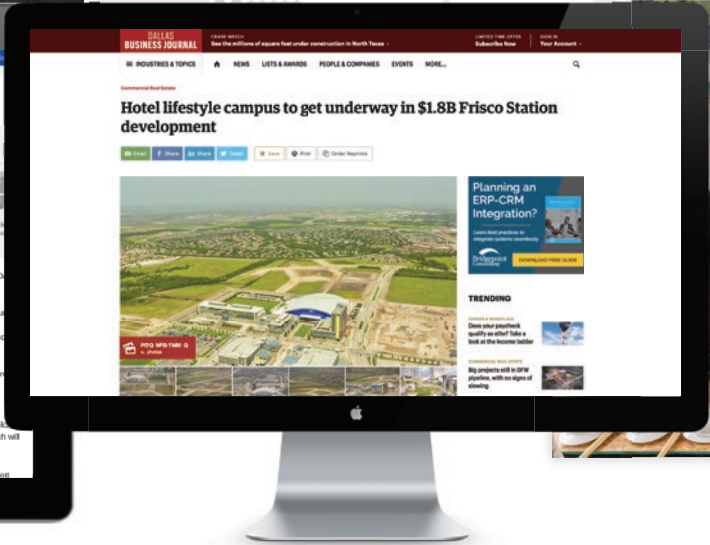


Frisco Station



In 2015, Cooksey and the Frisco Station Partnership launched a full-scale brand awareness strategy for Frisco Station, a 242-acre mixed-use project designed to address the “total well being” of the individual and the community.

Annually, Cooksey develops a drip public relations campaign to provide a steady output of information about development updates, milestones and major announcements. Additionally, Cooksey has supported the Partnership during notable events, including groundbreakings, ribbon-cuttings and on-going media outreach.

In addition to the local and regional media coverage, Cooksey has also developed brochures, custom digital components such as Facebook and Twitter profiles, videos of the project and provides website maintenance.

Cooksey continues to serve as a trusted adviser to the Frisco Station Partnership in a wide range of public relations and marketing tactics, from speaking engagements to award nominations, online advertising and crisis communications.

