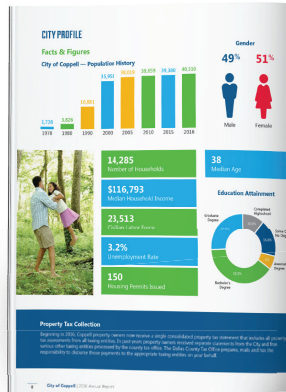


City of Coppell



The City of Coppell sought a professional marketing, branding and communication services firm to expand upon its Bold Vision, Big Impact marketing slogan and turn it into a comprehensive marketing program. Cooksey Communications was tapped to capture the Coppell culture and brand while providing an exciting, engaging and progressive creative package that the city could use in its print, broadcast and digital messaging. This included a logo, microsite, postcards, banners, advertisements, social media, annual report, graphic standards and more.

The campaign was used for the newly renovated Cozby Library & Community Common grand opening celebration, Coppell Life Safety Park opening, Celebrate Coppell summer event and reintroduction of the recent redevelopment of Andrew Brown Parks. In addition to providing an effective, cohesive brand, the work was honored with a Platinum Award for integrated marketing materials in the Hermes Creative Awards, an international creative competition.

