

Only in
NEW ORLEANS.



Only in New Orleans

From outrageous festivals to bizarre customs, not to mention some of the crazy things we eat, everything about New Orleans is a little bit off-beat. Our laissez-faire lifestyle cultivates experiences that can only be lived in the Big Easy. A highly interactive mobile app puts those experiences at the fingertips of tourists, while vivid advertisements serve an exciting taste of those experiences, creating an appetite that can only be satisfied by the real thing.

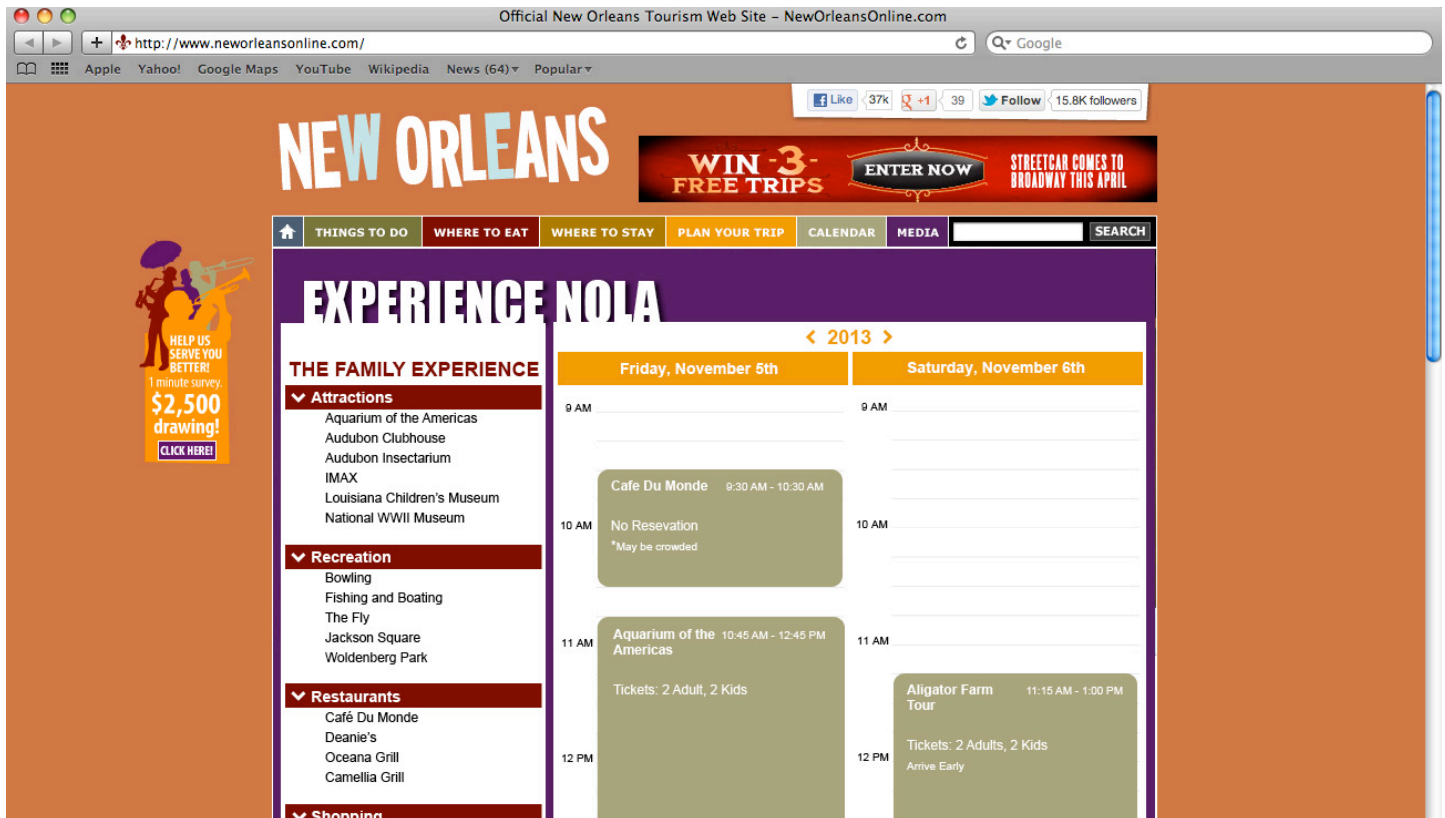
Primary Audience: Our target audience ranges from 21-49 year-old men and women who travel for business or pleasure. The bulk of this target audience is married and has disposable income for travel and leisure activities. The primary target audience consists of 21-34 year old and the secondary audience is 35-49 year-olds. While we will advertise to the entire nation, we will focus on the top five DMAs where the target audience primarily resides: Atlanta, Dallas, Houston, Washington DC and San Antonio. This audience frequently uses the Internet as their primary media source, but they also often notice outdoor advertising. They most often notice airport displays, large billboards, subway trains and bus shelters or benches.

The target audience fulfills their lives with a variety of activities. They are more likely than the rest of the population to visit aquariums, zoos and museums, perfect for the New Orleans scene. They enjoy going out to bars and night clubs, tailgating and dining out, so they will obviously fit right in the Nola nightlife. When surfing the web, they are most likely to be booking for airline, car and hotel information or making reservations.

International Audience

For the international audience, we will focus on the four countries that the CVB manages contracts with: the United Kingdom, France, Germany and Mexico. We will also focus on Brazil and China, as they have an increasingly prominent future in US travel. While advertising overseas can be quite costly, the best way to reach these international audiences are through airport displays and online. China will be more of a challenge, due to regulations on travel and advertising.

Website





Experience NOLA

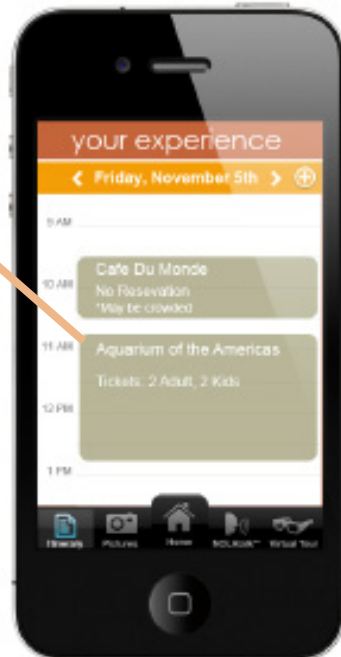
We've made a plan for the non-planners by putting the New Orleans experience completely in the hands of the user--literally. Everyone wants to experience New Orleans in his or her own personal way. Our audience can use our experienceNOLA app to easily customize their personal itinerary. We have an experience for the foodie, the romantic, the family guy and the girl who just wants to be spontaneous with her close group of friends. The travelers will use the app to plan the perfect getaway to New Orleans with local recommendations.



What's in the app?

Make your own experience

Personalize their own NOLA experience by customizing their itinerary.



NOLA talk

Translates and pronounces New Orleans phrases and words.

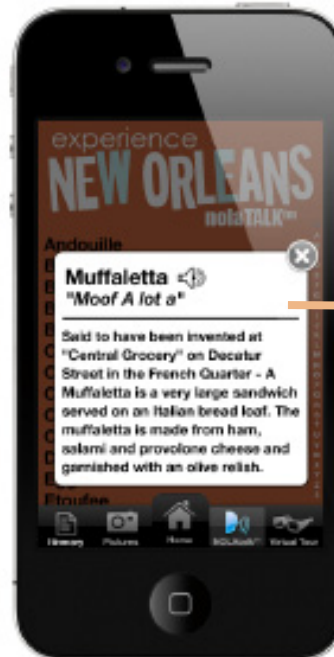


Photo-sharing



Upload photos and connect to Instagram. Users would also be able to see nearby, recently uploaded pictures to help venture to different places and encourage curiosity.



Virtual Tour Augmented Reality



Users may hover over anything in New Orleans to gain more information.

Experience NOLA incentives

We will launch the app with weekly contests. The soft launch for the Experience NOLA app will generate the app's content. The contest will also create a buzz about the app, and winners will enjoy a night downtown in a New Orleans hotel complete with a free dinner. After this content is generated through contestant's one- minute video of a unique New Orleans experience, the Experience NOLA app will then move into its hard launch. The videos the contestants create will provide publicity for the app and New Orleans tourism.

Show us an experience you can only have in New Orleans.



Phase One: Soft Launch

The soft launch will begin in March. The soft launch will target locals, 21 years and older, in New Orleans, Baton Rouge and Lafayette. In order to generate user content, locals will partake in a contest to create a one-minute video that demonstrates an exclusively New Orleanian experience. This initial launch will last one month, allowing time for the participants to find out about the app, use and upload material. The top four videos with the most amount of likes wins a free dinner and a night stay in downtown New Orleans with one guest.

Phase Two: Hard Launch

The hard launch will begin in August, targeting the entire nation with a heavier focus in Atlanta, Dallas, Houston, Washington DC and San Antonio, the top 5 DMAs for people 21-49 years old who travel for business or pleasure. The hard launch requires participants to download the app in order to participate in a contest. Through the app, weekly contests will be announced, calling on contestants to submit videos to our social media channels. There will be four contests during the month of August, one per week.



For example:

When users download the app during the first week of August, the home screen will say:

“Experience NOLA challenge of the week: *How much hot sauce can you handle?*”.

For the other weeks:

Week two: Do your best imitation of a New Orleans accent. Be creative.

Week three: Describe how you would peel a crawfish.

Week four: Start your own second line somewhere.

The contestants will upload their videos to the Only in NOLA site On Friday of each week. Videos will be ranked by “likes” (Must have a Facebook account to vote). The contestant with the most likes will win the NOLA experience of their choice, including a round-trip with a three day, two night stay in the heart of New Orleans. The app that participants have already download will generate an itinerary according to the chosen experience allowing users to edit as they wish.



Facebook Experience NOLA

facebook

Search

Find friends Home

Experience NOLA

11,364 likes 239 talking about this 70 were here

Liked

Message

Travel/Leisure

Only in New Orleans.

About

Photos

Likes

Map

Experience NOLA

Sunday

Download our new app, Experience New Orleans, in the iTunes app store and get the scoop on winning a free trip to New Orleans!

Share via Sprout Social

Like Comment

14 people like this.

Write a comment...

Experience NOLA

Saturday via Sprout Social

Download the Experience New Orleans app to find out this week's contest challenge!

Share via Sprout Social

Like Comment

11 people like this.

Write a comment...

Experience NOLA

Friday

Experience NOLA

Saturday

The Saint Patrick's Day Parade on Magazine Street in New Orleans! — in New Orleans.

Like Comment Share

36 people like this.

Experience NOLA Happy St. Patrick's Day! #onlyinNOLA

Saturday at 5:02pm Like 1

Write a comment...



Twitter #OnlyinNOLA





Advertisements & Promotions

Advertising and promotions focus on bringing New Orleans flavor to the cities of our target audience. Advertising for the contests uses the content derived from the soft launch, and begin in June and July to allow enough time to generate awareness among the target audience. Through out-of-home, digital and social advertising, we will entice consumers to download the app to win a free trip to New Orleans. Through social and digital media we will constantly remind users to download the app and submit their video for the challenge of the week. Out-of-home advertising will focus on bringing New Orleans to the rest of the nation to give them a taste of what they can only experience in New Orleans.

Phase One: Soft Launch



Media:

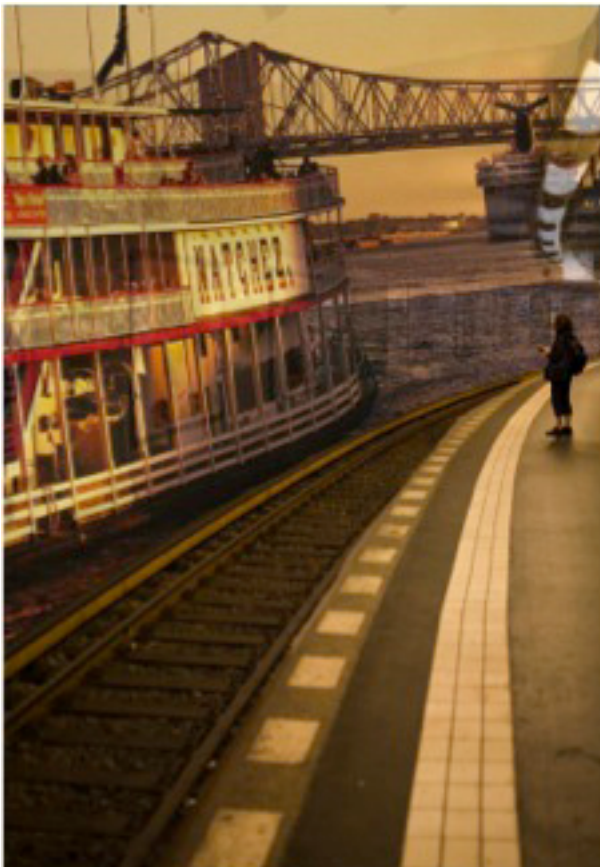
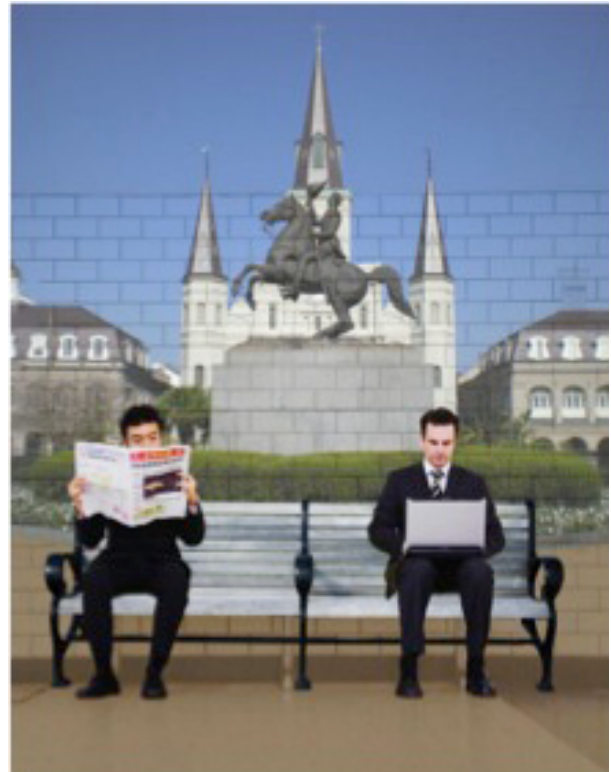
- Internet
- Outdoor advertising
- Airport displays
- Billboards
- Subway trains
- Bus shelters
- Benches.





Phase Two: Hard Launch

Station domination in our top DMAs. Scenic and iconic views of New Orleans will surround the viewers so they will “feel” like they’re in the city.





Direct Marketing

In order to fully experience New Orleans' southern hospitality, we are bringing its culture to you. By promoting New Orleans through direct marketing techniques, our target audience will enjoy a dash of the NOLA life. Pop-up kitchens will be placed in key cities where the public can enjoy rare New Orleans cuisine. Lasting only a day, the pop-up kitchens will be placed in public areas like parks, abandon spaces and side-streets.

New Orleans will develop a partnership with "tourist" restaurants in major cities that will allow New Orleans to showcase its diverse cuisine while bringing a variety of food to the restaurant's menu. Restaurants like Hard Rock Café, Rain Forest Café and Joe's Crab Shack would carry the tagline on their menus: Limited time here, everyday in NOLA.

Furthermore, New Orleans gift baskets will be mailed to major event planners/coordinators. The gift baskets will contain an assortment of New Orleans based products. The gift baskets will serve as an enticing way for event planners to crave more of New Orleans. The gift baskets will also be accompanied by a "Lunch and Learn" session for staff members of our targeted companies. Staff members will enjoy a complimentary New Orleans po-boy lunch, while learning the benefits of working and playing in New Orleans.

What's in the basket?

- Mardi Gras traditions
 - beads
 - masks
 - parades
 - second lining
- Pralines recipe
- NOLA Spices
 - Tony's Creole Seasoning
 - Zatarans Creole mustard
 - Zatarans Jambalaya mix
- Hurricane mix
- Abita Strawberry beer

