilled with the reaction and are planning further image realignment.



“Confluent Creative has been critical in the revitalization of the City of Palmetto. Recognizing that the overall perception of the City was not as positive as we’d like, their marketing campaign was designed to help the CRA “re-image” the City. Through a variety of venues, Confluent has effectively gotten the word out that Palmetto is really the place to be. We receive constant feedback regarding the marketing pieces, and are happily entertaining a myriad of new residents and businesses that want to be part of it all!”

— Tanya Lukowiak
Executive Director, City of Palmetto
Community Redevelopment Agency