



## ► GMS Case Snapshot

### The City of Dallas – Office of Economic Development

#### MUNICIPALITY

**Situation:** The department had many flyers and other marketing materials created over the years. The messaging and statistics were outdated and the branding was inconsistent from piece to piece. It did not reflect a growing and dynamic city.

**Objective:** Create a city identity with a brochure and pocket folder to hold flyers applicable to the industry being courted for relocation to Dallas. The look and message should point out the business and personal benefits of moving to Dallas.

#### **Actions:**

- Assessed all past marketing materials
- Strategized with department management to determine audience and desired goals
- Designed a combined brochure/pocket folder to hold specific industry info inserts
- Designed and wrote eight industry inserts
- Designed two direct mail pieces
- Created templates for multiple e-newsletters that are distributed to various constituencies
- Designed trade show graphics and handouts
- Designed logo for the new IIPOD – International Inland Port of Dallas

**Results:** All levels of City pleased with results. Named GMS (formerly The Marketing Department) the marketing agency of record in press release.



*“The Marketing Department has been a tremendous asset. With their help, we’ve been able to produce materials with meaningful, relevant communications that immediately engage our target audiences.” Victoria Armstrong, Marketing Manager, City of Dallas Office of Economic Development.*

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Get Marketing Sizzle (GMS) is a full-service marketing agency headquartered in Dallas, Texas. The focus of GMS is – marketing strategy aligned with business goals first, which sets the foundation to help clients achieve maximum success in the market place.

Visit the GetSizzle.com Web site and you'll find a variety of marketing vehicles such as articles, tips, case studies, guides, research, surveys, etc. with a wide range of topics and insights. Check the site often as additions to this knowledge base are made frequently.

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