

One New Orleans

Rethink, Renew, Revive

One New Orleans

- Strategies
 - To create awareness about One New Orleans by capturing the spirit of the people in a marketing campaign that inspires them to rethink, renew, revive
 - To incorporate One New Orleans into all Recovery and Rebuilding Saturdays, press conferences and media events for the Mayor's Office, Office of Recovery Management, Economic Development and Housing

One New Orleans

- Tactics
 - Organize special events that create awareness for One New Orleans
 - One New Orleans Conversations, October 2007
 - Merci Beaucoup, November 2007

One New Orleans

- Goals of One New Orleans Branding Campaign
 - Give the people of New Orleans a visual representation of One New Orleans as told by the administration, local and national celebrities and city employees
 - The tagline rethink, renew, revive is designed to appeal to people's emotions and instill a sense of pride, communicating that we are moving beyond recovery and rebuilding to one unified, diverse city
 - Encourage people to adopt a new outlook on New Orleans

One New Orleans

- Key Communication Points
 - Rethink – The possibilities of New Orleans government, economics, community
 - Renew – The people of New Orleans – Amidst all of our diversity, we still are One New Orleans
 - Revive – The spirit of a unique city with icons that are exclusive to New Orleans – Mardi Gras, Essence Festival, Jazz Festival, Saints Games

One New Orleans

- One New Orleans Branding Campaign
 - One New Orleans logo updating
 - One New Orleans vertical banners for use at all Mayor's Office events (4)
 - Local and cable TV (Lifetime, TNT, HGTV)
 - Local radio spot
 - 11x14 Posters (500)
 - PSAs
 - T-Shirts (1000)
 - One New Orleans wristbands (2000)
- Total Cost - \$85,000

Get the 411 on 311!

**Nekisha Williams Omotola
Franklin Davis**

311

- Strategy
 - To educate the public about the purpose of 311 and how it can be used to meet their information and service needs

311

- Tactics
 - Distribute informational brochures
 - Utilize posters, outdoor advertising and PSAs to communicate the purpose of 311
 - Maximize website presence on CityofNO.com and Nola311.com

311

- External Goals of Branding Campaign
 - Inform residents about how to use 311 for information or service requests
 - Direct people to 311 as the hub for non-emergency calls
 - Demonstrate progress City Hall is making toward rebuilding and recovery
 - Improve community relations

311

- Internal Goals of Branding Campaign
 - Educate city agencies and department directors about 311 and how it can support their operations
 - Educate city council on 311 benefits for constituents and importance of public advocacy inclusion in district community meetings
 - Utilize 311 to measure performance of city agencies
 - Refine report process to include weekly updates and detailed information regarding information and service requests

311

- Key Communication Points
 - 311 provides quick, easy access to government services and information
 - 311 provides accurate information to callers
 - 311 provides excellent customer service and tracking of work orders
 - We are One New Orleans with the power to change our city one call at a time

311

- Website
 - Explain 311
 - Address frequently asked questions about the hotline
 - Familiarize the public with Public Advocacy services
 - Publicize 311

311

- 311 Branding Campaign – Get the 411 on 311!
 - 311 logo
 - 11x14 Posters (500)
 - Tri-fold, two-sided brochure (7500)
 - Outdoor advertising on billboards, buses
 - PSAs
 - Local TV spot to run mid-October through Thanksgiving
 - Radio spot in New Orleans and surrounding areas (Houston, Dallas, Baton Rouge) on Christian, Adult Contemporary and Talk Radio
 - Web presence
- Total Cost - \$80,000