



Summary:

The Port of New Orleans' 10-by-20-foot cruise exhibition booth balances a combination of New Orleans' uniqueness with a modern interpretation that highlights the dynamic Port NOLA brand and competitive advantage — with high visibility on a small budget.

1. What are/were the entry's specific communications challenges or opportunities?

We wanted a new cruise booth to unveil at Seatrade Cruise Global 2019, the largest cruise industry gathering in the world. Even though our old cruise booth reflected our tagline "2 Vacations in 1," it did not seem to have a focus or theme. It featured several images of New Orleans tourism attractions and had a TV monitor off to the side. It had also been in use since 2013, was falling apart and showing wear in the images and edges.

The old booth was also concave with the two ends taking up a lot of useful floor space. There was no storage so we had to store promo items underneath a banquet table covered with a table cloth. That table then became a barrier separating Port staff from the public. Compared to other booths, ours did not have an open floor plan or space for mingling, and seemed closed off and uninviting.

We wanted the new booth to reflect both the historic New Orleans charm and Port NOLA's modern and dynamic new direction. Each year at our Seatrade booth, Port NOLA hosts a New Orleans party with Mardi Gras beads, famous "Hurricane" cocktails and a live band, so we needed both open space and counter space. As a state agency, we had a relatively low budget of \$30,000, yet we wanted something to stand out in the crowd in the exhibition hall where budgets seem to be as high as the floor-to-ceiling booths all around us.

2. How does the communication used in this entry complement the organization's overall mission?

The Port of New Orleans mission is: To drive regional economic prosperity by maximizing the flow of international trade and commerce as a modern gateway and an in-demand cruise port.

The new cruise booth would promote the Port of New Orleans as an in-demand cruise homeport that would encourage our existing cruise line partners to continue to deploy newer and larger ships to New Orleans, and attract new cruise

lines to homeport in New Orleans. The Port NOLA cruise industry contributes to the regional tourism and hospitality sector. More cruise business means more jobs and revenues for Louisiana families and businesses.

3. What were the communications planning and programming components used for this entry?

Goals and Objectives:

The goal of this exhibit design is to leverage the Port of New Orleans city location as a destination as well as a viable cruise terminal to industry professionals at international trade shows. The 10'x20' trade show booth must provide attendees a multi-sensory glimpse into the New Orleans experience, balancing a contemporary attitude with the traditional New Orleans history; include high-end branded details and plenty of storage; and accommodate a band for a special event.

Primary audiences: Cruise industry leaders, travel agents, media and influencers

Secondary audiences: Cruise passengers

4. What actions were taken and what communication outputs were employed in this entry?

Two main Communications staff members moved this project forward. We engaged a New Orleans-based award-winning exhibition booth design team, Synergy Design Group, in December and started the creative process in January for a booth delivery by April 8 to the 2019 Seatrade event in Miami.

We sourced our own Port NOLA stock imagery as well as iStock images to compile just four images that represented New Orleans as a family friendly, diverse, unique and worldly destination in itself. Our existing cruise video was incorporated to further convey our convenience, customer service and proximity to New Orleans' famous attractions and amenities.

2 Vacations in 1: We highlighted this advantage on the crisp and seamless SEG back wall using imagery of the activities visitors enjoy while waiting to depart from or upon arrival to the Crescent City. The band of images incorporates a monitor with rotating content for the attendee.

The New Orleans Experience: Two custom 3D lighted representations of distinctive gas lamp posts bookend digitally printed ironwork fencing on the 20-foot back wall, referencing iconic French Quarter architecture and signage. Custom cobblestone graphic flooring further ties in the concept of transporting show guests to New Orleans. Additionally, the booth's design accommodates a brass band, increasing the memorability and impact of the Port's environment.

Modern Twist: One of the challenges of this design is finding a synergistic balance between classic and modern. Therefore, we incorporated halo-lit 3d logos in the Port's green and blue. The contemporary signage stands out against the ornate architectural details and enhances the clean, white SEG display and white laminate counter.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

The new exhibit design meets our goals, delivers a cohesive and exciting marketing message and transports attendees to this great city, increasing brand awareness for the Port of New Orleans. Seatrade Cruise Global is the largest cruise industry gathering in the world. The 2019 event was the largest in its 35-year history. Over 13,000 professionals came together to innovate, uncover new trends and secure profitable partnerships.

Feedback at the show included:

- It conveyed to us that the new exhibit design highlighted "2 Vacations in 1" marketing message in a compelling yet clean and modern way.
- It immerses attendees in the sights and sounds of New Orleans and transports them there.
- The booth incorporates recognizable details to stand out at one the largest events in the cruise industry.



OLD BOOTH:

