

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

Check only ONE entry classification below:

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| <p>1. Advertisements – Single _____</p> <p>2. Advertisements – Series _____</p> <p>3. Annual Reports _____</p> <p>4. Audio-Only Presentations _____</p> <p>5. Awareness Messaging _____</p> <p>6. Directories/Handbooks _____</p> <p>7. Miscellaneous _____</p> | | <p>8. Overall Campaign _____</p> <p>9. Periodicals _____</p> <p>10. Promotional/Advocacy Material _____</p> <p>11. Social/Web-Based Media _____</p> <p>12. Special Events _____X_____</p> <p>13. Videos _____</p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
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Please check the appropriate box:

<input type="checkbox"/> CATEGORY 1	<input checked="" type="checkbox"/> CATEGORY 2	<input type="checkbox"/> CATEGORY 3
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Entry Title **2016 French Quarter Festival**

Name of Port **Port of New Orleans**

Port Address **1350 Port of New Orleans Place**

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On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and **number your answers**. Your answers equal 50% of your score.

In partnership with French Quarter Fest Inc., the Port of New Orleans raised awareness about the Port of New Orleans, Port's Cruise and operations on the Mississippi River. The Port of New Orleans occupied a tent in a high pedestrian trafficked area of the festival along the Riverfront. The Port sought to increase its presence on social media by providing promotional giveaways if fest goes like the Port of New Orleans Facebook page or followed the Port of New Orleans Twitter page. The Port also provided general port information and coordinated a tugboat parade during the festival.

1. Challenges/Opportunities

The French Quarter Festival is a free four-day outdoor music festival which includes multiple stages and food vendor throughout the French Quarter and the New Orleans Riverfront. Over 1 million people from around the world attend the festival each year. The three of the four largest stages are on the New Orleans Riverfront in between port operations and/or on property that is leased to commercial tenants.

Patrons who walk up and down the riverfront enjoying the festival also observed seaport operations including movements of vessels, barges, tugs and cruise ships each day. We saw it as an opportunity to connect with the broad community that with high visibility for the Port at low impact to Port resources.

However, festival patrons' first priority is to enjoy the music food and culture of the festival and not to hear about a port. So it was a challenge to find the way to have a Port presence at the festival while effectively using financial and human resources.

2016 COMMUNICATIONS AWARDS PROGRAM

2. Mission:

The goal of the Port of New Orleans community outreach program is to educate the Greater New Orleans community about the size and scope of the Port operations and the economic impact of waterborne commerce on the Mississippi River.

According to French Quarter Festival Inc., the company that produces the festival, half of all fest patrons live in Greater New Orleans Region, the rest are tourist. With the expectation of over 1 million patrons in 2016, we had an opportunity to market the Port to over a half a million people in a span of just four days, April 7th – 10th.

3. Planning and Programming

Based on the length of the Festival, associated competition to garner attention from patrons, we recognized our strategy had be able to reach a broad audience, efficiently communicate our purpose to patrons, heighten brand awareness and complement festival activities.

Objectives:

- Increase social media presence. Specifically, see a five percent increase of overall Facebook followers over a four day period.
- To complement or enhance activities of fest goers, we provided neck koozies and hand sanitizers. These particular koozies allowed individuals to keep beverages cold and eliminated holding the beverage.
- To receive the koozie, individuals had to either like the Port's Facebook page or follow the Port on Twitter. The amount of koozies given away along with social media likes and follows, would serve as another measure of foot traffic to booth. Hand sanitizers were provided complimentary to attract patrons and supplement koozie giveaways.
- Primary audience was locals who are accustomed to using social media. Secondary audience was individuals who may be interested in cruising out of the Port of New Orleans.
- Identify your primary and secondary audiences in order of importance.

4. Actions and Outputs

- Secure space to put up a ten by ten feet ten with visible Port logos along the awning.
- Display signs marketing the Port's cruise operations including the names of home ported cruise vessel and vessel itinerary.
- Provided over 5,000 neck koozies to fest goers. Koozies included printed Port logo on one side and social media handles and website address on the other. To receive the koozies, individuals had to the Port Facebook page or follow the Port's Twitter page. Exceptions were made for many fest goers as not warrant negative publicity and the koozies served walking advertisement for the Port from those who used the koozies during the fest.
- Provided over 1,000 bottles of 1.0z hand sanitizers with Port logo and contact information on the label.
- Partnered with Crescent Towing, to conduct a water display parade which included the Port's General Kelley fireboat leading the parade with red, white and blue waterworks during Saturday evening festivities.
- The Port booth was strategically placed near a major entrance of the festivities on the riverfront.
- The booth was also placed next to the popular Riverwalk Outlet Collection mall booth which was giving free giveaways some of the major outlets.
- The booth was by port employees and volunteers from maritime associations and University partners.

5. Outcomes/Evaluation

The measurements of success included the promotional giveaways and social media impact.

- The Port gave away one thousand hand sanitizers and over 2,500 neck koozies in the first three days of the four day event.
- After four days, total Port Facebook page followers increased by 14% from 2613 likes to 2,988; 375 Facebook followers over the French Quarter Fest weekend.
- As of May 2nd, the Port of New Orleans received of 3000 page followers.
- Port Twitter followers improved to 1,913 from 1,890 during the same period.
- As of May 2nd, the Port has 1,974 Twitter followers and counting.









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