



Mayor's Office of Communication Creative Brief

Project Title: Fix the Hunger; Fill an Ambulance One New Orleans

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Date Submitted: September 20, 2007

Deadline for Completion:

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

A series of radio/TV spots, publicity flyers and banners will assist in branding New Orleans EMS and Second Harvest Food "Fix the Hunger; Fill an Ambulance One New Orleans Campaign". A citywide food drive from 10/01/07 -10/30/07 coupled with safety guide-tours/seminars for kids by New Orleans EMS on 10/30/07 will lead up to the actual "Trick or Treating with New Orleans EMS" on 10/31/07. Signage will be a major component of the marketing strategy beginning October 1, 2007 to publicize the event.

Key Message Points

New Orleans' Mayor's office, New Orleans EMS services and Second Food Harvest are contributing to the safety of New Orleans youth by teaching Halloween safety and collecting non-perishables to combat hunger in the city specifically for the upcoming winter/holiday months but not limited to the rest of the year.

Over 70,000 New Orleans residents receive assistance from Second Food Harvest each month. Second Harvest Food Bank provides food for over 160 non-profit and faith based groups. The food bank has also serviced over 72 million pounds of food since hurricanes Katrina and Rita.

The Mayor's office is partnering with Second Food Harvest and New Orleans EMS to create a citywide initiative to collect enough food to aid in feeding the people of New Orleans and keeping our children safe during Halloween.

The New Orleans EMS staff takes the fear out of ambulances by providing tours for youth in their work vehicles. The New Orleans EMS staff will also provide healthy-living tips for youth and their families while being a vigilant presence in heavily populated areas on Halloween night.

Target Audience:

Parents of New Orleans youth, residents in heavily populated areas of New Orleans.

Positioning Statement (One sentence that describes this project):

Mayor's office of New Orleans partners with New Orleans EMS and Second Harvest Food to provide safety training and opportunities give to those who need it most.

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

Giving, Unified, Energetic, Memorable

Key Objective of Creative Being Produced

The objective is threefold in which Second Harvest Food is aiming to collect enough non-perishable food items to assist New Orleans residents throughout the year. New Orleans EMS staff will aid in educating youth about medical services/vehicles and the like, taking the fear out of emergency response units while providing a safety presence in largely populated areas. Finally, Mayor's office seeks to unify two city service groups for the good of all residents in New Orleans by highlighting the organizations' missions.

Additional Supporting Information

Supplementary information will be supplied by New Orleans EMS staff and Second Food Harvest on specific services offered by both companies.