



CASE STUDY:

AFFINITY THROUGH EXPERIENCE DESIGN

City of New Orleans and the NOTMC

ABOUT THE CLIENT:

The Office of Mayor Mitchell J. Landrieu - City of New Orleans and the New Orleans Tourism Marketing Corporation (NOTMC), the City's leisure travel promotion agency. NOTMC is a private economic development corporation created under Louisiana State Law to foster jobs and economic growth by developing the tourism industry in New Orleans.



CITY OF NEW ORLEANS

The mission of the New Orleans Tourism Marketing Corporation is to promote and position New Orleans as the number one leisure tourism destination through a broad program of advertising, public relations, social media, Internet marketing, promotions, research, and other marketing strategies. These strategies are designed to maintain and improve the city's image as a great place to visit, to attract increased numbers of travelers, and to increase tourist spending in New Orleans.

ABOUT THE EVENT:

Mardi Gras officially occurs each year on "Fat Tuesday", the day prior to Ash Wednesday. During the 2 weeks prior to Mardi Gras, more than 1 million people visit New Orleans from all around the world. Parades and galas go on each day, getting progressively larger and more grandeur. The final weekend is when the most renowned Krewe (the organizations that host the parades and balls) exhibit their Mardi Gras floats. The final four days of parades are the grand finale for Mardi Gras and highlight New Orleans' traditions at their best.



THE CHALLENGE:

The challenge presented by the City of New Orleans to TodoCast was to showcase the city in a manner that no one had seen before. They wanted viewers from around the world to experience the wonderment of Mardi Gras without having to be in New Orleans. Secondly, the goal was to generate additional tourism for the city of New Orleans throughout the year.

The aftermath of Hurricane Katrina continues to effect tourism to New Orleans. The city and NOTMC believed that delivering an exceptional viewing experience, and showing Mardi Gras at its best would prove to many that New Orleans is stronger than ever.

THE SOLUTION:

With the support of the City of New Orleans Mayor's Office, and for the first time ever Mardi Gras parades and festivities were captured to be experienced live and in real time from anywhere around the world, in the comfort of the viewer's own home. These broadcasts were structured to promote all of the wonderful aspects of New Orleans to create affinity and tourism throughout the year.

TodoCast was given exclusive access by the city of New Orleans and the NOTMC to executive produce four-days of live broadcasts of the largest and most extravagant parades of the Mardi Gras celebration. TodoCast, along with the production team from E-Planet Media, streamed 4-days of parades and festivities. Through these live...



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THE SOLUTION CONTINUED:

...streams, viewers were, and still are, able to feel the energy and excitement that pours through New Orleans year-round, but especially during the Mardi Gras celebrations.

The broadcasts featured high quality HD streaming, live fan social interaction with Facebook and Twitter, and crowd sourced photograph feeds. All of the broadcasts could be viewed on the Web and mobile devices, but also in the viewer's living room on virtually any TV with a Roku device.

The TodoCast solution also included integration with the "Mardi Gras Party Guide" mobile application for iPhone and Android devices. The mobile app included the ability to view all broadcasts live, and provided parade information, Mardi Gras news, and fan wall.

Beyond the ornate floats, marching bands and equestrian teams, the live broadcasts featured celebrity appearances from Will Ferrell, Bret Michaels, Andy Garcia and Cyndi Lauper, among others. The festivities were also captured on canvas through a live onset painting each night featuring 3 renowned local artists, featuring the people, parties and parades going by. There were also live interviews with Mayor Mitch Landrieu, local celebrities and parade goers from the stands, all hosted by local celebrity, Fleurty Girl.



KEY HIGHLIGHTS

- 3.3 million Impressions
- Average Viewing Time of 85 Minutes
- Total Viewing Hours topped 1880 Hours
- Reach over 40 Countries