

MARKETING EFFORTS

Telling the collective stories of our brands through
highly-targeted and integrated marketing tactics,
including traditional and emerging media platforms



MARKETING EFFORTS

PAID MEDIA

OVERVIEW

13
ADVERTISING
PARTNERS

ACROSS PRINT, TV, RADIO, SOCIAL, & DIGITAL PLATFORMS



[The New Orleans Agenda](#)



WHERE Y'AT



VIVA NOLA



 nola.com The Times-Picayune

**DESTINATION
NETWORK**

OUTFRONT/



\$192K TOTAL
AD VALUE

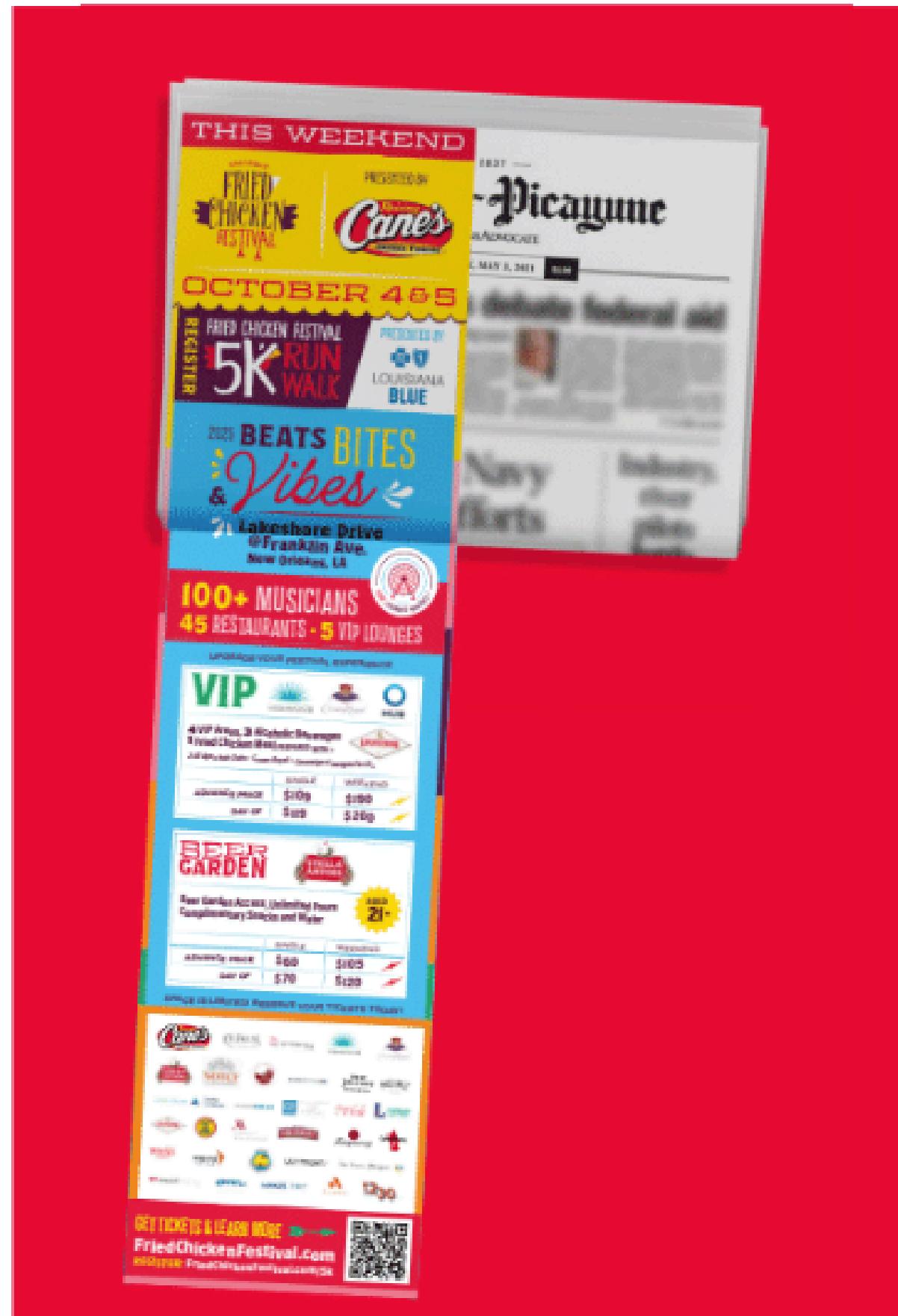
MARKETING EFFORTS > PAID MEDIA > PRINT

9

PRINT ADS

WHERE Y'AT, GAMBIT,
THE TIMES-PICAYUNE AND THE
PICAYUNE CRESCENT CITY &
JEFFERSON PARISH COMMUNITY
PAPERS—INCLUDING THE FULL-PAGE
SPAEDA NEWSPAPER WRAP ON
THURSDAY BEFORE THE FESTIVAL

3.15M
IMPRESSIONS



MARKETING EFFORTS > PAID MEDIA > TELEVISION

CABLE TV

83 COMMERCIALS
RAN ON WWL-TV

HOTEL ROOMS

144 COMMERCIALS

TARGETING TRAVELERS ACROSS
LOCAL HOTEL PROPERTIES VIA
DESTINATION NETWORK

THE WEEK OF THE FESTIVAL

PRE-ROLL VIDEO & STREAMING TV

373.2K
IMPRESSIONS

ACROSS TOP STREAMING
SERVICES, APPS & CHANNELS

with **99.32%**
VIDEO COMPLETION RATE



15 SEC SPOT



30 SEC SPOT



RADIO

605 PRE-RECORDED
RADIO SPOTS

WITH ROTATING SPONSOR MENTIONS

aired across

10 MAJOR STATIONS

7.1MIL
GENERATING
IMPRESSIONS



OUT OF HOME

30 BILLBOARD LOCATIONS

ACROSS GREATER NEW
ORLEANS AREA INCLUDING
PREMIER PLACEMENT ON THE

SMOOTHIE KING CENTER
for

20 DAYS

LEADING UP TO THE FESTIVAL
WITH OVER

7MIL
IMPRESSIONS
GENERATED



AN ADDITIONAL

48 YARD
SIGNS

WERE PLACED
AROUND TOWN IN

HIGH-TRAFFIC
INTERSECTIONS
& ROADWAYS



MARKETING EFFORTS > PAID MEDIA > PAID SOCIAL

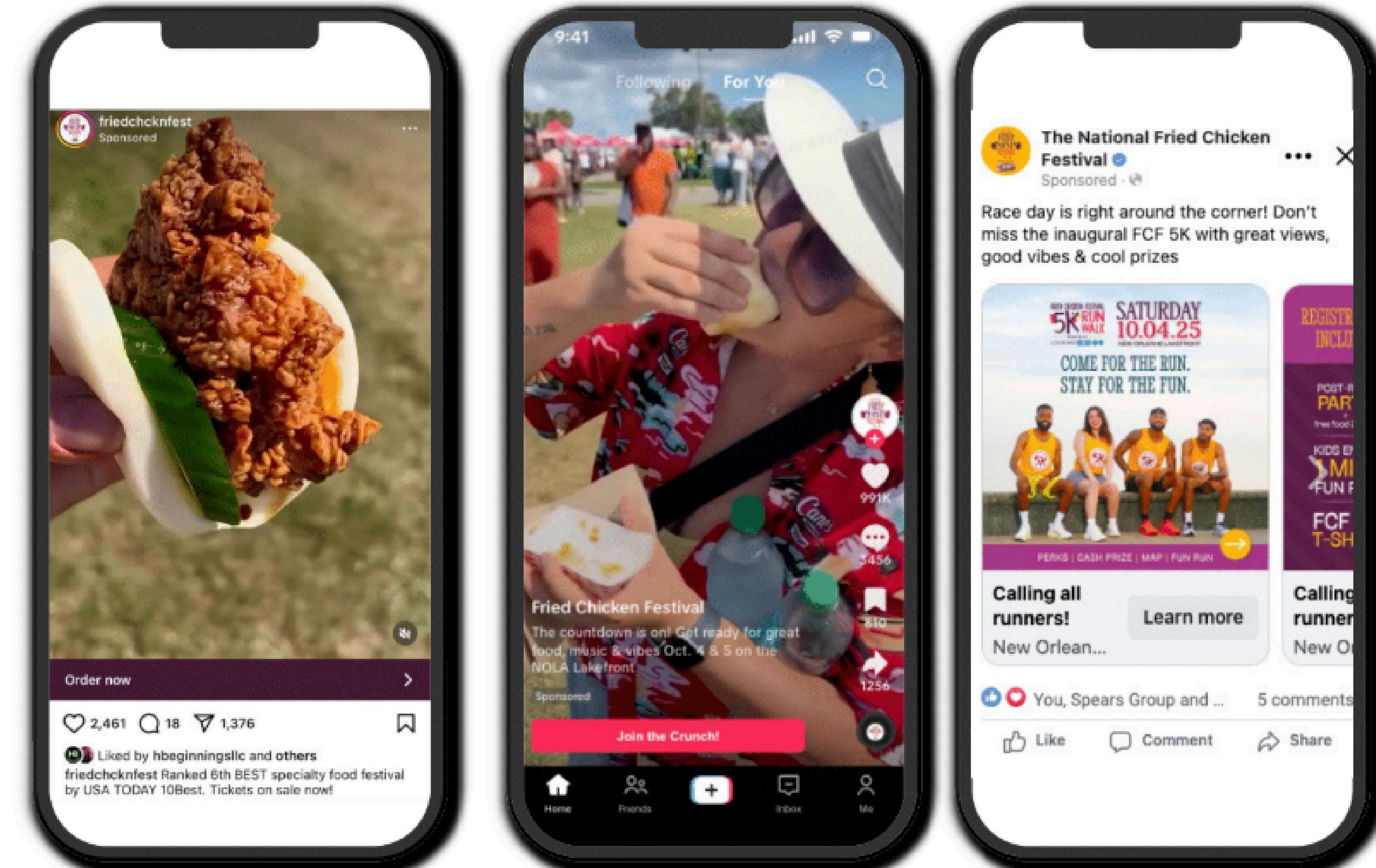
SOCIAL CAMPAIGNS
GENERATED

3.02M
IMPRESSIONS

110K CLICKS

93.7K
COMPLETED VIEWS

Utilized social ads to drive traffic to website with a mix of video and carousel ads targeting by age, location & interests. Launched on FB & IG before adding a separate TikTok campaign in September, which performed incredibly well.



MARKETING EFFORTS > PAID MEDIA > EMAIL

DISTRIBUTED
20 PAID EBLASTS &
NEWSLETTER ADS

through AdCellerant, NO Agenda,
Where Y'At, & Gambytes

AdCellerant email campaigns generated
760K IMPRESSIONS
153K OPENS
25K CLICKS



DIGITAL CAMPAIGNS
GENERATED

3.2M
IMPRESSIONS

17.4K CLICKS
93.7K
COMPLETED VIEWS

Utilized highly-targeted traditional display and social mirroring ads to maximize reach and conversion rates through a mix of branded & user-generated content.



MARKETING EFFORTS > PAID MEDIA > SEM

SEM CAMPAIGNS GENERATED

89.5K IMPRESSIONS

39K
CLICKS

15K CONVERSIONS

BID ON NEARLY **40 TOP** KEYWORDS & PHRASES

to reach both visitors and locals alike looking for food, music & things to do in New Orleans.

