

PMDG

marketing communications

a barrera/barrientos agency





Marketing Presentation

Marketing Campaign

- Weekly meetings with all stakeholders (all departments involved) all PIO's
- 4 Phases
 1. Research and Planning – SWOT Analysis
 2. Creative and Content Development
 3. Engagement and Campaign Launch
 4. Mobilization



Creative Brief

- Objectives
- Key Insights
- Key Messages
- Campaign Strategies



LAREDO
BOND  2025

Creative Approach

- Brand Personality
- Laredo Bond 2025
- Brand Logo
- Visual Identity



LAREDO
BOND  2025

Campaign Strategies

- Audience Education – What is a Bond?
- Feel good Campaign
- By the Numbers – Proposition Breakdown
- Grassroots Advocacy



LAREDO
BOND  2025

Campaign Outlets

- Traditional Media
- Digital Outreach
- Printed Collateral
- Public Relations and Grassroot Efforts



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Campaign Logo



Proposition Infographics



Public Safety



Public Health



Street
Improvements



Senior Housing



LAREDO
BOND 2025

Infographics and Logo



LAREDO
BOND  **2025**
BOND ELECTION DAY MAY 3



LAREDO
BOND  **2025**

Printed Information Card



For the first time in 32 years, The City of Laredo is holding a bond election for residents to vote on bond programs that will fund projects in public safety, public health, infrastructure, and senior housing.

BOND 2025 is designed to address areas not covered by the city's normal operating budget.

Bond Propositions



Proposition A – \$271.16 million for Public Safety

- Funds three new fire stations, police facilities, and park surveillance to enhance emergency services.



Proposition B – \$70.8 million for Public Health

- Expands Laredo Public Health Department facilities to improve healthcare access.



Proposition C – \$65 million for Street Improvements

- Improves residential and commercial streets and upgrades major corridors.



Proposition D – \$10 million for Senior Housing

- Funds improvements to the Hamilton Senior Apartments to support Laredo's elderly community.

BOND ELECTION DAY MAY 3



LAREDO
BOND 2025

Print Ad

LAREDO BOND 2025 BOND ELECTION DAY MAY 3

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For more information

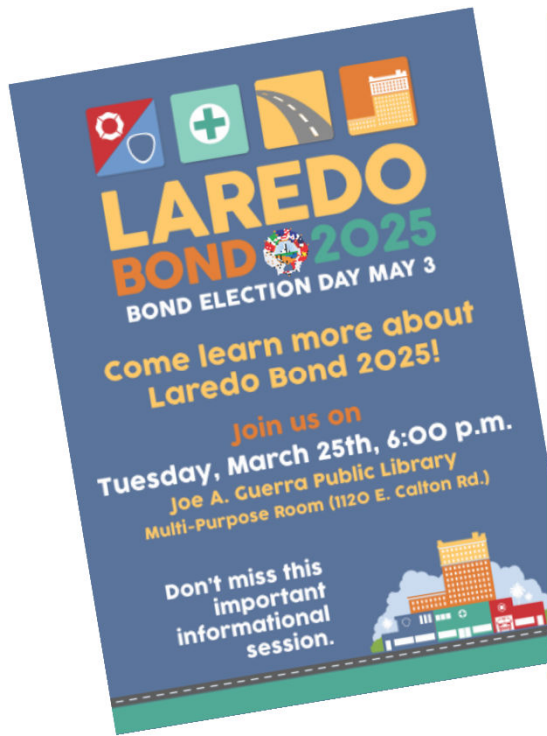
Visit [Laredobond2025.com](https://laredobond2025.com)

LAREDO
BOND 2025



LAREDO
BOND 2025

Digital E-vites



LAREDO BOND 2025
BOND ELECTION DAY MAY 3

Come learn more about Laredo Bond 2025!

Join us on
Tuesday, March 25th, 6:00 p.m.
Joe A. Guerra Public Library
Multi-Purpose Room (1120 E. Calton Rd.)

Don't miss this important informational session.

(Note: This flyer features icons for a water drop, a plus sign, a road, and a building at the top, and a cityscape illustration at the bottom.)




LAREDO BOND 2025
BOND ELECTION DAY MAY 3

Come learn more about Laredo Bond 2025!

Join us on
Thursday, March 27th, 6:00 p.m.
Carlos Rene & Raquel Ramirez WIC Clinic
Multi-Purpose Room (2201 Saffillo St.)

Don't miss this important informational session.

(Note: This flyer features icons for a water drop, a plus sign, a road, and a building at the top, and a cityscape illustration at the bottom.)



LAREDO BOND 2025
BOND ELECTION DAY MAY 3

Come learn more about Laredo Bond 2025!

Join us on
Tuesday, April 1st, 6:00 p.m.
Barbara Fasken Recreation Center
Multi-Purpose Room (15201 Cerralvo Dr.)

Don't miss this important informational session.


(Note: This flyer features icons for a water drop, a plus sign, a road, and a building at the top, and a cityscape illustration at the bottom.)





LAREDO BOND 2025


Digital Billboards


LAREDO BOND 2025
BOND ELECTION DAY MAY 3

 **Prop. A**
Public Safety

 **Prop. B**
Public Health

 **Prop. C**
Street Improvements

 **Prop. D**
Senior Housing



Visit Laredobond2025.com

LAREDO BOND 2025

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Visit Laredobond2025.com

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Videos



Videos



Thank You!

Contact us at

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