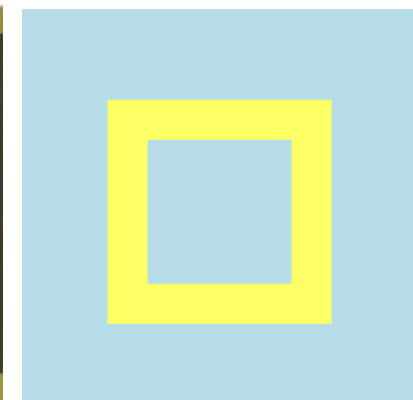
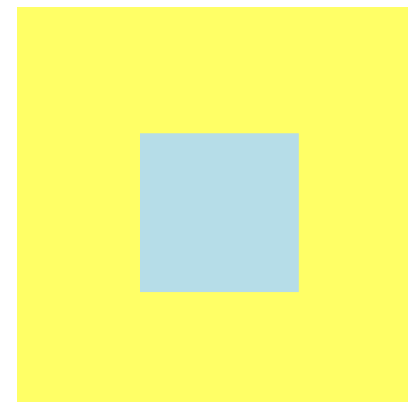
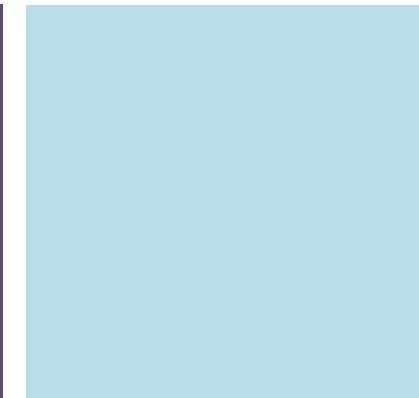


Planbook
for



Kristyn Harris, Account liaison **Lauren Lae,** Strategy director **Caroline Downer,** Strategy director **Amelia Walsh,** Writing director **Tran Tran,** Design director





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Introduction

The Louisiana Northshore Quilt Trail Association (LNQTA) hopes to serve as an income for local artists and as an economic boost to tourism in the five parishes of Tangipahoa, St. Tammany, Livingston, St. Helena and Washington. The expanded quilt trail will promote community and corporate participation to connect the entire Northshore region.

Mission:

LNQTA is a nonprofit organization whose mission is to showcase the historical beauty and cultural significance of the art of quilt-making through painted quilt blocks among the region's unique landscape and architecture.

History:

LNQTA started the first quilt trail in Louisiana early in 2012, and they already have 51 quilt blocks made, with more than 15 others in some stage of construction. LNQTA also opened its Quilt Trail Shoppe in October 2012. The items offered in the shop include tiles of the quilt blocks, bags printed with quilt block images, postcards of the quilt blocks and a poster that will feature all of the quilt blocks made so far.

Culture of Organization:

LNQTA is being touted as America's most personal quilt trail in that each block is representative of the business or family that owns it. Although there are some traditional quilt patterns, the majority of the LNQTA designs contain recognizable images within the patchwork patterns. These images depict the owner's interests, family ties and personal and/or business history. Beside all of the quilt blocks, LNQTA added plaques that tell the story about the owner. Each plaque also has a QR code that links to LNQTA's main website.

Finances:

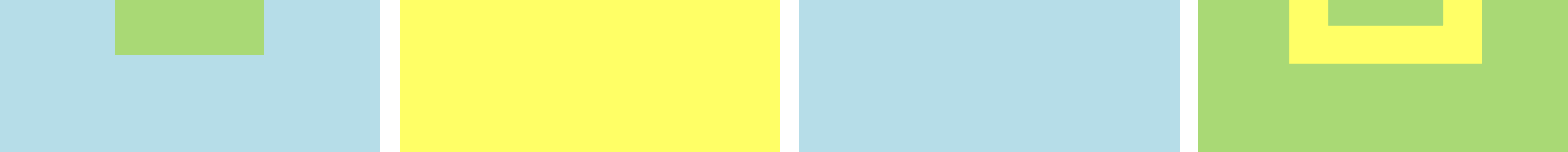
LNQTA is financially self-sufficient because their goal is to bring money into the state, not take it away. They rely on donations and support from the community to keep their organization alive. They hope that the community will show support by visiting their quilt blocks and by spreading the word about their uniqueness so that other people will want to visit them.

Economic and Political Influences:

LNQTA hoped to attract both curious locals and tourists to their quilt trails. The shop was a huge boost to the organization and the economy because people will not only buy the quilt shop's memorabilia; they will also buy local gas, eat in local restaurants, sleep in local hotels and browse in local shops. The quilt trails have and will continue to bring in revenue for local artists to design quilt blocks, and for local contractors to install the quilt block. The artists are paid a certain amount for the design and, once it is approved, get a portion of everything sold with their design on it.

Public Opinion:

LNQTA is a new organization that is still trying to gain publicity and recognition from the community. It has had several articles published in The Advocate, St. Helena Echo, Amite-Tangi Digest, St. Tammany News, The Ponchatoula Times and Country Roads Magazine. Most of the



articles have more than 100 views online but zero shares or comments. The quilt trail has also been featured in several blog posts, and the LNQTA Facebook page has more than 100 “likes.”

Research Report

Secondary Research:

1. Client interview

Kim Zabbia, chairperson of the board of directors for the quilt trail, stressed the importance of spreading their name and promoting tourism. Because Ponchatoula is at the intersection of Interstate 55 and 12 and only a 45 minute drive to either Baton Rouge, La., or New Orleans, La., it is in a location with the potential to thrive. Their reason to generate tourism was to help the city and surrounding areas financially, as she stated that each dollar spent turns over seven times.

Because the quilt trail provides lessons in local history as well as a story on each quilt block, the trail appeals to all ages. For that reason, they wanted to reach out to younger audiences by strengthening their Facebook page and encouraged hosting events for the community and surrounding area. Their recently opened Quilt Trail Shoppe also extended their market and organization.

In order to get a quilt block made, the person or business has to fill out a form and mail it with a photo of their quilt block. There is a one-time application fee of \$50 to cover marketing and printing costs. Each block represents, through its pattern, the personal or historical attributes of its owner or business.

2. Media Coverage

Because of their small-town location, their media coverage did not extend past Baton Rouge or New Orleans. Their local publicity was not an issue, as the small-town newspapers published articles about their progress and featured their photographs consistently. Their biggest publicity was their feature in The Advocate, where they were called the “Louisiana quilt trail,” as they are the only quilt trail in Louisiana. Country Roads Magazine, based in the Greater Baton Rouge area, also featured them for their artistry.

Media Research:

LNQTA has a media list with the names of newspapers and other media outlets in the five parishes it works with. The organization sends news releases, pictures or other information to the news stations in order to spread the message about the quilt trail. Our media list is made up of:

- Country Roads– Ann Craven
Assistant editor
Email: anne@countryroadsmag.com
Phone: 225-343-3714
- Country Roads– James Fox Smith
Executive editor
Email: james@countryroadsmag.com
- Daily Star– Heidi Rogers Kinchen
Section writer
Email: news@hammondstar.com
Phone: 985-254-7827
- Ponchatoula Times– Mary Haley
Section writer
Email: ptimes3@gmail.com

- Phone: 985-386-2877
- Kentwood News Ledger– Marcia Sims
Editor
Email: Marcia.sims@tangilena.com
Phone: 985-229-8607
 - St. Helena Echo (Greensburg)– Carol Brooke
Publisher/ Editor
Email: carol.brook@tangilena.com
Phone: 225-222-4541
 - St. Tammany Farmer– Susan Sheehan
Community editor
Email: stfnews@bellsouth.net
Phone: 985-892-2323
 - St. Tammany News– Erik Sanzenbach
Managing editor
Email:
stnnews@wickcommunications.com
Phone: 225-343-3714
- Phone: 985-649-0253
- St. Tammany News– David Freese
Section writer
Email: davidjohnfreese@gmail.com
Phone: 985-649-0253
 - The Advocate– Carl Redman
Executive editor
Email: credman@theadvocate.com
Phone: 225-388-0277
 - The Drum– Eddie Ponds
Editor
Email: thedrum@bellsouth.net
Phone: 225-927-3717
 - The Era-Leader (Franklinton)– Steve Kuperstock
Publisher
Email: steve@era-leader.com
Phone: 985-839-9077

LNQTA also uses their website and Facebook page to promote their organization. According to LNQTA’s Facebook page, the age group that the organization reaches most is 55-64 year olds. However, their main audience also includes people who read articles about them in the newspaper or online, people interested in quilt trails, tourists and locals.

Situation Analysis and Problem Statement

The Louisiana Northshore Quilt Trail Association asked us to promote tourism in the Northshore area due to concerns regarding the struggling economy. Unfortunately, the tourist appeal for some Northshore parishes does not exist. Many tourists flock to bigger cities with more attractions like Baton Rouge or New Orleans. With the initiation of the quilt trail in 2011, board members of the nonprofit organization hoped to lure art enthusiasts, locals and tourists to the area. Spending money and generating a profit for businesses like restaurants and gas stations is vital to sustain the local economy.

Below is an analysis of the strengths, weaknesses, opportunities and threats pertaining to the LNQTA.

Strengths:

- Features a local support system that display quilts on the exteriors of their homes and businesses.
- Features a well-designed website that includes map graphics and landscape descriptions of each trail.
- Features a specifically-designed quilt block that incorporates personal and significant images into the block for each person or business.
- Features an informative plaque that tells the unique story of each quilt block's design and gives the QR code.
- Features a financial opportunity that sparks interest of local quilt makers, artists and contractors.
- Features a tourism possibility that helps parishes that need funding and economic stability.
- Features a community-strengthening spirit that exists between the parishes of St. Tammany, St. Helena, Tangipahoa, Livingston and Washington.
- Features a learning opportunity that displays the culture of the Northshore region.

Weaknesses:

- Lacks a short distance between quilt blocks, so it's hard for travelers to visit the smaller and poorer parishes like St. Helena and Washington.
- Lacks an online store, so customers are not able to purchase souvenirs online.
- Lacks an active Facebook page, so customers were uninformed and unaware of new information or events regarding the quilt trail.

Opportunities:

- Encourages tourism to surrounding attractions; including Middendorfs, Global Wildlife and Alpaca Farms.
- Encourages travel to the LNQTA, as it is only a 45 minute drive from either New Orleans or Baton Rouge.

**Threats:**

- Faces government opposition as the mayor of Covington and Slidell did not take their quilt propositions as a serious solution to economic problem.
- Faces financial struggles as there are challenges with receiving funding and grants from parish officials.
- Faces tourist competition as larger cities are close-by with more attractions, like New Orleans and Baton Rouge
- Faces unpredictable scenarios as the success of the LNQTA often depends on Louisiana's unpredictable weather.

This evaluation of the LNQTA's strengths, weaknesses, opportunities and threats allows us to have a more thorough understanding of the advantages and disadvantages of the nonprofit organization. This analysis gives us the important information needed to form a plan in order to promote their quilt trail, and ultimately help the economic situation in the Northshore region.

Problem Statement:

This research led us to believe that the use of a geo-location smartphone application like SCVNGR will provide more incentives for locals to visit the parishes of the Northshore region and compete with tourism from bigger and more popular destinations in Louisiana.

Target Audiences

Louisiana women 40 to 60

The people who will be most likely to visit the Louisiana quilt trail and use the SCVNGR application for the Louisiana Northshore Quilt Trail Association are Louisiana women ages 40 to 60. These are the people who will feel most connected to the quilt trails and the communities that the quilt trails are in. This group of women is typically very family-oriented and they can bring their family and friends with them on the trek. The quilt trails could provide a fun outdoor activity for local families as well as being a great tourist attraction.

Target Audience Profile

Women ages 40 to 60

Income: \$25,000 or more

Education: high school or more

Residence: Louisiana Northshore and surrounding areas

Characteristics:

The target audience age group of 40 to 60-year-old women falls into the baby boomer generation. The general characteristic of baby boomers is that they are getting older, but they still feel young. They do not want to be treated as though they are old, so it was important to have a more subtle approach as we aimed a campaign at them. This age group of 40 to 60 is slowly starting to break into the world of social media. According to CBS News, the number of Facebook users in the U.S. aged 55 and older grew from around one million in 2009 to 10 million in 2010. Because it is essential for everyone to have a smartphone, the introduction of SCVNGR helped involve this generation with the LNQTA.

Behaviors:

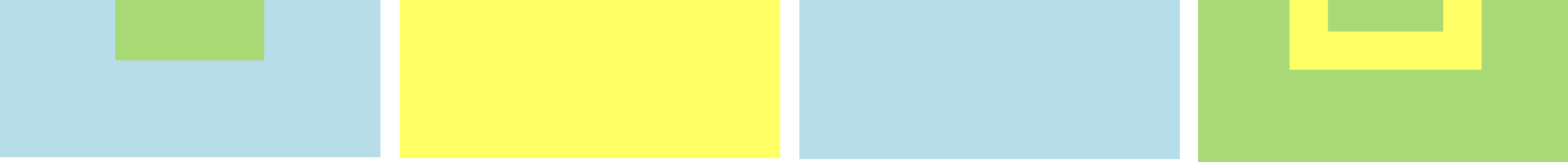
The baby boomers are rather active, so by introducing a new way to connect with LNQTA, they were more willing to participate. Women of this age range are also looking for fun things to do with their families, and they viewed the LNQTA quilt trails as a fun way to spend quality time with them.

Knowledge:

This age group has many years of knowledge and experience under their belts. In order to convince them that LNQTA is something special, we had to communicate the LNQTA's mission and explain what sets them apart from the other tourist attractions in Louisiana.

Values:

Women ages 40 to 60 usually value family as a number one priority. Channeling these values showed how the quilt trails are a great family activity and also a great way to learn more about



their community. This age group values youth and therefore want to be involved in new social media technologies.

Attitudes:

The current attitudes of our target audience of 40 to 60-year-old women are that they are excited to join in the social media network. Once they find an interest, they become loyal to it. We've worked to gain their trust, and there is a good chance that they will remain loyal to the LNQTA for many years to come.

How to reach them:

In order to reach our targeted audience, we used social media, traditional print media, email and word-of-mouth. Since our event took place in Ponchatoula, La., a small town, word-of-mouth proved to be a successful way to reach the locals. We distributed fliers and sent a news release to local papers in the area to get the word out about our event.

General Plan

Goals:

The general goals for Prism Communications regarding the Louisiana Northshore Quilt Trail Association include:

- Promoting the Louisiana Northshore Quilt Trail Association through the use of smartphone application SCVNGR.
- Informing the public, including Louisiana locals, about the LNQTA.

Objectives:

- To have at least 10 people in the Ponchatoula, La. area complete the SCVNGR trek by Dec. 2, 2012.
- To have 20 people attend the SCVNGR event after party on Dec. 2, 2012.
- To have 5 people who completed the trek use the discount offered by SCVNGR at the Quilt Shoppe by Dec. 31, 2012.

Strategies:

Communication Plan

We hoped that consumers would engage in conversation about the LNQTA via social media. We used traditional print media including a flier, news release, fact sheet and an event plan; along with a YouTube video to promote the organization. We set up a SCVNGR event in the Parish of Tangipahoa, and invited locals and tourists to engage in the community and unite through SCVNGR. The SCVNGR trek included challenges at each quilt block, and led to a reception back at The Art Station, the LNQTA headquarters.

Messages

The message that the SCVNGR project promoted was an increase in tourism through the promotion of the historic Northshore. Along with the LNQTA, we stressed the importance of the community's beauty and uniqueness.

- Participating in the quilt trail trek is a fun and safe activity for tourists and community members of all ages.
- Completing the trek will earn a reward from the LNQTA Quilt Trail Shoppe.
- Following the trek is a way to learn more about Ponchatoula, La. in a fun and enjoyable way.
- Viewing the quilt trail is worth the 45 minute drive from New Orleans, La. or Baton Rouge, La.

Themes

As stated before, once our audience finds an interest, they will usually stay loyal to it. Therefore, the overall theme is, "To stitch the gap between parishes and know the people on your block."

Deliverables/Tactics

We created eight tactics for the LNQTA during their SCVNGR partnership. Four tactics promote the SCVNGR quilt trail trek that the group created, and the other four are promotional items that the LNQTA requested.

SCVNGR-related tactics:

- An event plan.
 - Created one event plan, by Lauren, a week before the LNQTA event on Dec. 2, 2012.
 - Created to have a full outline of the aspects of the event.
- A flier.
 - Created one flyer, by Tran, three weeks before the LNQTA event on Dec. 2, 2012.
 - Posted at local businesses throughout Ponchatoula, La.
 - Used to promote the event locally.
- A news release.
 - Wrote one news release, by Amelia, to announce the LNQTA event.
 - Distributed to the media list three weeks before the LNQTA event.
- A handout.
 - Created one handout, by Tran, listing the steps on how to use the SCVNGR trek.
 - Created the day before the event and distributed at the event on Dec. 2, 2012.

LNQTA-related tactics:

- A feature release.
 - Wrote one feature release, by Caroline, about Kim Zabbia one week before the event on Dec. 2, 2012.
 - Distributed to the media list and to “Southern Living Magazine.”
 - Used to create an emotional appeal between readers and the quilt trail.
- A YouTube video.
 - Created one video, by Kristyn, about the quilt trail to be featured on the LNQTA website and
 - Created one week prior to the event on Dec. 2, 2012.
 - Created to promote the quilt trail to all ages and will be used in the future.
- A social media communication plan.
 - Created a social media communication plan, by Amelia, for the LNQTA to manage their Facebook and YouTube accounts effectively.
 - Completed one week before the event on Dec. 2, 2012.
 - Aimed to increase their posting of information as well as their following.
- A plan book discussing the effectiveness of the event.
 - Created a plan book, by the entire Prism Communications team, discussing every element of the campaign to evaluate its success.
 - Completed after the event took place.



Conclusion

Media coverage report:

Although a news release was sent to our media list concerning the event, there was no live media coverage at the event. A preview of the event was printed in The Ponchatoula Times. The feature release on the chair of the Board of Directors of the LNQTA, Kim Zabbia, was also sent to our media list as well as Southern Living Magazine.

Formative Evaluation:

We would recommend that the LNQTA continue our efforts to promote the quilt trail and continue using SCVNGR to promote the quilt trail trek to both locals and those not from the area. As social media becomes more vital, it is important to make use of social media as much as possible, especially on their Facebook page. For upcoming events, it is recommended that an event page be created on Facebook.

Appendix

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