**Objectives**

*Primary*

* Change public perception - Engender civic pride in, allegiance to and ambassadorship for New Orleans as a magnetic city for business success among city’s business community
* Through pervasiveness of the campaign, entice those outside the New Orleans area to consider New Orleans as a business location option, emphasizing New Orleans as the ideal intersection of commercial opportunity and quality of life.
* Increase value of NOLABA to current and potential in-market investors by telling their stories – value-added of marketing communications featuring their businesses, their leadership

*Expected Tangential Effects*

* Ramp up civic/economic pride in preparation for New Orleans Tricentennial
* Establish NOLABA staff members leaders as experts in Economic Development
* Provide foundation for NOLABA’s 2016-2018 Marketing/Communications efforts and build brand recognition for NOLABA

**Target Audiences**

Primary: Business owners/leaders in Orleans Parish, with the understanding that if the campaign gathers momentum as expected there will be spillover into/participation from Greater New Orleans area.

Secondary: Business development prospects, media outside of New Orleans

**Strategy**

Deploy a multi-layered grassroots campaign that pervades business and cultural consciousness citywide. The campaign will be executed in two phases, with the second phase staggered over time to establish a history of association with NOLABA and develop momentum among key audiences.

*Phase I – Soft Launch*. Select target audience engagement phase designed to gather content and gauge story trend lines for Phase II deployment. Targeted to engage and collect response from NOLABA email list, Board members, key investors, business development wins, NOLA Business leaders etc. Results and progress from Phase I will inform Phase II.

*Phase II – Rollout of #WhyNOLA.* Staggered social media rollout and public relations campaign to elicit participation and create groundswell of appreciation for, pride in the New Orleans business community and the advantages of New Orleans for business, hence effecting a gradual and pervasive perception change of New Orleans’ economic future.

**Tactics**

***Phase I – Soft Launch*.**

The purpose of the Soft Launch is two-fold: to identify testimonial candidates for development of content we will pre-load into more widespread deployment over time during Phase II, and, to garner support for the campaign among our stakeholders prior to the widespread rollout.

1. Email “Survey” – develop short survey to be distributed via email to ask the following potential questions
   1. Lifelong resident/Transplant/Returning New Orleans native
   2. If transplant, number of years in New Orleans
   3. Business owner/employee
   4. Reason for moving to New Orleans, e.g.
      1. Job offer
      2. Moved a business here
      3. Spouse/Partner job
      4. Spouse/Partner from New Orleans
      5. Native returning home
      6. Fell in love with the city, decided to relocate
   5. Why do you do business in New Orleans? OR Why is New Orleans great for your profession? (write in)
2. Supplement email survey with 1:1 phone interviews asking same questions as email
3. Develop and deploy written testimonials for NOLABA website and email marketing using info from 1 & 2 above.

***Phase II – Full Launch* *of #WhyNOLA***

During Phase II we will announce the #WhyNOLA campaign in stages to develop momentum and establish a history of campaign association with NOLABA: to partner organizations first, then the larger business community, then roll out to the general public.

* Partner Organization Enlistment – Announcement Call(s)/event to explain the campaign, elicit participation, engender support and distribution to their email lists, via their social media channels
  + Informed by results of Phase I
  + Suggested partners
    - 504ward
    - YLC – potential collaboration with Proud to Call It Home
    - Propeller
    - Idea Village
    - PowerMoves.NOLA
    - Launch Pad
    - ACG
    - Chamber
    - NOBIC
    - Et al to be identified
  + Identify WhyNOLA interview candidate from each?
* Public Relations
  + Dual Launch Events
    - Pre-Launch – rollout at Investor Luncheon to rally support, participation
      * Show WhyNOLA video from Collision
      * Q to intro campaign
    - Media Tour/Event
      * Requires detailed business data and strong anecdotes, roster of BD wins to support idea of a thriving, growing economy
        + Quality of life data
        + Cost of living data
      * Timed for some trending on social media – need to determine value of momentum in media relations
      * Compile compelling WhyNOLA stories from testimonials for WhyNOLA media kit
  + Milestone announcements, momentum acceleration pushes throughout the year, e.g.
    - Participation announcements – announce milestones on social media usage, reach of media relations, number of self-generated videos, etc.
    - BD milestones as appropriate – e.g. if we hit more announcements at the halfway point of the year than last year – tie that announcement into WhyNOLA campaign as warranted
    - Tactical rollouts – e.g. PSAs
    - As warranted – progress announcement at year-end 2016
  + Progressive, strategic story pitching throughout 2016
    - Create stable of evergreen WhyNOLA testimonial stories – pitch during high crime periods to
      * Offset negative perceptions with positives of why New Orleans remains a great place to live and work
      * Reinforce positive messaging, sustain WhyNOLA momentum
    - Cumulative story pitching to create momentum of WhyNOLA coverage
  + Regular inclusion in NOLABA blog with staff authorship rotation (staff wisdom and/or commentary on current ED/NOLA issues, ED 101, WhyNOLA, as regular topics)
  + Incorporation of campaign progress into all NOLABA external presentations
  + Include at least one testimonial or video within the NOLABA newsletters
* Digital Communications
  + Social media hashtag - fed by survey results, testimonials, videos – solicit support from, participation by partner organizations via
    - Facebook
    - Twitter
    - Instagram
    - You Tube
  + NOLABA website content
    - Testimonials – video – feed to YouTube and distribute via social media channels
      * Run in banner above
      * Include on Cluster pages
  + Three-tiered video campaign
    - Tier 1 – features
      * Clusters/Themes
        + CDM/Tech

Include BD clients – Torsh, Smashing Boxes, inXile

* + - * + Bio

Include investors – Greg Feirn, Aimee Quirk

* + - * + Retail

Include investors – First Hartford, GES, Perez, et al

* + - * + Intersection of Commerce & Culture/General BD
      * Individual Vignettes
        + Current investors, Board members – why invest in the New Orleans economy, why do business here
        + Local business leaders – why do business in New Orleans
      * NOLABA staff – how we make doing business in NOLA better, easier – programs, ED 101, etc. – establish them as experts, elevate their presence/brand/profile
    - Tier 2 – local community-generated, i.e. viral

**Additional Opportunities – Beyond 2016**

* Licensed Merchandise – partnership potential with Dirty Coast, Fleurty Girl or other to generate revenue to further support the campaign
  + T-shirts
  + Stickers
  + Coasters
  + Koozies
* Strategic Paid Advertising Placements – if budget can be secured

**Budget Considerations – Out-of-Pocket Expenses**

|  |  |
| --- | --- |
| **Item** | **Estimated Cost** |
| WhyNOLA logo | $200 |
| Video Testimonials – production | $20,000 |
| NOLABA website enhancements | $0 (Atlas retainer) |
| Rollout/Launch Event | $3000 |
| WhyNOLA giveaways | $1000 |
| Contingency | $800 |
| ***CAMPAIGN TOTAL*** | ***$25,000*** |

**Timeline**

See spreadsheet.