**WhyNOLA Campaign – Staff Primer & Talking Points**

**7.29.16**

**Key Messages**

* **WhyNOLA, our citywide “business and economic pride” integrated communications campaign launches on August 1st**
* 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.**

**Supporting Information**

* *Further explanation if needed:* Think of the WhyNOLA campaign as 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 August 1st and continue throughout the fall and beyond:** 
  + Video series – features New Orleans businesspeople talking about why New Orleans is great for business
    - Videos correlate to NOLABA’s key target industry clusters: CDM, Retail, BIO (with more funding, we may be able to do other clusters)
    - Additional videos give individual vignettes/WhyNOLA stories
    - Used for BD prospects, Nolaba.org, social media – rolling out every week throughout fall – strategic timing where possible to coincide with BD events
  + 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
    - 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
    - Partner engagement email goes out August 1st.
      * Contains a toolkit of materials, messaging and suggested ways to get involved
  + Social Media – content being rolled out via multiple platforms includes
    - Shared/posted videos – alternating rollout, one per week, between professionally produced and man-on-the-street style 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
  + Paid online boosting, broadcast PSAs, media announcement, merchandise, and more to roll out as the campaign gains momentum