

City of Plano



Cooksey Communications has served as a trusted communications partner to the City of Plano's leaders and staff members by consulting with them on key messages and communications strategies to address many of the City's most pressing issues. In some instances, proactive communications with Plano's target audiences included planning special events such as the Dallas Business Journal's Corridors of Opportunity panel discussion and executing press conferences on issues such as water rates and transportation. Cooksey has also pursued award and editorial opportunities to generate visibility of the City's accomplishments and to spotlight the people behind the City's dramatic transformation.

Additionally, Cooksey's creative services have been leveraged to further bolster Plano's strategic community outreach initiatives. For instance, Cooksey designed a campaign logo, various logo adaptations, Snapchat filters and a 3-D sculpture for Love Plano, a social media campaign that was launched to foster community pride.

