

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

 **iHeart**MEDIA
INC.

The New Orleans Agenda

4WWL
LOUISIANA

WHERE Y'AT

DESTINATION
NETWORK

VIVA NOLA

OUTFRONT


Audacy

 *The Times-Picayune*

noTV
NEW ORLEANS TELEVISION


NEW ORLEANS
Mom

\$192K TOTAL
AD VALUE

9

PRINT ADS

WHERE Y'AT, GAMBIT, THE TIMES-PICAYUNE AND THE PICAYUNE CRESCENT CITY & JEFFERSON PARISH COMMUNITY PAPERS—INCLUDING THE FULL-PAGE SPADEA 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

GENERATING

7.1MIL
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

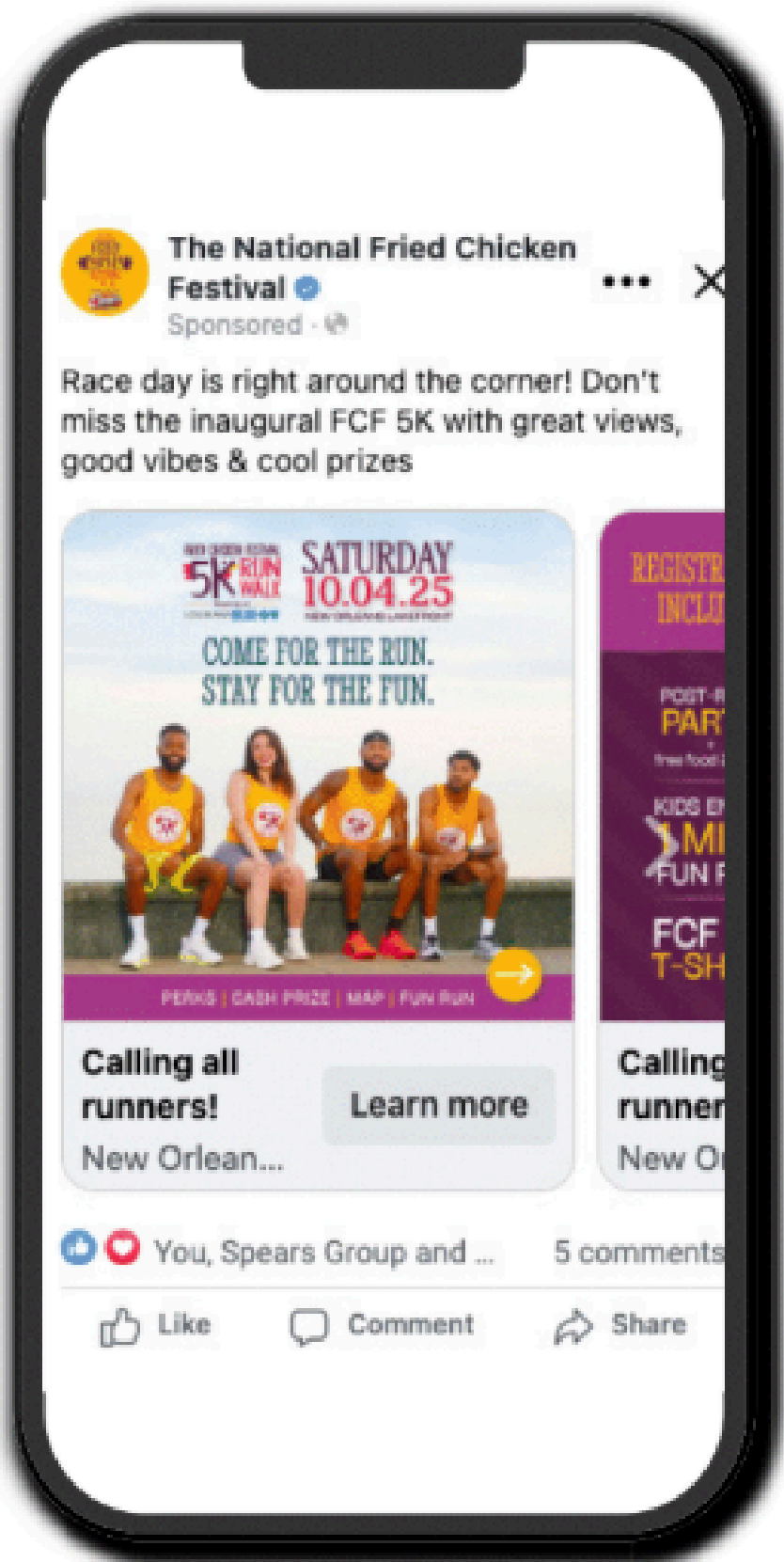
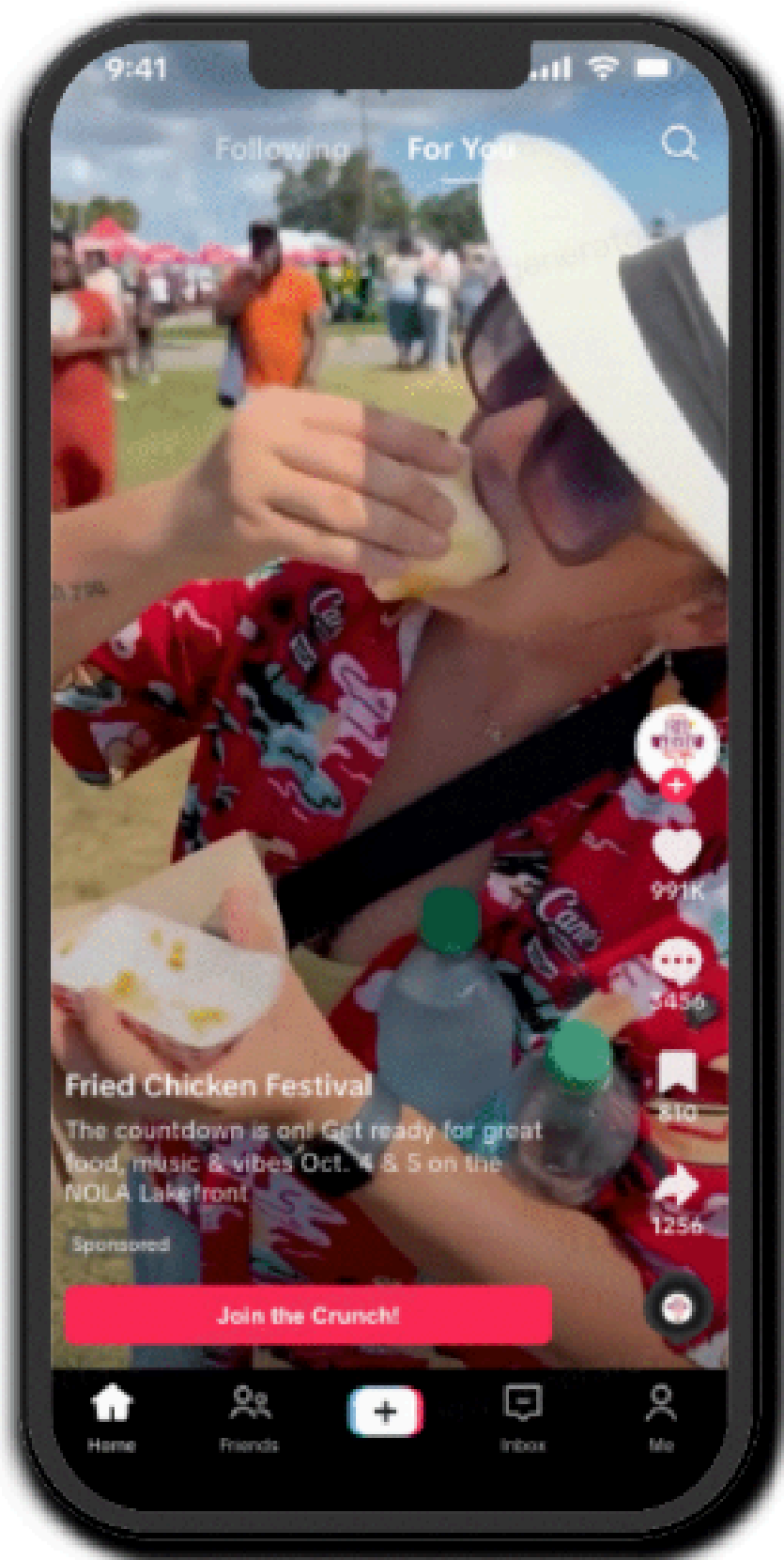
SOCIAL CAMPAIGNS
GENERATED

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.



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

760K
IMPRESSIONS

153K
OPENS

25K
CLICKS

[illegible][illegible]

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.



89.5K
IMPRESSIONS

15K CONVERSIONS

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

