



Project Title: Get the 411 on 311!

Project Lead: Franklin Davis

Contact Information: fdavis@mayorofno.com

Date Submitted:

Deadline for Completion:

Project Description (i.e. Booklet, Poster, :30 TV Spot, etc.)

This 311 marketing campaign will include TV and radio spots, posters, an information booklet, and T-shirts to create brand awareness for the city's 311 service. Our marketing materials should inform New Orleans residents of the various uses for this hotline.

Key Message Points

- 311 can provide assistance for residents with information or service requests while maintaining excellent customer service.
- 311 will provide accurate information to callers on the first call.
- 311 operators quickly and easily process requests and provide accurate tracking of work orders.
- Tourists and businesses can take advantage of the information hotline as well.

Target Audience:

People in New Orleans who are in need of city information or have service requests including pothole repairs, traffic light maintenance, debris removal, and hurricane evacuation registration.

Positioning Statement (One sentence that describes this project):

City Hall 311 gives New Orleans residents the 411 on city information and services. We are One New Orleans with the power to change our city one call at a time.

Description of Desired Mood/Feeling (i.e. happy, emotional, hopeful, etc.)

Informed, Satisfied, Empowered, Progressive

Key Objective of Creative Being Produced

The idea is to inform residents about how they can use 311 to obtain information or make service requests. By properly publicizing the service that we have made available, residents can actively become a part of the solution for many pre-existing challenges in New Orleans.

Additional Supporting Information

Updates for 311 operators from city agencies, analysis on who is using the 311 service and how effective or ineffective it proves to be.

Description of what you do NOT want

Another unofficial hotline for the city of New Orleans neither do we want residents and tourists to think this is an automated service to reduce call volume to City Hall.