



Discover BREC!

Campaign Book
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*A look into how Rouge Public Relations used SCVNGR to promote
the Recreation and Park Commission for the Parish of East Baton
Rouge throughout its community.*

Christine Derbins
Strategy Director



Brooke Hidalgo
Strategy Director



Collin Smith
Design Director



Courtney Thees
Writing Director



Camille Walther
Account Liaison





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Research Report

The Recreation and Park Commission for the Parish of East Baton Rouge's (BREC's), director of communications, Kristi Williams, demonstrated great optimism toward the partnership with Rouge Public Relations in using SCVNGR within its organization. Through conversations with Williams, a public relations evaluation form, BREC's website, past media coverage and archival research, Rouge Public Relations formed an in-depth analysis of BREC.

Overview of BREC

According to BREC's website, BREC operates public park and recreation facilities and programs through the East Baton Rouge Parish, Louisiana. It is a member of the National Recreation and Park Association, NRPA, which expands BREC's network and resources by providing members benefits of educational programs, research reports and informational publications. The NRPA has honored BREC twice with the nationally accredited Gold Medal Award. The Gold Medal Award is given to organizations that demonstrate excellence in planning, resource management and agency recognition. BREC encompasses 184 parks that promote a wide variety of sound, family-oriented activities for everyone.



Children and Families: BREC offers family-friendly activities like playgrounds, sport leagues and summer camps to encourage physical activity and interaction with local children. Specific summer camps include: Camp Sunshine, Tennis and Golf Camps, Magnolia Mound Plantation History Camp, Baton Rouge Zoo Camp, Bluebonnet Swamp Nature Camp and Furr Park Horse Lover's Camp. It offers youth leagues like softball, baseball, basketball, tackle and flag football.

Teenagers: Perkins Road Community Park caters to young adults and teenagers through extreme sports like skateboarding, rock climbing and cycling.

Adults and Senior Citizens: BREC operates several adult leisure centers and adult sport leagues to help them lead healthy lifestyles. There are 17 adult leisure centers that offer crafts, games, exercise classes and painting. BREC offers adult sports leagues like volleyball, flag football, softball and basketball.

Arts and Culture: BREC brings the cultural arts to the East Baton Rouge Parish residents in a variety of ways. BREC's City-Brooks Community Park hosts the Baton Rouge Gallery that exhibits artists monthly and showcases artwork from sculptures, paintings, photographs, printmakers, ceramicists and multi-media designs. The Independence Park Theatre and Cultural Center, a 780-seat theatre, hosts musicals, theatrical shows, lectures and seminars and contains the Louisiana Arts and Artists Guild Gallery. BREC's Magnolia Mount Plantation exhibits the French Creole culture.



Nature and Outdoors: BREC offers unique facilities to connect the community to nature and the great outdoors. The Blackwater Conservation Area center provides an area for the community to stray away from the busy city. It has two large fishing lakes and a nature-walking trail. The Botanic Gardens is a breathtaking garden with hands-on planting activities for plant lovers to enjoy. The Bluebonnet Swamp Nature Center highlights animals and plants that are native to southern Louisiana. It is dedicated to conservation, education, recreation and tourism.

Sports and Fitness: Every BREC park includes physical activity through fitness classes, sport leagues, walking trails, in-line skating and mountain biking. Many BREC facilities contain golf, tennis and volleyball courts. It offers a variety of fitness classes like Zumba, yoga, pilates, karate and Tai Chi.

Mission

“It is the BREC mission to provide quality parks and recreational opportunities for all the residents of East Baton Rouge Parish.”

History

In 1946, The Recreation and Park Commission for the Parish of East Baton Rouge was created to develop, maintain and operate public parks and recreational facilities. Sixty-six years later, BREC has preserved more than 180 parks in Baton Rouge, each a unique facet of the local community.

Cane’s Dog Park at City-Brooks opened on May 31, 2008, and it covers more than 1.2 acres, includes a 5,500 square foot small dog park and has watering stations, benches and pavillions.

Highland Road Park Observatory, built in 1981, is for astronomy enthusiasts to meet together for a common cause. The observatory contains two reflecting telescopes that are used for educational and scientific purposes mostly, but they are publically available twice a week. It also features two walking trails that highlight the various plant species in the region. One night per week is dedicated to families. They have a marshmallow roast and kid-friendly educational demonstrations. Periodically, the observatory offers lecture series, which provide in-depth information about astronomy and related topics.

Perkins Road Community Park reopened on October 16, 2010 as an extreme sports 52-acre park. The skate park is a 30,000 square-foot concrete skate park. It holds competitions and events. The velodrome is a track meant for cycling. The rock climbing tower allows the Baton Rouge community to practice their climbing skills in a safe atmosphere.

Bluebonnet Swamp Nature Center is an award-winning 102-acre park that was built to preserve wetland creatures and educate the Baton Rouge community on the importance of nature. The main building houses several exhibits like live animal displays, carving and mineral displays and a gift shop. A gravel nature trail leads through multiple habitats to guide guests through the swamp and forest, where visitors can spot various wildlife, including birds, snakes, turtles, raccoons, rabbits, opossums, armadillos, squirrels, foxes, coyotes, deer and otters. The center also offers periodic educational programs on conservation.

Greenwood Community Park reopened on October 29, 2011 as BREC's largest park. It is home to an 18-acre lake available for fishing, canoeing, paddling and kayaking. The facility also includes a golf course, a pro shop, tennis courts, and a new spray pad. Visitors can hike along the ExxonMobil Cypress Bayou Lake Trail, which uses signs to inform hikers on how the area was used as an ammunition depot during World War II. It newly features a dog park with separate play areas for large and small dogs, as well as a water station and pavilion.

City-Brooks Community Park, built in the early 1920s, is located on the outskirts of Louisiana State University campus. The park provides various activities like golf, meditation and tennis. The golf course, built in 1926, offers nine holes and is equipped with a pro shop. Behind the pro shop, a labyrinth is located; it is traditionally used for meditation and relaxation. The Baton Rouge Gallery, which is free and open to the public, offers displays of contemporary art in a variety of formats.

Milford Wampold Memorial Park overlooks the lakes of Louisiana State University and provides a pier and a sand beach. Surrounded by asphalt trails, the park is popular with picnickers and exercise enthusiasts.

Culture of BREC

BREC is a nonprofit organization that prides itself in serving the community. It has built facilities and programs that promote healthy living. BREC encourages visitors to enjoy being outdoors and living active lifestyles. It wants to enhance the Baton Rouge community by incorporating physical activity into their daily lives.

Finances

BREC obtains its funds through sponsorships and property taxes paid for by the people of East Baton Rouge Parish. Additional funds, also, come from local government agencies and the federal government. BREC uses their funds for financing land purchases, constructing new facilities, holding park activities and maintaining existing facilities and parks. Raising Canes, The Backpacker, Louisiana State University and Baton Rouge Coca-Cola are all prominent sponsors of BREC. More past event sponsors include: Smile Stars Pediatric Dentistry, LUBA Workers' Comp, Albemarle Corporation, Capital One Bank, Varsity Sports, Dream Silkscreen, The First Tee EBRP, Capital One Bank, Dermatology Clinic of Baton Rouge and McDonald's.

Economic and Political Influences

BREC is a nonprofit organization that largely relies on taxes; therefore, BREC's economic influences directly coincide with political influences. The Recreation and Park Commission for the Parish of East Baton Rouge shows support for many local leaders. BREC's director of communications, Kristi Williams, explained that BREC's political and economical influences are circular, and they are the residents of East Baton Rouge Parish. BREC operates on renewable property taxes. BREC cannot continue to operate efficiently without the continued support of voters at the polls. This reliance on renewable property taxes means continuous support from the residents is crucial to the organization's survival.

Public Opinion

A positive public opinion is essential to the survival of any nonprofit organization. In a meeting with Williams, she explained, “Public opinion is very high for a public agency. I believe that it is a direct result of two things. First, the public trusts us to do what we say we’re going to do. Second, we are building some fantastic new parks that the public really loves.” In the 1990 BREC Community Opinion Survey, BREC discovered that 93 percent of individuals agreed that it is important to preserve as many forest areas in the parish as possible. Baton Rouge citizens are supportive toward conserving natural resources and preserving unique and historically representative habitats. Another public survey taken from the BREC Perception Survey Preliminary Report stated that BREC’s parks overall do a good job of maintaining parks and keeping the public informed. Most people surveyed agreed that it was very important for families to have quality BREC parks around our city.

Secondary Research

Through the evaluation form, Williams told us that BREC currently uses the following promotional tactics: Yellow Pages, newspaper, magazine, radio, television, Internet and outdoor advertisements. It also utilizes giveaways, coupons and event sponsorships. It distributes news releases, photo releases, feature stories, media advisories, story pitches, special events, fliers, posters and brochures. They have accounts with Facebook, Twitter, Flickr, YouTube, Blogger, Tumblr and LinkedIn. Williams explains that BREC’s top three promotional strategies are social media, television advertisements and radio advertisements. She described BREC’s ability to attract customers as “moderate” (a three on a scale from one to five with one being “not at all effective” and five being “very effective”). Williams rated BREC’s level of traffic over the last 30 days as “high” (a four on a scale of one to five, one being “very low” and five being “very high”).

Media Coverage

Several media outlets like The Advocate, Greater Baton Rouge Business Report, www.BayouBuzz.com, www.koddler.com and The Daily Reveille regularly publish articles about BREC. Past coverage ranges from information regarding BREC’s events to announcements of park openings and renovations.

Archival Research

This chart is excerpted from a study (see full study details in Appendix). The chart details the results of a survey in which the respondents described how they obtained the majority of information about parks. The highest percentages of respondents stated that they received their park information from brochures and pamphlets, personal experience and recommendations from others.

	Cluster 1(%)	Cluster 2(%)	Cluster 3(%)
<i>(A) Percentage of each cluster who nominated the specified source of information about parks as their main one</i>			
No one source	9.1	9.1	8.0
Brochures/pamphlets	22.5	21.1	24.7
Recommendations from others	11.3	12.4	13.1
Mass media	0.9	0.6	0.6
Personal experience/previous visits	23.1	25.1	25.5
Road maps	9.2	8.2	8.6
Travel information centres	4.2	4.0	4.3
Auto clubs	2.6	2.3	1.4
Sports shows	0.1	0.2	0.0
Parks guide	16.8	16.7	13.4
Other	0.3	0.3	0.2

Media Research

Baton Rouge has a variety of media outlets that Rouge Public Relations utilized for its promotional efforts. We segmented our possible media outlets into three categories: television stations, radio stations and newspapers/magazines. BREC possesses an online distribution system that Rouge Public Relations used to reach media outlets.

Television stations:

- WAFB Channel 9
- WBRZ Channel 2
- NBC 33
- WBMG Fox 44.

These stations all target a wide range of Baton Rouge residents, from young adults to the elderly. TigerTV is the television station for Louisiana State University students.

Radio stations:

- 100.7 The Tiger and 101.5 WYNK are two radio stations that target Baton Rouge residents who listen to country music.
- 103.3 Gen X targets Baton Rouge residents who enjoy music from the 1990s.
- 91.1 KLSU is the radio station for Louisiana State University students.

Newspapers and Magazines:

- *The Advocate* targets Baton Rouge residents.
- *The Daily Reveille* is the newspaper for Louisiana State University students.
- *Dig Magazine* targets Louisiana State University students and young Baton Rouge professionals.
- *Neighbors Magazine* targets Baton Rouge homeowners with families.

Media Contact List

Television stations:

- WAFB 9 News Baton Rouge = news@wafb.com.
- WBRZ-TV Baton Rouge = 225-336-2344, or emailed to news@wbrz.com.
- NBC 33 – WVLA Baton Rouge = 225-766-3233 or emailed to news@nbc33tv.com
- Fox 44 – WGMB Baton Rouge = contact form via its website, www.fox44.com
- TigerTV – LSU students of Baton Rouge = 985-578-6103 or emailed contact@tigertv.tv

Radio Stations:

- 100.7 The Tiger = Cindy Manzella, advertising director, 225-388-9898
- 91.1 KLSU = Ryan Harris, program director, programdirector@tigers.lsu.edu

Newspapers:

- The Advocate = newsroom@advocate.com
- The Daily Reveille = Andrea Gallo, deputy news and entertainment editor, entertainment@reveille.com
- Dig Magazine = fill-in editorial email form on its website: digbatonrouge.com
- Neighbors Magazine = Melani Johnson, assistant editor, melani@neighborsmag.com

Situational Analysis and Problem Statement

Situational Analysis

Strengths:

BREC has the incredible ability to meet the recreational needs of the entire East Baton Rouge Parish. It has 184 parks with many diverse activities and events accustomed for all ages and skill levels. This ability is evident through its national presence and recognition like The Gold Medal Award, which they have received twice. BREC alleviates any confusion when it comes to their facilities through its website that has a wealth of information and clearly outlines each park's activities and amenities. It breaks down BREC's overall goal, mission and history. Through voting and hearings, BREC incorporates the community's voice in its decision-making processes. Volunteers serve as advisers on BREC's committees. Like BREC, SCVNGR is a nationally recognized geolocation-based mobile gaming application that allows players to engage in organizations. SCVNGR is an equal combination of both entertainment and documentation, which can form a mutually beneficial relationship among SCVNGR, the gamer and the organization.

Weaknesses:

BREC's response to the recreational desires of parish residents takes time. Creating the plans and gaining support for these plans is a long and time-consuming road; therefore, all residents' desires cannot be satisfied. Another weakness for BREC is that it cannot target small groups. They build facilities for all residents; consequently, the wants of residents aren't responded. Third, BREC depends on tax renewals. Failing as little as one tax renewal means the organization no longer exists.

Opportunities:

With movements like Go Green and the NFL's Play 60, the nation is moving toward getting active outdoors and lowering the obesity rate. This encourages more people to frequent parks and enjoy nature like BREC's facilities. BREC is located in Baton Rouge, home to two universities. Generally, college students are more likely to embrace change and discover new experiences. They are curious, and check out many of the organizations within their towns. LSU uses SCVNGR around campus to engage students; therefore, SCVNGR can create more awareness of BREC's facilities to current users of SCVNGR. Lastly, Baton Rouge's location is beneficial to BREC because of its connection to nature. The nation's largest river, the Mississippi, flows right through the city and southeast Louisiana is characterized by water and marshland. Consequently, Baton Rouge residents are accustomed to being one with nature and seek out such activities.

Threats:

BREC relies on volunteers to run many of its events and to serve on its committees. Working on a volunteer basis means that there may not always be enough people available and willing to help. As for funding, BREC relies on renewable property taxes and other government funding, meaning BREC operates at the expense of constituents' votes and the economy. This reliance on a stable political environment is a threat. BREC requires the continued support of not only voters, but also local political leaders to keep its funding. Though BREC has no major competitors for its parks, some of their facilities do have competitors. BREC is opening Liberty Lagoon water park in the summer of 2012, though a large water park currently exists in Baton Rouge, Blue Bayou Waterpark. In addition, BREC's golf courses and athletic facilities are in competition with the major health clubs around Baton Rouge that offer the same services. An additional threat is the possibility of natural disasters that could destroy BREC parks and facilities. With Louisiana as a coastal state, the likelihood for hurricanes to hit the Baton Rouge area can be high. These odds can be threatening to an organization whose facilities are part of nature. Further, Baton Rouge is constantly expanding and updating. Urban development and the demand for buildings and housing may create a problem for BREC.

Problem Statement

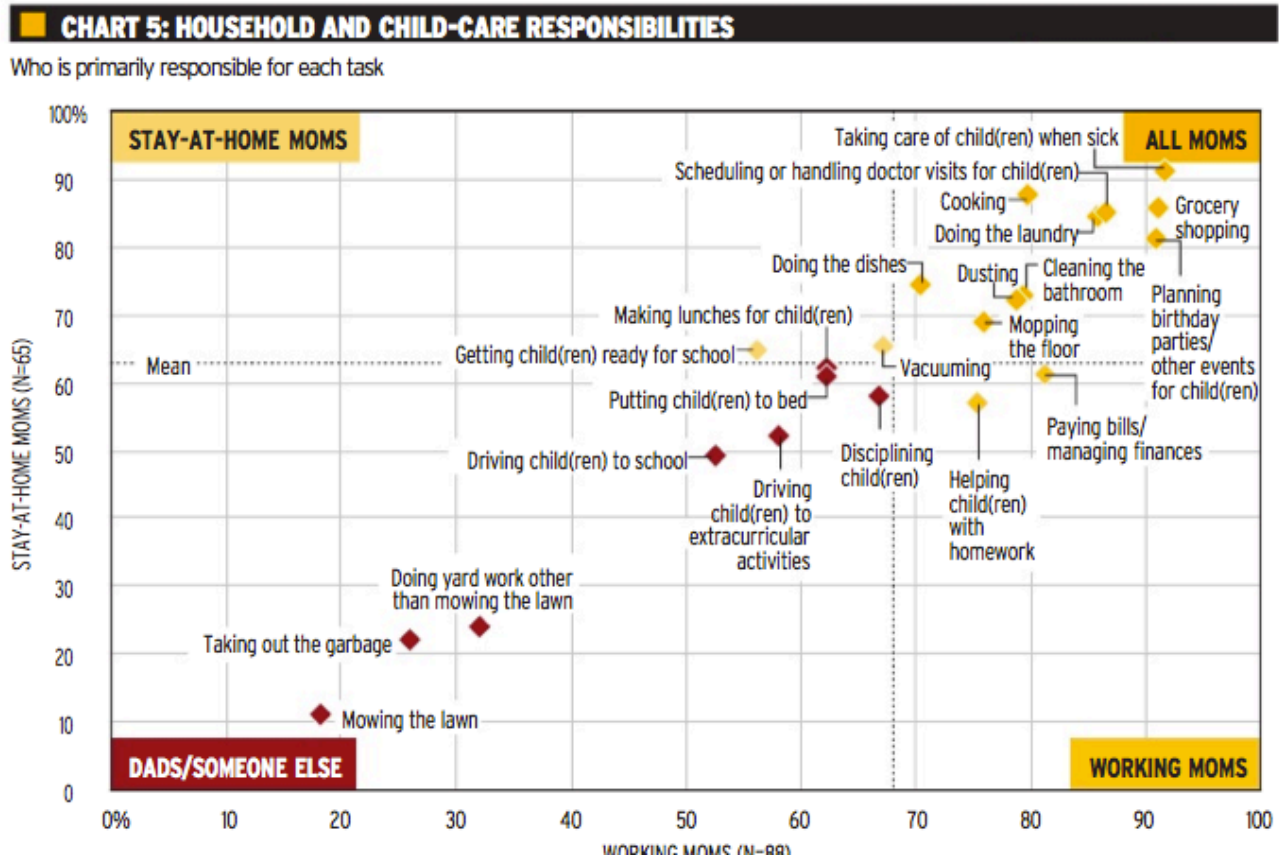
In summary, BREC's biggest challenges are its vast amount of people served, its funding and its heavy reliance on volunteers. BREC is a nonprofit organization funded by donations and tax renewals, and it aims to serve the needs and wants of one of Louisiana's largest parishes. BREC is closely connected with the residents of East Baton Rouge Parish and in general, the community feels its voice is heard. This research leads us to believe that a SCVNGR trek can help BREC better overcome some of its main challenges. A trek will highlight a diverse range of parks, showing Baton Rouge residents that BREC does indeed have facilities to meet many types of needs. Also, a trek will help residents fall in love with BREC parks, leading them to lobby for and support tax renewals to keep BREC up and running.

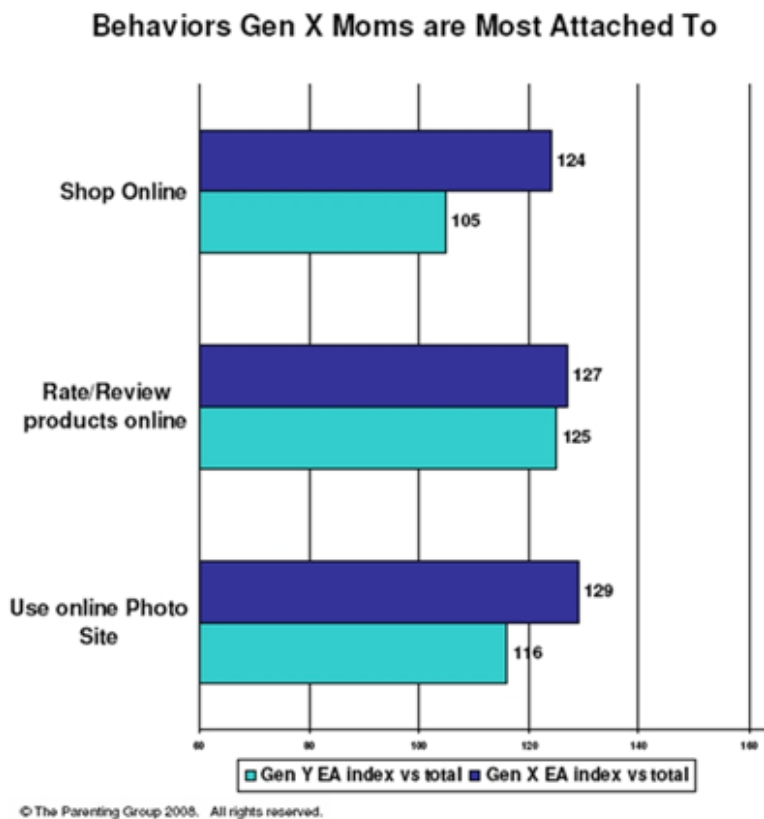


Target Audiences

BREC's director of communication, Kristi Williams, told Rouge Public Relations that BREC targets women with children and local leadership (Williams). With this influence, Rouge Public Relations decided to focus the DiscoverBREC campaign on mothers and college students. Being that we are a college-based public relation group, we believed that targeting college students was very important. They were easily accessible for the resources Rouge Public Relations had available, and by spreading the awareness of BREC's facilities within the college community, we were hopeful that we could enhance the physical activity of college students. To target these two groups, we segmented them by using both demographics and psychographics.

Mothers are a very powerful consumer segment of the market. According to the State of American Mom report given by the Marketing to Moms Coalition, moms represent a \$2.4 trillion market and are a multi-faceted group. Mothers can be broken down into three groups: the Millennial, GenX and Boomer Moms.





Millennial Moms

Millennial Moms are 18-29 year olds from all different ethnic backgrounds. In the family life cycle, millennial moms are young married or divorced with children. They are at the peak of home purchasing, interested in new products and dissatisfied with their financial position and the amount of money saved. They buy washers, dryers, televisions, baby food, cough medicine, vitamins, dolls, wagons, sleds and skates. These mothers are the most likely to spend less than any other generational groups. Due to the economy in the past year, these mothers are using more coupons, shopping more sales and spending less on entertainment.

Millennial moms are the first generational mothers to have grown up on the Internet. For this reason, we prioritized our focus on millennial mothers. Millennial mothers do not tend to live next door to their parents, so they look to peers, blogs, and web communities. According to a presentation released by Meredith, a leading media and marketing company that serves American women, “it takes an online village to raise a child.” They use laptops and smart phones as their access points for Internet. They choose to share information through Facebook over direct email. Mobiles are essential with 73 percent of adults 18-29 who have a cell phone using it daily for non-voice activities.

To reach millennial mothers, messages should provide instant gratification, diversity, recognition and voice. Millennial moms are multi-taskers. They want quick access and immediate action. Messages should be personalized and interactive to catch attention. Messages should appeal diversely through imagery and content. Messages should connect to the non-mom self. Messages should be conversational.

Generation X Moms

Generation X mothers are 30-45 year olds. Gen X are middle-aged married or divorced with or without children adults whose financial position is better, more wives work, some children get jobs and have a high average purchase of durables. They are very hard to influence with advertising. They buy new, more tasteful furniture, auto travel, unnecessary appliances, boats and magazines. Home ownership is an important goal for Gen X adults. They have more of an expendable income compared to millennial moms. Gen X adults spent more time than any other generations with little supervision, which has caused them to be independent, resilient, cautious and skeptical. A USA Today article describes Generation X mothers as striving for balance in their household between work and family life.

Similar to millennial mothers, Gen X uses the Internet as a source of information, but they are less attached. They more likely engage in task-oriented activities like reviewing products, uploading photos and shopping. The use of Facebook and direct email for social networking is halved for GenX. The younger half are more likely to use Facebook, and the older half uses direct email. These mothers are slowing expanding into online blogging and mothering niche magazines, but they are more hesitant than millennial moms.

Reaching GenX can be difficult, but with 71 percent of GenX having children under the age of 18, it is a very important segment to target. GenX tend to be disloyal to brands and skeptical of big business. They are more protective and involved in their children's lives than the baby boomer generation, and they value education. They make purchasing decisions with thought for and input from their families. They demand values from their retailers. They want frankness, client service, reliability and authenticity. Messages must be true to their word.

Baby Boomer Moms

Baby Boomer mothers are 45-64 year-olds. Rouge Public Relations decided not to target baby boomers because most of their children are out of the home; therefore, not applicable for BREC's target audience.

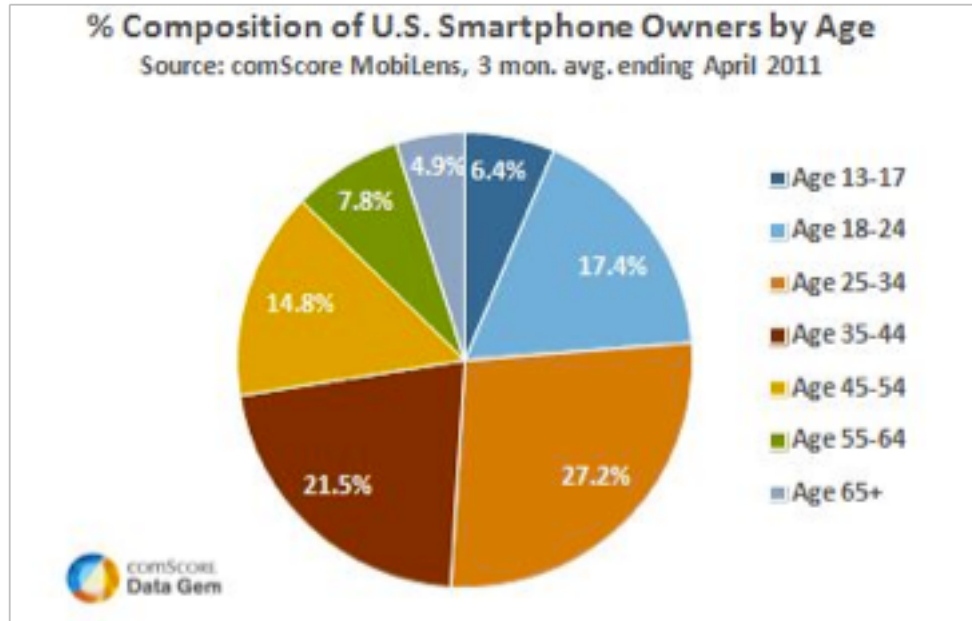
According to Maria Bailey whose company BSM Media specializes in marketing to mothers says that marketing to mothers is "about engaging instead of connecting, relevance instead of inundating, relationships instead of quick hits."

College Community

The college community ranges in ages from 18-29 with diversity in all ethnic areas. The college community is also known as Generation Y or the millennial generation. There are over 71 million Gen Y that spend over \$200 billion annually. These adults are mature with technology, and they are constantly engaging in technology through their smartphones, computers, iPods, etc. This generation often communicates through text messages rather than face-to-face interactions. This generation is a confident, social, diverse and collaborative people.

Rouge Public Relations focused more on the younger half of Generation Y because they encompass more of the college community. They are at the young single stage of the family life cycle. They are fashion opinion leaders, recreation oriented and have less financial burdens. They spend most of their money on clothing, entertainment and food. They have a formidable purchasing power. They like new, trendy and covet status brands. Generation Y also tends to change their minds quickly.

To reach Generation Y, one must understand the four areas Generation Y considers before engaging in a message: cheap costs, good quality, fast service, and an 'experience'. They take the recommendation of peers very seriously. Authenticity goes very far when it comes to this generation. They know when something is real, and when something is not. Generation Y sets the trends so the best way to market to them are to target influencers, to infiltrate the inner circle, to tie-in with causes and to advertise on mobile. Messages need to be very attention catching and easy to understand.



Plan

General Goals

While BREC has a large user base, we felt that majority of the users concentrated their park visits to a few parks, rather than spreading out their attendance. Thus, our general goals for the “Discover BREC” SCVNGR campaign were to increase attendance to BREC parks and to increase awareness of all BREC locations and programs. Further, we wanted to brand specific parks so that BREC users were actually aware that they were using BREC facilities. For example, many Baton Rouge residents run/walk the university lakes, yet they are not aware that these, too, are part of BREC. By creating the trek, we helped identify BREC as the reason for many of Baton Rouge’s outdoor amenities.

Through our various directives, we encouraged our audience to explore some of the parks run by BREC by participating in the “Discover BREC” trek. Then, by actively engaging users with all the BREC parks had to offer, the trek brought the audience and the locations together and hopefully sparked further interest in the parks.

Our target audience for this campaign included Baton Rouge residents who are mothers with kids still at home and college students. Also, as part of the nature of a social media gaming application, we indirectly targeted active users of social media. The active users of social media are constantly in communication with those around them; therefore, they are highly influential to their peers. Combined with an inclination to visit one or more BREC parks, these individuals have the power to spread information about BREC’s facilities and programs as well as the SCVNGR trek.

Communication Plan

To reach these individuals, we employed various tactics. Because BREC is a nonprofit organization, we needed to be able to reach the public as cost-effectively as possible. We chose directives that were of little or no cost to BREC; however, we still garnered valuable attention to the organization, its facilities and the SCVNGR trek. We placed a flier and chalk advertisements at selected BREC locations on the trek. We sent a social media release to ‘mommy bloggers’ in the Baton Rouge area. We sent the announcement news release Baton Rouge news outlets using the media contact list we created. We also created a media kit for journalists to develop their own articles. For BREC’s online community, we created a newsletter that BREC sent to its email subscribers, and we designed a page on BREC’s website detailing the SCVNGR trek information. Finally, we created a video tutorial on how to complete BREC’s SCVNGR trek.

Messages and Theme

The basic message of our campaign was to encourage Baton Rouge residents to discover more of what the city has to offer through outdoor activities. Second, we wanted to spread the message of becoming active, being healthy and incorporating exercise into as routine part of one's life.

The theme we used in our campaign was "Make Ur Mark." The use of text-message grammar created a familiarity with the audience, as many social media users understand the importance of trying to say as much as possible in a limited amount of space. The theme's meaning, however, invited users to be heard. Their thoughts and comments about BREC and its facilities were shared through the SCVNGR challenges, and users were invited to show everyone else their unique ways of enjoying BREC parks.

Tactics

Flier: Rouge Public Relations created a flier to post at every facility highlighted on the DiscoverBREC! trek to advertise the trek to visitors at each park. The flier highlighted our campaign slogan, “Make Ur Mark” as well as provided brief instruction on how to download the application. We posted the fliers near the restrooms at the various parks, as well as on bulletin boards provided for BREC-related news. We also posted fliers around the LSU campus in order to advertise the trek to college students, one of our target audiences.

Chalk advertisements: We designed a chalk advertisement as a guerrilla marketing technique to catch the attention of park visitors. The advertisement closely followed the theme of our flier, including the same “Make Ur Mark” slogan and footprint element. We strategically placed the chalk advertisements near the entrances, as well as within the areas of the parks that seemed to receive the highest amount of foot traffic. These advertisements targeted residents who already visit the specific parks where the advertisement is located. In particular, we expected to get attention from children who are attracted by the bright colors of the chalk and mothers who read the advertisement and decided to learn more about the trek.

Newsletter: We chose to design and write a newsletter to be featured on BREC’s website, as well as sent to BREC’s email contacts. The newsletter provided details about the SCVNGR partnership, as well as instructions on how to download the application and complete the trek. We created the newsletter to be distributed to everyone who signed up on BREC’s website to receive their email notifications, which include periodic newsletters about BREC events and news.

Website: Since BREC’s website garners a lot of traffic, we designed an addition to the website linking an explanation of the DiscoverBREC! trek. The website plan contained information about SCVNGR, how to use SCVNGR with a smartphone, which parks are included on the DiscoverBREC! trek and how to use SCVNGR using text messaging. We created the website plan for BREC to put onto its own site, therefore it will reach anyone who visits the BREC website.

News release: We wrote an announcement news release explaining BREC’s partnership with SCVNGR and Rouge PR to be sent to various media outlets in Baton Rouge, such as *The Advocate*, *The Daily Reveille* and *Dig Magazine*. Ideally, the media outlets that we targeted published a story using the news release, resulting in media coverage for the trek. The audience for the news release is the residents of Baton Rouge.

Media Kit: We created a media kit to be sent to local media outlets, including a backgrounder about BREC’s past usage of social media and a fact sheet. We investigated BREC’s past involvement with social media to better understand how the use of SCVNGR could benefit the organization. We sent the media kit to the same media outlets as the news release, including *The Advocate*, *The Daily Reveille* and *Dig Magazine*. We wished that the media kit will provide journalists additional information to possibly find a unique angle to an article about BREC, SCVNGR and/or the Rouge Public Relations partnership.

Social media release: We sent the social media release to local bloggers, targeting blogs written by college students interested in physical activity and blogs written by social media savvy moms, “mommy bloggers.” We utilized the voice and social media presence of these bloggers to obtain the support of their followers.

Video: Rouge Public Relations created a “how to” video that details the process of using SCVNGR for BREC. It served as a tutorial to mobile application users that are interested in the trek, but are unsure of how SCVNGR works. The video was created to be posted to BREC’s YouTube page and on BREC’s website to reach a wider audience.

Conclusion

Media Coverage

Rouge Public Relations reached out to several different influential bloggers, as well as Baton Rouge residents active in social media. We used Twitter to spread our social media release, and within two days, we were retweeted by the Manship School; Visit Baton Rouge (the Baton Rouge visitor's center); Stephanie Sander, Lamar Advertising digital social media strategist and Ashley Berthelot, Louisiana State University adjunct professor and media relations editor for LSU's Office of Communications and University Relations and the Office of Research and Economic Development.



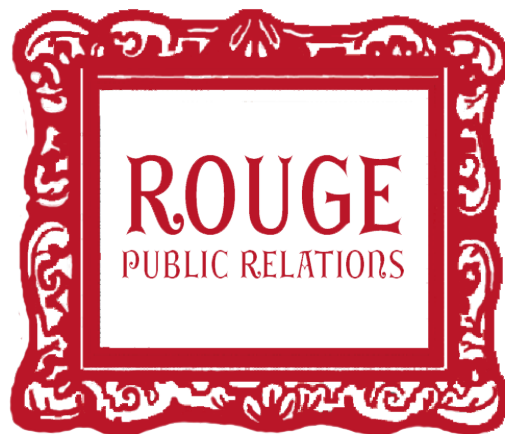
Aside from Twitter, Rouge PR did not receive any additional media coverage as of April 25, 2012. As stated in the communication plan, however, we sent our media kit and news releases to the media contact list we created. Park visitors saw our fliers and chalk advertisements, and BREC began constructing the site we created as well as consideration of implementing our video tutorial.

Formative Evaluation

Sixteen participants participated in our trek, accumulating a total of 75 points. While this may be a relatively small number in comparison with BREC's current number of park visitors, the trek has the opportunity to grow in popularity. As more visitors see the trek advertisements and discuss their activities with friends, the Discover BREC trek could become a significant force in strengthening community involvement with BREC and its facilities. Therefore, we have suggested that BREC continue using the SCVNGR trek.

To promote the trek, we have suggested that BREC continues to connect with its technological audience by using the additional link to BREC's website we developed. To further the mutual relationship of connecting BREC's visitors to the organization and trek, we have suggested implementing a comment area where users can evaluate our Discover BREC trek. This information will become valuable to BREC for evaluating its facilities and where it can seek improvement.

Instead of using chalk for our DiscoverBREC advertisement, we have suggested that BREC use whitewashing. Whitewashing is a brighter and more vibrant alternative to chalk that could catch the attention of a bystander. Whitewashing is also more environmentally friendly than chalk, because there is no residue left behind. It is a simple method of removing present dirt by pressure washing the concrete. Instead of depending on BREC's news media distribution system, we should have actively pursued media personnel to develop relationships with journalists to get our story published. Therefore, we have suggested that BREC be more active in pursuing news outlets to achieve a greater number of media impressions for BREC's facilities.



Chalk Advertisement



**Make
Ur
Mark**

**Download
the
scvngr
app and choose
Trek:
Discover
BREC**

**Visit
parks!**

**Do
challenges!**

**Earn
rewards!**

scvngr
**is a fun, free gaming app
for smartphones.**

BREC

Discover BREC!

How to take part:

1. Download the SCVNGR application on your smartphone. You can also play by text message! Text discoverbrec to 728647 (SCVNGR).
2. Once you log in to SCVNGR, choose 'treks' on the home page.
3. Click 'Discover BREC.' Note that you must be within 25 miles of Louisiana State University for this trek to appear on your phone.



Why SCVNGR and why BREC?

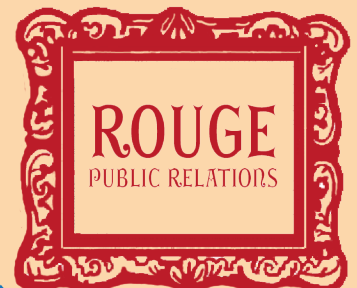
SCVNGR awarded a grant to a class of Louisiana State University public relations students to partner with nonprofit organizations in Baton Rouge. Rouge Public Relations, a team consisting

of five students, approached BREC and pitched a campaign proposal. Rouge PR has been working with BREC and SCVNGR to increase interaction with visitors of BREC facilities and spread

awareness of the fun opportunities that BREC provides to the Baton Rouge community. Rouge PR will also be working on a campaign to promote the partnership to the local media.

What parks can I go to?

- Bluebonnet Swamp
- Cane's Dog Park
- City-Brooks Community Park
- Greenwood Park
- Highland Road Park Observatory
- Milford Wampold Memorial Park
- Perkins Road Community Park

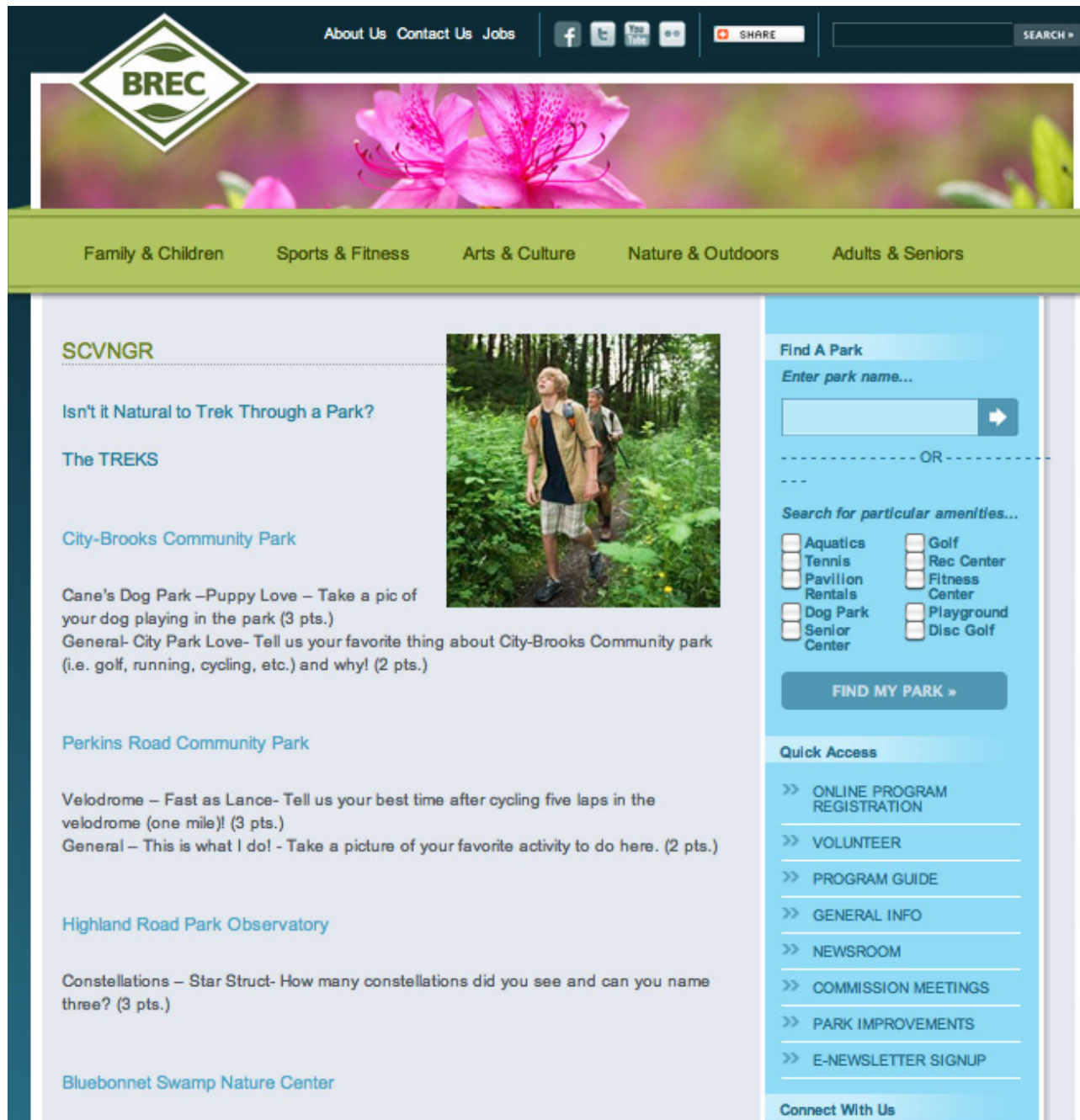


Rewards:

There are 32 points possible in the trek. Once you earn 12, 20 or 30 points, go to BREC's headquarters to collect BREC freebies! The more points, the more you get!

Make Ur Mark!

Website



This is a sample of how our webpage will be implemented as its own section on BREC's existing site. This was the first draft done to show the basic layout and color schemes to be used. From here, a final writeup (on the following page) was sent to BREC's web director to be put live online as he/she completed it.

Are you a fan of BREC? Would you like to experience a cool, new social gaming application for your smartphone? If you've answered yes to these questions, check out our "Discover BREC!" trek from the free SCVNGR application!

What is SCVNGR? (Link to www.scvngr.com)

SCVNGR is a geolocation-based mobile gaming application that allows players to actively engage with organizations. SCVNGR users go on "treks" in their area. Each trek contains a set of locations, and different challenges to complete at each location. Players can be awarded a certain amount of points at each location based on whether they complete the challenge. Once players have earned a certain amount of points, they are eligible to win a great prize from BREC!

Using SCVNGR with your smartphone:

1. Download the SCVNGR application from the App store or Android Marketplace from your smartphone.
2. From the SCVNGR home page, select "Treks," then choose the "Discover BREC!" trek from the available nearby trek options. Players can also search for the "Discover BREC!" trek in from the SCVNGR search bar on the home page.
3. Complete the individual challenges for "Discover BREC!". We've created a variety of different challenges at several different BREC facilities including the Milford Wampold Memorial Park, Highland Park Observatory, Perkins Road Community Park, Bluebonnet Swamp, Greenwood Park and the City-Brooks Community Park. (Link each of these parks to BREC's site for each park.)
4. Earn rewards and have fun doing it! The trek contains a possible 32 points, but you do not have to get all 32 points to win a grab bag. There are three "levels" of points: 12, 20 and 30. When you reach one of these levels, you are eligible to win a prize from BREC! Once you reach one of those levels, go to the BREC headquarters to claim your reward. The higher level of points you achieve, the more FREE swag you get!

What's part of the trek?

- Milford Memories takes place at Milford Wampold Memorial Park (Note: this is also known as Stanford Beach). Tell us your favorite memory at the park. (2 points)
- Picnic at the Park takes place at Milford Wampold Memorial Park. Take a picture of you and a friend having a picnic! (3 points)
- Puppy Love takes place at Cane's Dog Park at City-Brooks Community Park. Take a picture of your dog playing in the dog park! (3 points)
- City Park Love takes place at City-Brooks Community Park. Tell us your favorite part of City-Brooks Park (i.e. golf, running, cycling) and why! (2 points)
- Skateboard Skills takes place at Perkins Road Community Park. Tell us a trick you are trying to land. (3 points)
- Playin' at Perkins takes place at Perkins Road Community Park. Take a picture of your favorite activity to do here. (3 points)
- Star Struck takes place at Highland Park Observatory. Which planet has its display closest to the entrance to the upstairs dome? (3 points)
- Monkey See Monkey Do takes place at Bluebonnet Swamp. Take a picture imitating your favorite animal at the Bluebonnet Swamp. (4 points)
- Louisiana Love takes place at Bluebonnet Swamp. What was your favorite exhibit and why? (2 points)
- Past times! takes place at Greenwood Park. What was the park called during WWII? (2 points)
- Go Greenwood takes place at Greenwood Park. Take a picture of your favorite activity at Greenwood! (3 points)
- Name that Greenwood Trail takes place at Greenwood Park. Fill in the blank: ____ Cypress Bayou Lake Trail. (2 points)

Don't have a smartphone? Not a problem! SCVNGR can be played through text messaging! Using SCVNGR via text messaging:

1. To participate in the "Discover BREC!" trek, send a text message to 728647 (SCVNGR) with our trek keyword, Discover BREC, to get started.
2. If you need to send a photograph, send them to pics@scvngr.com. Don't forget to put your cellphone number in the message!
3. Other helpful commands for playing via text messaging:
 - Text 'SCORE' to receive your current score.
 - Text 'QUIT' to get out of a trek.

For more information or questions about the trek, contact Camille Walther at cwalth2@lsu.edu.



News Release

For Immediate Release

April 16, 2012

For More Information, contact

Courtney Thees

Rouge Public Relations writing director

(985)246-9643

courtneythees@gmail.com

BREC launches trek through SCVNGR

BATON ROUGE, La. – With the help of LSU public relations students, the Recreation and Park Commission for the East Baton Rouge Parish (BREC) launched a DiscoverBREC trek through the SCVNGR app on April 3, 2012, to encourage parish residents to engage with its parks while earning rewards along the way.

SCVNGR (pronounced scavenger) is a geolocation-based mobile application for iPhone and Android.

Once downloaded, the application allows users to search for treks within their area. Treks are comprised of challenges in which the user earns points upon completion. A challenge can include such things as answering a question or taking a picture at the location. Once a certain number of points are earned, the users win rewards from the company/organization.

BREC's trek, "Discover BREC!," contains challenges at Wilford Memorial Park, Cane's Dog Park, City-Brooks Community Park, Highland Park Observatory, Bluebonnet Swamp and Greenwood Park.

Challenges allow users to interact with the park and its amenities in various ways. For example, the challenge at City-Brooks Community Park asks users what their favorite activity is at the park; this earns the user two points.

-more-

The trek has 32 possible points, and once users earn 12, 20 or 30 points, they can pick up their reward from BREC's headquarters at 6201 Florida Blvd, Baton Rouge, La., 70806. Rewards include various BREC items like Frisbees, bike reflectors, and baseball stress balls. The larger tiers have bigger rewards.

Rouge Public Relations, a LSU student-run public relations group, aids BREC with their use of SCVNGR. Their mini-campaign includes the introduction, promotion and evaluation of SCVNGR within BREC. Rouge PR wants to encourage students to become more physically active and also give back to their community.

"We're excited about the partnership between Rouge Public Relations and BREC because we know it will bring people into our park system that might never have visited on their own," said BREC communications director Kristi Williams. "We're happy to show the parks off."

The DiscoverBREC trek encourages to make their mark around Baton Rouge by documenting their visits at BREC's parks.

"I'm really excited for the opportunity to go to BREC facilities I've never been to before," said parish resident Emily McCalla. "The trek is a great way to get people to go to parks they've never before experienced."

Users can also play through text messages by texting 'discoverbrec' to SCVNGR (72867).

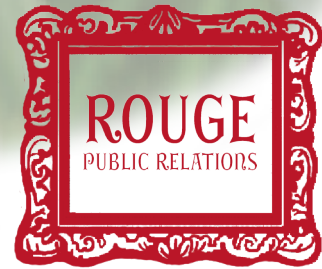
The trek is valid until Dec. 31, 2012.

####

Fact Sheet

For Immediate Release
April 16, 2012

director



For More Information, contact
Courtney Thees
Rouge Public Relations writing

(985) 246-9643

Louisiana State University students create BREC SCVNGR trek

- Who:** Rouge Public Relations is a team of Louisiana State University students who are collaborating with the Recreation and Park Commission for the Parish of East Baton Rouge (BREC).
- What:** Rouge Public Relations has partnered with the geolocation-based mobile application SCVNGR to create a “trek” that engages BREC facility users within the Baton Rouge community.
- Where:** The trek contains challenges at Perkins Road Community Park, City-Brooks Community Park, Bluebonnet Swamp Nature Center, Milford Wampold Memorial Park, Greenwood Park and the Highland Park Road Observatory.
- When:** Rouge PR activated the trek on Monday, April 2. It runs through Dec. 31, 2012.
- Why:** Rouge Public Relations chose to partner with BREC due to the popularity of BREC facilities within Baton Rouge, as well as BREC’s positive message regarding the importance of physical fitness. Rouge PR would also like to increase BREC’s social media presence.
- How:** Typically, SCVNGR costs for organizations. LSU Manship School of Mass Communication’s Dr. Jensen Moore secured a grant from SCVNGR for her Spring 2012 PR writing class. Each group in the class picked a Baton Rouge nonprofit to promote with SCVNGR.

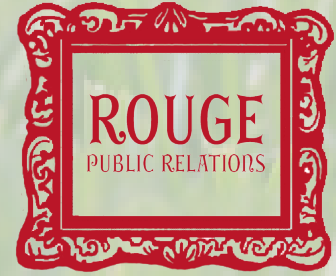
Interested participants can download the SCVNGR application for free on their mobile phones, find the BREC trek and complete challenges in order to win rewards.

###



Make Ur Mark





Backgrounder

For Immediate Release
April 16, 2012

director

For More Information, contact
Courtney Thees
Rouge Public Relations writing
(985) 246-9643

BREC's social media presence

In 1946, a state legislative act created the Recreation and Park Commission for the Parish of East Baton Rouge (BREC). Since that time, BREC has publicized events through newsletters, flyers, and its website, brec.org.

BREC began establishing a social media presence by creating a Facebook page in 2009. The Facebook page details the organization's mission, event calendar and polls, as well as videos and photos from BREC events. Facebook posts are generally geared toward upcoming BREC events, detailing the date, time and information about the event's activities. Facebook users are able to interact with the organization by liking, checking in and talking about BREC. In February of 2009, the BREC Facebook page had 39 'likes'. As of March 2012, BREC had 1,994 'likes,' 332 check-ins and 61 people talking about the organization on Facebook.

BREC has a Twitter account, using the handle @BRECParks. As with Facebook, BREC uses Twitter to post updates on upcoming events, links to pictures and quick recaps of recent events. Other Twitter users can mention @BRECParks to further interact with the organization. As of March 2012, @BRECParks had 635 followers and followed 117 people.

-more-

BREC also has a significant presence on Flickr and YouTube. It's YouTube channel, BRECPARKS, was established on June 15, 2010, and since then BREC has uploaded 76 videos. Videos usually inform viewers about what will be happening week by week at the organization. BRECPARKS has 22 YouTube subscribers and 15,876 video views. BREC created their Flickr account in January 2011 and has 34 sets of photos uploaded as of March 2012. The photos have been taken at BREC events.

BREC does not currently have a smartphone application, nor a presence on any geolocation-based smartphone applications such as Foursquare. The organization's first geolocation-based smartphone application partnership began in March 2012 as they signed with SCVNGR. BREC received a grant from SCVNGR to use its services for free until Dec. 31, 2012.

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Recreation and Parks Commission for the parish of East Baton Rouge



Stock Photo Sheet

For Immediate Release

April 16, 2012

director

For More Information, contact

Courtney Thees

Rouge Public Relations writing

(985) 246-9643



BREC's Milford Wampold Park



BREC's Greenwood Community Park



BREC's Perkins Road Community Park

All photos are in JPEG format and available in color or black and white. To obtain copies, please contact Courtney Thees at the above information.



Make Ur Mark

Louisiana State University students partner with BREC

Students receive grant from SCVNGR to expand the online presence of Baton Rouge nonprofits

April 23, 2012 11:05 CT
BATON ROUGE, La.

News Facts

- Geolocation-based mobile application SCVNGR offered a grant to Louisiana State University public relations students in order to provide them an opportunity to gain real world experience by partnering with a nonprofit organization in Baton Rouge.
- A group of these students, Rouge Public Relations, chose to partner with BREC.
- Rouge PR created a “trek” within SCVNGR highlighting BREC facilities. The trek began April 2, 2012.
- Users can participate by downloading the free SCVNGR application on their mobile phones and searching for the DiscoverBREC! trek.
- Rewards will be offered for completion of challenges within the trek.

Quotations

“We’re excited about the partnership between Rouge Public Relations and BREC because we know it will bring people into our park system that might never have visited on their own. We’re happy to show the parks off!” – Kristi Williams, BREC communications director

We believe BREC was the perfect nonprofit organization to implement SCVNGR because of it’s vast opportunities it provides for the Baton Rouge community.” – Camille Walther, Rouge Public Relations account liaison

Multimedia

[SCVNGR: How To: Play](#)

[ThisWeekIn: What makes SCVNGR better than Foursquare?](#)

[Building43: A new challenge for location-based services: SCVNGR.com](#)

Related Links

[Entrepreneur: How to use SCVNGR to grow your business](#)

[SCVNGR: Blog](#)

[Mastering Public Relation Education Hurdles: Our journey begins as Rouge Public Relations works with BREC](#)

[Been There, Now Doin' That: She said yes! BREC to work with Rouge PR](#)

Suggested Keywords

SCVNGR, Baton Rouge nonprofits, SCVNGR grant, Rouge Public Relations, BREC, BREC SCVNGR, BREC trek, SCVNGR Baton Rouge, SCVNGR trek Baton Rouge, LSU, Manship School of Mass Communication, Louisiana State University

About BREC

The Recreation and Park Commission from the Parish of East Baton Rouge operates and maintains 184 parks in East Baton Rouge. BREC is nationally accredited as a premier recreation and park department, and is a member of the National Recreation and Park Association.

About SCVNGR

SCVNGR is a geolocation-based mobile gaming application compatible with iPhone and Android. SCVNGR users go on “treks” in their area. Each trek contains a set of locations, and different challenges to complete at each location. Players can be awarded a certain amount of points at each location based on whether they complete the challenge. Once players accumulate a certain amount of points, they become eligible to win prizes and rewards.

Contact Information

Courtney Thees
Rouge Public Relations writing director
(985) 246-9643
courtneythees@gmail.com

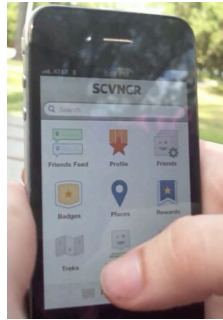
Video Tutorial

Music: Soft instrumental



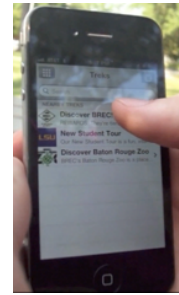
Discover BREC with SCVNGR!
Go to your smartphone's app marketplace. Download the free SCVNGR app.

Music: Soft instrumental



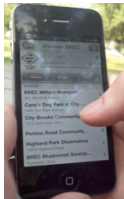
Once you've downloaded SCVNGR, click on the application.

Music: Soft instrumental



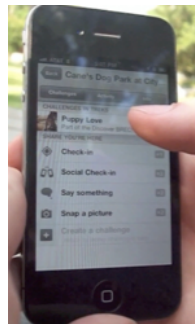
Select Treks, and choose "Discover BREC!"

Music: Soft instrumental



Once you're into the app, you will see a list of locations. We're going to go with Cane's Dog Park in City Brooks Community Park.

Music: Soft instrumental



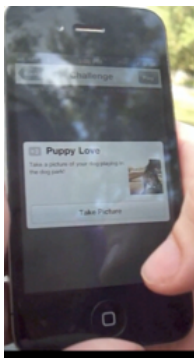
Once there, you will see the available challenges.

Music: Soft instrumental



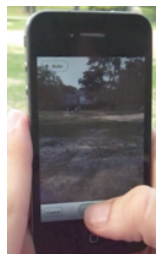
Let's try a challenge!

Music: Soft instrumental



We're going to go with "Puppy Love."

Music: Soft instrumental



Simply snap a picture of a dog playing at the park. And it's that easy!

Music: Soft instrumental



Visit parks, do challenges and earn rewards!

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