



Mayor's Office of Communication Creative Brief

Project Title: ONE New Orleans Branding Campaign

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Date Submitted:

Deadline for Completion:

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

The overall ONE New Orleans branding campaign will communicate the ONE New Orleans message and capture the spirit and strength of the people of this amazing city. Project will include One New Orleans vertical banners at all recovery events, posters in local businesses/restaurants/hotels, TV spots, email blasts, and visibility and message on new website, etc.

Key Message Points

- ONE New Orleans is Mayor Nagin's vision for a united New Orleans.
- 3rd year of recovery and rebuilding
- ONE voice, ONE vision
- ONE power, ONE people
- We are ONE New Orleans

Target Audience

New Orleans residents of all ages, races and socioeconomic classes

Positioning Statement (One sentence that describes this project)

We are ONE New Orleans - one voice, one vision, working together toward the recovery and rebuilding of a better, brighter New Orleans.

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

Hopeful, spirited, strong

Key Objective of Creative Being Produced

The ONE New Orleans campaign will provide a unifying message to the people of New Orleans and inspire the community to work together toward the recovery and rebuilding of the city.

Additional Supporting Information

Description of what you do NOT want