**WhyNOLA Campaign – Talking Points**

**7.5.16**

* NOLABA is launching **a citywide “business and economic pride” integrated communications campaign** the first week of August called **WhyNOLA**
* In it, we’re **using the stories and voices of individual business leaders, owners, employees to tell the story** – to ourselves and the world – **about why New Orleans is a great place for business, why it offers the ideal intersection of commerce and culture.** 
  + The WhyNOLA campaign is the economic corollary to Proud to Call It Home – it’s a complementary campaign – we all know why we love living here, but the story that doesn’t get told is why New Orleanians are proud to conduct business, practice their professions and pursue their careers here
* The campaign integrates multiple communications avenues, which will begin **rolling out the first week of August and continue throughout the fall:** 
  + Video series – features New Orleans businesspeople talking about why New Orleans is great for business
    - correlate to NOLABA’s key target industry clusters: CDM, Retail, BIO (with more funding, we may be able to do other clusters)
    - used for BD prospects, Nolaba.org, social media – rolling out throughout fall – strategic timing
  + Rollout of WhyNOLA Blog on Nolaba.org – individual WhyNOLA testimonials: vignettes from businesspeople about why New Orleans is a great location for their business or their career (cross-promoted via social media too)
    - First wave includes
      * NOLABA Board members, investors, staff
      * Tech/CDM/Software
      * Compelling stories from other industries/clusters (e.g. Brandy & Frank Christian, Lesli Harris, etc.)
    - Subsequent industries/clusters to unfurl throughout subsequent weeks, e.g. (not necessarily in this order)
      * Pofessional services
      * TTL
      * Public sector
      * energy
      * tourism/hospitality
  + Enlistment/enrollment of local business groups and local businesses to achieve widespread grassroots participation
    - NOLABA contacting partner orgs (e.g. NOBIC has already agreed) over next 3 weeks to secure engagement
    - NOLABA will provide a toolkit of materials and messaging during final week of July
  + Social Media – content being rolled out via multiple platforms includes
    - Individual business interviews (formerly man-on-the-street) from small businesses across NOLA
      * Identified by neighborhood and via affiliation to NOLABA partner orgs, e.g. ACG, New Orleans Chamber, Magazine St. Merchants Assn., etc.
    - Monday Morning Motivation/Wednesday Afternoon Pick-Me-Up – content will be testimonial quotes from blog interviews, key NOLABA messaging
  + Merchandise trial – Zazzle.com