



## Mayor's Office of Communication Creative Brief

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Project Title: ONE New Orleans Branding Campaign (Rethink, Renew, Revive)

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Date Submitted:

Deadline for Completion:

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

This PSA/Poster piece deals specifically with intercultural (i.e. race & socioeconomic) depiction and relations in the New Orleans area. To captivate a true sense of ONE(ness) without diluting culturally specific norms while satisfying the need for diversity within the city's appetite for change.

Key Message Points

RETHINK: What New Orleans could be... Economically, industry-wise, government, neighborhoods & community, clean French Quarters

RENEW: Who we were... the people that make New Orleans unique such as... the Creole 7<sup>th</sup> warders, Ninth ward heritage, Uptown living, New Orleans east sensationalism, Downtown glitz

REVIVE: When we were our best... Mardi Gras, Bayou classic, Essence, Jazz Festival, Voodoo Festivals, Saints, Hornets

Target Audience:

New Orleans residents that are eager to return home, those who have returned and are rebuilding. All ages, classes and races. Targeting the general American public that seems to be ready to see the product of allocated monies and the like to New Orleans recovery efforts over the past two years.

Positioning Statement (One sentence that describes this project)

It's more than recovering and rebuilding the city of New Orleans; we're rethinking, renewing and reviving the Big Easy.

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

Ignited, inspired, proud, prepared, possessive

Key Objective of Creative Being Produced

This ONE New Orleans campaign provides its citizens and critics with an affinity for New Orleans' people and pleasures. It initiates more than change, it calls for accountability of its natives first; subsequently resembling a stint of pride in what was created by and belongs to them.

Additional Supporting Information

Research showing local businesses economic contributions to city's economy and communities along with the number of self started citizens (NO FEMA, NO ROAD HOME & the like) that have returned will aid in argument.

Description of what you do NOT want

It isn't effective to launch a "We are the world" campaign that overlooks the plethora of cultural differences New Orleans' natives share and embrace.