



Planbook for BRAC's

# Get Out of Town

SCVNGR trek

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# Introduction

## Overview of Client

The Baton Rouge Area Chamber (BRAC) is the “economic engine” for the Baton Rouge area. BRAC is a nonprofit organization that promotes initiatives to grow and change the business community of Baton Rouge and the surrounding parishes (BRAC, 2013).

## Mission

The mission of BRAC is to provide visionary leadership and decisive actions to propel the Baton Rouge community into a more prosperous economic future (BRAC, 2013).

## History

BRAC began as a Chamber of Commerce and then evolved into a nonprofit that creates opportunities for economic growth in nine key areas of Baton Rouge: West Feliciana, East Feliciana, St. Helena, Pointe Coupe, West Baton Rouge, East Baton Rouge, Livingston, Ascension and Iberville. Stephen Moret, secretary of Louisiana Economic Development and former CEO of BRAC, saw an opportunity to do more than just connect existing businesses through a Chamber of Commerce. Moret saw a chance to bring all businesses together in the Greater Baton Rouge area for the greater good. Currently, BRAC’s primary focus is to bring economic development to the capital area (BRAC, 2013).

## Culture of Organization

BRAC is a nonprofit organization that consists of a board of directors and a full-time staff. Adam Knapp serves as the president and CEO of BRAC. The board brings together successful business leaders to discuss ideas for bringing economic growth to the Baton Rouge community (BRAC, 2013).

BRAC is uniquely promoting Baton Rouge through the Creative Capital of the South campaign. This campaign “celebrates innovation, research and development, entrepreneurship, arts and culture” of the Baton Rouge area (About BRAC, 2013). “Not only does Baton Rouge have a lot of traditional creativity, but it is also moving into the 21st century with new ventures, such as the film industry,” said Julie Laperouse, BRAC director of talent and development. The message Creative Capitol of the South communicates is, “We (Baton Rouge) are creative and culturally diverse,” Laperouse said.



# Introduction



## Finances

BRAC was funded through local businesses called investors. By financing BRAC, investors enjoyed the benefits of the services BRAC provides. Investors were able to network, entice new employees to Baton Rouge and ultimately gain more customers. BRAC's budget was limited by what investors can afford to give to the organization.

## Economic and Political Influences

BRAC was a Top 10 Economic Development Organization in 2011, according to Site Selection magazine. It has successfully aided in the economic success of Baton Rouge through the implementation of several diverse strategies to bring employees to the area. BRAC acted as an advocate for the business community through a political action committee called FuturePAC. The FuturePAC serves to support candidates that will improve the businesses of the Baton Rouge region.

## Public Opinion

BRAC was an established and respected organization in the Baton Rouge area, but its only advocates were local businesses. BRAC sent out information through their investors, seeking to reach out to the people who work for their investors. Because BRAC relied heavily on employers, most Baton Rouge citizens do not see many of BRAC's initiatives and programs.



# Research



## Primary: Client Interview

Bengal Communications interviewed BRAC's director of talent and development Julie Laperouse to gain a better understanding of BRAC's objectives, goals and structure.

Laperouse said BRAC's message is to promote economic development in Baton Rouge as well as bringing in money for the nine-parish region surrounding Baton Rouge. BRAC also aims to promote the hidden gems located outside the main city areas.

The Creative Capital of the South initiative BRAC has adopted makes it unique compared to other area chambers, Laperouse said.

"Not only do we have a lot of traditional creativity, but we also have a lot of innovation and new things [film industry]. Still have culturally rich creative area but still moving into the 21st century."

Regarding BRAC's adoption of the SCVNGR app, Laperouse said, "BRAC is thrilled to add these SCVNGR treks to our promotion of the Baton Rouge area as the Creative Capitol of the South. Even long-time residents will learn about new exciting places in our area from taking one of these little journeys."

## Secondary: Media Coverage

According to Laperouse, BRAC maintains strong relationships with local media and receives the most coverage on major events and business issues. Laperouse said BRAC's best media relationship is with the Baton Rouge Business Report, which publishes a blurb in its daily emails when BRAC sends out a news release.

BRAC's most recent headlines are as follows:

- Officials: IBM Services Center will transform Baton Rouge, state | March 27, 2013 | Baton Rouge Business Report
- IBM selects BR | March 27, 2013 | The Advocate
- Knapp: Higher ed budget cuts hurt La. | March 3, 2013 | The Advocate
- Holman retires as BR General's CEO | Feb. 27, 2013 | The Advocate
- Changes eyed to CATS board appointment process | Feb. 26, 2013 | The Advocate





# Media Contacts

The target audience for this campaign includes all residents in the nine-parish Baton Rouge area and former Baton Rouge residents. Each publication listed below reaches one or more parishes in which BRAC's target audiences resides.

## NATIONAL

### Huffington Post

Contact: Nate C. Hindman, small business editor

Email: [nhindman@huffingtonpost.com](mailto:nhindman@huffingtonpost.com)

Relevance: Previously wrote stories on SCVNGR application

### The New York Times

Contact: Jenna Wortham, technology writer

Email: [jenna@nytimes.com](mailto:jenna@nytimes.com)

Relevance: High readership; previously covered stories on SCVNGR application

## LOCAL

### The Advocate

Contact: Judy Bergeron, news feature assistant editor

Email: [jbergeron@theadvocate.com](mailto:jbergeron@theadvocate.com)

Phone: 225-769-5872

Relevance: Writes bi-weekly column on Louisiana travel and events; circulation approximately 126,000

### Nola.com/Times-Picayune

Contact: Chelsea Brasted, Baton Rouge entertainment writer

Email: [cbrasted@nola.com](mailto:cbrasted@nola.com)

Relevance: Readership in both the Baton Rouge and New Orleans; covers entertainment stories in Baton Rouge

### The Daily Reveille

Contact: Brain Sibille, entertainment editor

Email: [entertainment@lsureveille.com](mailto:entertainment@lsureveille.com)

Phone: 225-578-4810

Relevance: Free; large readership among college students, alumni, Baton Rouge community members

### WAFB

Contact: Kelsey Davis, multimedia journalist/reporter

Email: [kelseydavis@wafb.com](mailto:kelseydavis@wafb.com)

Phone: 225-383-9999

Relevance: Broadcasts local and national news to multiple parishes

## REGIONAL

### TheCreole.com

Contact: Charlotte Guedry, editor in chief

Email: [charlotte@creole.com](mailto:charlotte@creole.com)

Phone: 225-673-5570

Relevance: Online newspaper that caters to the Ascension Parish community

### St. Helena Echo

Contact: Stephanie Warren

Email: [echo@tangelina.com](mailto:echo@tangelina.com)

Phone: 225-222-4521

Relevance: Serves St. Helena parish with a population of 4,500 households





# Situation Analysis

## Summary of Challenges

BRAC faces the challenge of increasing awareness of its programs and initiatives to the entire population of Baton Rouge and the surrounding parishes. BRAC's main competitors, Houston and New Orleans, also challenge the organization to focus more on the region of Baton Rouge than the city itself.

Other states could be considered more attractive than living in Baton Rouge to prospective employers and residents. BRAC's goal is to show how the Baton Rouge area is competitive and different from any other community. BRAC struggles with recruiting prospective employees to the Capital City area, although it has been successful in recruiting new businesses, according to Laperouse.

BRAC also struggled in promoting the areas outside of the city of Baton Rouge. BRAC was challenged to promote those areas to new employees as attractive places to live and the other benefits of living outside the city.

Another challenge BRAC faces is recruiting more investors to the organization. BRAC currently does not have enough funds to promote its campaigns and initiatives such as Creative Capital of the South. Increasing the number of investors will produce enough money to fund these advertising campaigns, according to Laperouse.

## Strengths

- Leveraged Louisiana State University (LSU), Southern University, Baton Rouge Community College and River Parishes Community College in order to positively influence the Baton Rouge area (Economic Competitiveness, 2013).
- Supports and promoted the region's numerous innovative assets.
- Established the Baton Rouge Area Intern Network (BRAIN), which allows more students to be exposed to the numerous job opportunities across the Capital Region (Economic Competitiveness, 2013).
- Redesigned and updated website.
- Created Regional Relocation Resources (R3) to assist Baton Rouge area businesses with their talent attraction efforts (Economic Competitiveness, 2013).





# Situation Analysis

## Weaknesses

- Lack investors, the main support of BRAC's income (Laperouse, 2013).
- Compete with other economic development organizations across the southern region, such as New Orleans and Houston (Laperouse, 2013).
- Lack funds for advertising and marketing for its initiatives and programs (Laperouse, 2013).
- Use social media pages targeted more toward limited audience of businesses than individual users (Laperouse, 2013).

## Opportunities

- Coordinated with SCVNGR to advertise throughout the Baton Rouge region.
- Partnered with the New Orleans area to promote the state's economic opportunities.
- Educated prospective and new talent to the Baton Rouge area through the Behind the Scenes program.
- Promoted and supported local businesses and other nonprofits.

## Threats

- Nonprofits similar to BRAC accomplish the same goals.
- Mobile applications such as Foursquare threaten participation in SCVNGR.
- The Baton Rouge legislative branch worked aggressively during the 2012 legislative session to advocate for pro-business reforms (Economic Competitiveness, 2013).
- Other states are compete with BRAC to attract employers to their businesses.

## Problem Statement

Our research showed that Creative Capital of the South needed to increase awareness of the campaign's initiatives among local residents and inform new residents about living and working in the Baton Rouge area. Creative Capital of the South also should increase its social media presence and improve recruitment methods to gain more investors.







# Target Audience

## Young Professionals

The primary target audience for BRAC is young professionals who have lived or currently live in Baton Rouge. Young professionals are individuals working in careers that are considered white collar in nature and who are within a specified age bracket (Tatum, 2013). They are usually characterized as highly entrepreneurial, civic-minded people between the ages of 21 and 40 with a college degree (Young Professionals, 2013). Young professionals are technology and media savvy. They know how to use social media outlets, and work with many computer programs.

Young professionals are the most likely to start a business or be involved in other entrepreneurial activity. According to the Global Entrepreneurship Monitor (GEM), 17.3% of individuals between the age of 25 and 34 are involved with either starting a business or managing a new business (Young Professionals, 2013).

## Middle-Aged Adults

The secondary target audience is middle-aged adults. This is a period of age beyond young adulthood but before reaching old age. Psychologist, Erik Erikson, stated that these 45 to 65-year-olds are concerned with forming and guiding the next generation (Crisis, 2013). This most important event in this stage is parenting. Middle-aged men and women are concerned with issues such as government, environment and equality for all people (Stage 7, 2013).

Many people might recognize middle-aged adults for their midlife crises, where they may act or behave in a younger manner. Men who experience midlife crisis may engage in more youthful male behaviors to prove their masculinity. This might include dressing in trendy clothes, purchasing sports cars or taking up activities like scuba diving and motorcycling (Crisis, 2013). For females going through midlife crisis, they may undergo cosmetic surgery to make them look younger.

According to Louisiana.gov, the population of males ages 18 to 64 in Louisiana is 1,423,005 and the females ages 18 to 64 is 1,461,195 (2013). There are 2,918,181 Whites, 1,482,004 Blacks, 74,720 Asians and 202,233 Hispanics currently living in Louisiana (Louisiana.gov, 2013).

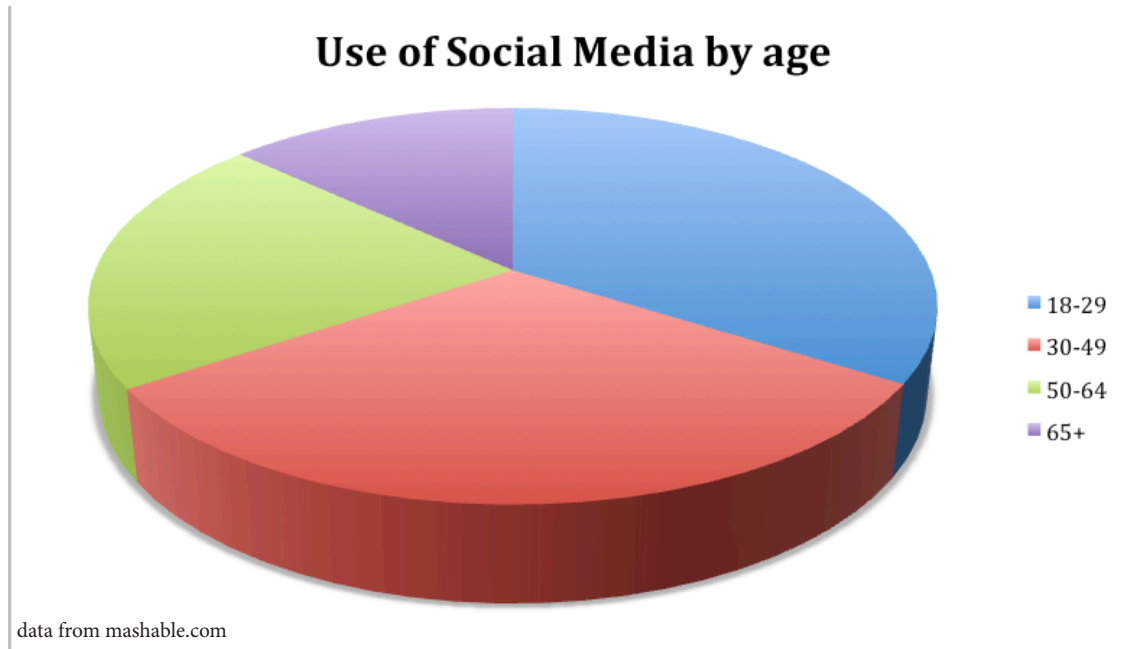
The target audience consists of many ages, and some are more likely to use social media than others. It's important to realize who engages in social media because BRAC is using SCVNGR to promote the Baton Rouge area. A new study from the Pew Research Center found that 62 percent of men and 71 percent of women use social media (Popescu, 2013). If you look at age, 83 percent of 18 to 29-year-olds engage in social media and only 32 percent of people over the age of 65 use





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social media (Popescu, 2013). By household income, 72 percent of people who make less than 30 thousand, 65 percent of people who make between 30 thousand and 49 thousand and 66 percent of people who make more than 75 thousand use social media (Popescu, 2013).



Cell phone usage is also vital to the success of this campaign, because a cell phone is needed to participate in SCVNGR. People commonly develop an attachment to their cell phones, and are more willing to use them for entertainment through apps like SCVNGR. A recent study by the Pew Research Center found that 83 percent of Millennials (those born after 1980—the first generation to come of age in the new millennium) have brought their phone to bed with them (Braxton, 2013).

Part of BRAC's target audience consists of people relocating to Baton Rouge for a job, so knowing how willing the target audience is to moving is valuable. A Pew Social & Demographic Trends survey finds that most Americans have moved to a new community at least once in their lives, although nearly four-in-ten have never left the place in which they were born (Cohn, 2013). They usually are loathe to move because of family and family connections; people don't want to leave the comfort of their homes. Another reason people stay put is due to the rise of two-career couples, making it harder to relocate when two jobs are involved (Cohn, 2013). Cities, suburbs and small towns have more movers than stayers,



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while rural areas are more evenly split (Cohn, 2013). Three-quarters of college graduates have moved at least once, compared with just over half of Americans with no more than a high school diploma (Cohn, 2013).

BRAC did not target a specific ethnic group or income bracket, but a wide range of people from specific age groups.

The talent development section of BRAC's five-year strategic campaign works on identifying and attracting experienced mid-level to senior-level professionals and retaining college graduates (Economic, 2013). In order to reach this audience BRAC is creating a talent database where professionals can submit their resumes and network with businesses.

BRAC also targets students who desire to gain real life experience through internships. They encourage these students to visit the Baton Rouge Area Intern Network (BRAIN) on their website and search through an endless stream of job opportunities. The BRAIN webpages offer resources for both companies and students (Economic, 2013).





# Strategic Plan

## Message and Themes

The overall theme for this SCVNGR campaign is “Get Out of Town.” We want our target audience to travel to outlying Baton Rouge areas by pinpointing unique attractions in each outlying Baton Rouge parish.

We will utilize traditional media, social media and non-media strategies to spread our message to the target audience about the opportunities in outlying Baton Rouge areas.

## Goals

- Increase awareness of attractions in the area outside of Baton Rouge.
- Increase the number of new residents and visitors to the Baton Rouge area.

## Objectives, Strategies and Tactics

### Objective 1

**To change the rate of former residents returning to the Baton Rouge area from a negative percent value to a positive value by Aug. 31. (Ward, 2012).**

**Strategy:**Generate buzz via print media directed toward middle-aged adults that will attract former residents of the Baton Rouge area.

### Tactics:

BRAC will send a pitch letter, news release and fact sheet to The Advocate, which is read by former Baton Rouge residents, to generate buzz about the SCVNGR trek amongst former Baton Rouge residents. In order to raise money for rewards for completing the trek, a fundraising letter about the trek and outlying Baton Rouge attractions will be sent to Visit Baton Rouge.

### Objective 2

**To increase the number of users of the “Get Out of Town” SCVNGR trek in young professionals in the Baton Rouge area and those that have ties to Baton Rouge area from zero to at least 10 percent by August 31.**

**Strategy:** Generate awareness about the “Get Out of Town” SCVNGR app through traditional media methods.

**Tactics:** BRAC will distribute fliers that promote the “Get Out of Town” SCVNGR trek to local businesses and at monthly BRAC luncheons. Postcards that promote the “Get Out of Town” SCVNGR trek will be sent out to all Baton Rouge area university alumni. Advertisements that promote the “Get Out of Town” SCVNGR



# Strategic Plan



trek will be sent out to all local and regional print media listed on the media contact list to promote the use of the app and the trek.

## **Objective**

**3: To increase traffic to outlying Baton Rouge area attractions among middle-aged adults between the ages of 45 to 65 years old from its current number by 15 percent by Aug. 31.**

**Strategy:** Promote outlying Baton Rouge area attractions to middle-age adults through traditional media methods, including brochures, magazine ads and post-cards.

**Tactics:** BRAC will distribute brochures that promote Creative of the South and SCVNGR to local businesses frequented by middle-aged adults. Ads about the campaign will be placed in publications with high readership of 45 to 65-year-old age group. Postcards detailing how to use SCVNGR will also be sent to the homes of middle-aged Baton Rouge area residents.





# Tactics for Deliverables

Listed below are tactics for how the deliverables should be used.

## Pitch Letter

Send to The Advocate immediately after campaign is approved. This will increase media coverage in the Baton Rouge area about the SCVNGR trek.

## Brochure

Create at least 75 copies to pass at BRAC's monthly luncheons and other sponsored events.

## Fact Sheet

Send to The Advocate once the campaign is approved. This will increase awareness of the campaign and inform the Baton Rouge area about the SCVNGR trek.

## Flier

Print out at least 75 copies to be handed out at BRAC events, posted at popular locales in the Baton Rouge metropolitan area and on display at the sites of the SCVNGR trek.

## Advertisement

Place paid advertisement in alumni publications for Louisiana State University, Southern University and Baton Rouge Community College.

## Postcard

Send postcards to the primary target audience promoting and detailing how to use SCVNGR.

## News Release

The news release should be sent to the The Greater Baton Rouge Business Report once this campaign is approved.

## Fundraising Letter

The fundraising letter should be sent to Karron Alford, the destination content manager for Visit Baton Rouge.





# Deliverables

Listed below is the purpose and description of each deliverable developed.

## Pitch Letter

The pitch letter for the launch of the SCVNGR trek was prepared for The Advocate. This will help increase awareness about the campaign to current Baton Rouge residents and former Baton Rouge residents alike because of its reputation as a widely read publication.

## Brochure

The brochure was created to inform people of Creative Capital of the South and the SCVNGR app. It explains BRAC's mission and awards they are giving participants who take part in the trek challenges.

## Fact Sheet

The fact sheet was created to give reporters key points for articles written about Creative Capital of the South, SCVNGR and the "Get Out of Town" trek.

## Flier

The flier promotes the Creative Capital of the South's "Get Out of Town" SCVNGR trek. It explains how to use the app and find the trek, and it lists some of the activities the trek brings you to.

## Advertisement

The ad is designed to showcase the fun attractions that are part of the "Get Out of Town" SCVNGR trek for Creative Capital of the South.

## Postcard

The postcard explains how people can use the app and "Get Out of Town" trek. It also promotes the use of SCVNGR for the sake of exploring the outlying Baton Rouge areas.

## News Release

This news release promotes the SCVNGR trek "Get Out of Town" and also explains BRAC's goals for the trek and the Creative Capital of the South program.

## Fundraising Letter

The letter asks for monetary donations to support the rewards for the SCVNGR trek and promotion of the trek.



## Conclusion



In the future, Bengal Communications suggests that an event is held to promote the trek. BRAC should continue to publicize the trek at their monthly luncheons. The desired outcome of this campaign is to promote Creative Capital of the South through the SCVNGR application. There was no media coverage as of May 1, 2013.







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