Supporter of Broward

Our “Buy Local” Campaign

A Buy, Eat, Play, Entertain & Stay Local Economic Stimulus Campaign for Broward County.
Thank You SOB’s

Dear Neighbors & Friends,

Welcome to the Supporter of Broward (SOB) community campaign to help local businesses. Are you a Supporter of Broward, an SOB? The Supporter of Broward (SOB) program is a "buy local" marketing campaign designed to help local business owners recover more quickly from the economic impact of COVID-19.

Conceptualized by Zimmerman Advertising, this playful community campaign boldly reminds people to eat, drink, shop, and otherwise spend locally like an SOB (like a Supporter of Broward). It also reminds consumers to wash their hands, wear a mask, social distance, and otherwise be safe and prevent the spread of the coronavirus like an SOB. The Supporter of Broward (SOB) program is a special initiative of Six Pillars Broward.

At the Greater Fort Lauderdale Alliance Foundation, we are continuously working towards improving the lives of residents within Broward County through the Six Pillars Broward initiative. Six Pillars Broward is a strategic plan and a collective impact initiative for Broward County’s future economic development success. Administered by the Alliance Foundation, it continues to rally our community around a single shared vision – to create greater economic prosperity for all businesses and residents of Broward County.

Six Pillars Broward helps create high-wage jobs, assists with growing inclusive, diverse, vibrant communities, and is further establishing Broward County as a global business and innovation destination.

Thank you for your continued support and generous contributions, which allows us to challenge ourselves with goals designed to be positive disruptors in our communities aimed at making positive ripples throughout the county.

Tony Coley  
Co-Chair  
Regional Market President, Truist

Penny Shaffer  
Co-Chair  
SF Market President, Florida Blue

Bob Swindell  
President & CEO  
Greater Fort Lauderdale Alliance

To learn more about how the Greater Fort Lauderdale Alliance Foundation visit us online at gflalliance.org.
Campaign Overview & Results

The Supporter of Broward Campaign was created as an impact initiative to help restart Broward County's economy. This "Buy Local" community campaign is designed to engage residents, businesses, chambers, non-profits, educators, cities, the arts community and other organizations to work cooperatively to promote safe work environments, jump-start local consumer spending and sustain local Broward businesses.

The goals of the SOB campaign are simple.

1. **Safety is a top priority.** The campaign is helping educate and inspire our residents and businesses to adhere to safety guidelines, which allow us to quickly move through the phases to reopen our economy in a healthy environment.

2. It is **building consumer confidence** by promoting safe spaces and showcasing businesses implementing safety guidelines.

3. It is **activating local consumer spending** through a series of activities that help increase employment opportunities and rebuild our economy.

4. It encourages local businesses to **engage Broward County's small businesses** as new sources for goods and services.

**SOB Results**

1. **Proud SOB website** has been launched.
2. **2 major broadcast** networks have shared the SOB story.
3. **3 highway digital billboards** are promoting SOB safety messages.
4. **10 County buses** have been wrapped with safety messages. These same messages have also been placed on the inside of the buses (in four different languages).
5. **20 chambers of commerce** are engaged.
6. **100 SOB flag pole banners** line the streets of Las Olas, Broward Boulevard and A1A.
7. **500 SOB business engagement toolkits** are being shared.
8. **100,000+ people have been reached** through Social Media ads.
9. **5,000 reusable masks**, sourced locally, made in the USA, are being distributed throughout the county.
10. **5000+ combined views** of the launch event and the SOB Safety Commercial (“wash, wash, wash like an SOB”) have been achieved.
11. **$10,000** are being invested into local businesses via the SOB gift card contest to stimulate safe spending.
Initiatives & Successes

The marketing strategy is an essential component of the Supporter of Broward "Buy Local" Economic Stimulus plan for Broward County.

The Supporter of Broward (SOB) initiative looked to traditional and creative ways to help spread the message and importance of the campaign as a whole, with the goal of giving Broward County an economic shot in the arm while keeping safety at the forefront.

**Banners & Billboards**

As a way to effectively increase the branding and recognition of the Supporter of Broward campaign, Billboards and Banners were commissioned and placed around the county. These consisted of digital billboards placed along some of the most frequented roads and highways in the county, as well as large banners that were distributed to the different municipalities in the county, to be placed in strategic places so as to be seen by the greatest number of residents. Additionally, not all banners placed around the county remained static. With the cooperation of the county as well as private companies, county buses and the water taxis were outfitted with Supporter of Broward banners as they circulated our roads and waterways.

Both the banners and billboards portrayed messaging on safety-related best practices, as well as messaging aimed at stimulating consumer confidence.
Print, T.V., Radio & Earned Media

The campaign engaged some of the area’s most prominent outlets in order to advertise the campaign to the largest possible audience. In keeping with the goal of inclusivity, the campaign also used outlets to promote safety in four different languages – English, Spanish, Portuguese, and Creole. Strategies implemented through this initiative included: Placing print advertising on newspapers and magazines, Radio PSAs, and T.V. PSAs.

As a result of the branding campaign behind the Supporter of Broward campaign, media outlets, organizations and individuals shared and promoted the initiative on their platforms. Interviews were also secured and resulted as a byproduct of the awareness created around the campaign.

Community Partners

The Supporter of Broward campaigned relied strongly on the cooperation and help of community partners. By being a community-led initiative, the campaign made sure to have representation from as many types of organizations as possible. From private companies to local government, nonprofits to cultural organizations, the campaign made room on the table for all.

EAT LIKE AN SOB.
SHOP LIKE AN SOB.
DRINK LIKE AN SOB.
PLAY LIKE AN SOB.
TIP LIKE AN SOB.
CHILL LIKE AN SOB.
WASH LIKE AN SOB.
STAYCATION LIKE AN SOB.
SOCIAL DISTANCE LIKE AN SOB.
BUY LOCAL LIKE AN SOB.
Social Media Campaigns & Giveaways

It’s no secret that a social media presence is important for connecting with consumers and getting the word out. Running a social media ad campaign is also a strategic way to reach new users. With this strategy, we could determine exactly what type of user we wanted to target and could place content directly in their news feed.

Utilizing social media, a gift card contest was launched, investing $10,000 in Broward businesses by buying $25 gift cards from local and giving them out for free to consumers who tag their favorite business via a post on the Supporter of Broward Facebook and Instagram page @ProudSOB.

ProudSOB.com

An interactive website was created for the Supporter of Broward Campaign to serve as a centralized location to share information about the campaign and to reroute the community and business owners to other services and initiatives available to help them.
Masks & Toolkits

Marketing collateral such as banners, posters, coasters, stickers, and other items for our local business owners to print and post in their establishment could be found on the campaign’s official website and were also distributed around the county with the help of the multiple Chambers of Commerce and other key stakeholders.

Safety has been a priority since the beginning of the campaign. Nearly 5,000 masks and other safety-related items that were locally sourced and made in the USA, were distributed to the community.

Videos & Community Engagement

Throughout the campaign, the Supporter of Broward initiative produced videos and interviews to share with the entire community about why it was important to participate and become a Supporter of Broward. An official launch event followed by clips and commercials were instrumental in generating traction and branding for the campaign.

Businesses embraced the campaign which contributed to its organic growth. A variety of SOB promotions and contests were offered to the community, including an SOB "Buy One Sundae and Get One Free" from Hoffman Chocolates and an SOB "Mask Up & Show Off" contest by AutoNation.
Thank you **Sponsors!**

**Sponsors & In-Kind Donations**

Great community initiatives are supported by great members of a community. On behalf of the Greater Fort Lauderdale Alliance and the entire Steering Committee, we would like to thank all the amazing sponsors of the SOB campaign shown here and the amazing co-chairs of the Supporter of Broward campaign who have supported the campaign from its first day!

**Co-Chairs**

Penny Shaffer  
SF Market President,  
Florida Blue

Tony Coley  
Regional Market President,  
Truist

**Sponsor Champions**
Supporter of Broward - Our “Buy Local” Campaign

Sponsor Visionaries

AutoNation
Health Foundation of South Florida
Pierson Grant
South Florida Business Journal
Starmark
Sun Sentinel

Sponsor Leaders & Promoters

BBX Capital
Broward County Florida Cultural Division
Broward Workshop
Entercom
FPL
Greater Fort Lauderdale Chamber of Commerce
JM Family Enterprises, Inc.
Conclusion

Restarting Broward County's economy, which has been shut down by the COVID-19 pandemic, is essential to the lives and livelihood of our local community.

The "Supporter of Broward" campaign has helped rally the community to promote safe work environments, jump-start local consumer spending and sustain local Broward businesses.

By engaging Broward businesses, community partners and residents in a series of "Buy Local" activities, the Supporter of Broward campaign has provided an economic shot in the arm for Broward County, supporting the return to a strong, diverse economy and a healthy environment.

We are all in this together, and together we will make Broward County stronger than ever before.
More About Us

Six Pillars Broward
Six Pillars Broward is the community's strategic visioning initiative for economic development in Broward County led by the Greater Fort Lauderdale Alliance. This collective impact initiative is focused on Affordable Housing; Developing and Promoting a New Community Brand; Creating Pathways to Prosperity for those in our most economically challenged zip codes (an initiative known as Prosperity Broward); Building on Broward's Entrepreneurial Ecosystem; Growing Target Industry Clusters; Homelessness; Resilience and the Regional Climate Action Plan; Building and Branding Broward County as a Talent Hub; and Transportation.

The GFL Alliance Foundation
The Greater Fort Lauderdale Alliance Foundation is a 501(C) 3, not-for-profit organization. It strives to create an economic climate where residents of Greater Fort Lauderdale/Broward County have access to quality opportunities, with a focus on higher-paying jobs in target industries. The mission of the Foundation is to improve the lives of residents within Broward County through several initiatives to support a strategic plan for economic development. The Foundation is organized exclusively to promote scientific, literary, educational, and charitable purposes.

The GFL Alliance
As the primary economic development organization for Greater Fort Lauderdale/Broward County, the Greater Fort Lauderdale Alliance focuses on creating, attracting, expanding and retaining high-wage jobs and capital investment in high value targeted industries, developing more vibrant communities, and improving the quality of life for our area's citizens.

Contact Us
For more information about Six Pillars Broward and its community initiatives, please contact:

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To learn more about how the Greater Fort Lauderdale Alliance visit us online at https://www.gflalliance.org

**Alliance: Partnership for Economic Growth**

Broward County’s Official Economic Development Partnership
gflalliance.org