

Disposition Outreach Proposal

EMPORIA PRODUCTIONS LLC 2016



Mission Statement

To present a regional **Branding and Marketing Strategy** to sell Parish owned properties through an **Outreach Plan**, crafted and designed by a **Qualified Marketing and Design Company**.

Vision - To drive potential qualified potential purchasers to St. Bernard Parish to experience Five (5) of St. Bernard's unique Assets: *The Arabi Arts District, St. Bernard Parish Hospital, St. Bernard Parish Theater/Library, The Port of St. Bernard, and The Great Wall*. Each Asset will uniquely engage each visitor in through different mediums: **Entertainment** (Live Chamber Music @ the Theater), **Creativity** (Arabi Artists working), **Technology** (SB Hospital Forensic Lab), **Commerce** (Ocean Freightliner Tour @ Port of SB) **Awe and Spectacle** (Stand on the "The Great Wall"). Each Location will require visitor check-in, and will be financed through third party Vendor placement: food & beverage, music, and advertising & marketing.

Value – To implement a two-fold Outreach Plan, that will not only market the sale of Parish owned properties, but will also brand St. Bernard Parish as an *affordable, modern, safe, and family-friendly* Community.

-THE PENTE EXPERIENCE-

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The Outreach Plan

“The Pente Experience (TPE)”

Emporia Productions LLC will create advertising and marketing materials related to the TPE. These advertising and marketing elements shall define and establish the Parish brand, and will unify and strengthen the Brand Strategy.

Emporia Productions will create and implement a **Website Portal** that will:

- 1) Serve as the **Exhibitor** of the Parish-owned properties.
- 2) Provide a sign-up for the **The Pente Experience**.
- 3) Establish a **Brand Message** to showcase St. Bernard’s Assets.

Incentivized Interaction – The creation and implementation of the TPE as an entertaining, **Parish-wide** Interactive Event that awards winners a chance to win one (1) parcel of undeveloped St. Bernard Land (subject to Terms and Conditions). The TPE will showcase Five Unique Assets displaying modern infrastructure improvements, cultural and historical landmarks, and the ease and affordability of St. Bernard Parish living. At this Special Event, each visitor will “See, Hear, Touch St. Bernard” in a unique way and only during a limited time.

INNOVATION | CONNECTION

- Account Service
 - Creative
 - Finance
 - Media Buys
 - Production
- Marketing Plan
- Web Development
- Brand Development
 - Research

About Us

Emporia Productions LLC was created in 2002 as a boutique Media Group servicing Creative Directors, Producers, and the Marketing and Advertising community through a prolific National network of skilled Artists and unique Vendor relationships.

Since its creation, **Emporia Productions** has produced still photography campaigns with clients including Vogue, Conde Naste, People, Heroine, Rolling Stone, Elizabeth Arden and US Magazine. In addition, **Emporia Productions** has produced live action content for clients including Adidas, Dell, MicroSoft, AllState, Southern Comfort, NFL and the NBA. In 2015, **Emporia Productions** served as *Co-Executive Producer* for the independent feature film "My Father Die," scheduled for release in the Fall of 2016.

Organizational Chart

Executive Producer – Peter Wilson

Mr. Wilson grew up in New Orleans, Louisiana attending Isidore Newman High School. He then moved to Los Angeles, where he attended Occidental College and graduated (1989) with a double major in Philosophy and Theater Arts, with a minor degree in Religious Studies.

Since graduating from Occidental College, Mr. Wilson has worked on over thirty feature films, dozens of made-for-TV movies, and over one-hundred commercials, music videos and still photo shoots.

In 1999, Mr. Wilson was employed by **Bunim / Murray Productions** for the hit reality show "The Real World." Immediately following his first season on "The Real World," Mr. Wilson was drafted to the executive offices of **Bunim / Murray Productions**, whose skills as producers pioneered the blueprint of the current reality genre. Reporting directly to the late Ms. Bunim and Mr. Murray, Mr. Wilson participated in the development of new shows while overseeing existing ones.

In 2003, Mr. Wilson joined **Mark Burnett Productions**, ("Survivor" & "The Apprentice") as a Producer. At **Mark Burnett Productions**, Mr. Wilson oversaw the FOX Series "The Casino," CBS's "Recovery," "The Apprentice – Seasons 2 & 3" and "The Apprentice – Martha Stewart" all while reporting directly to Mr. Mark Burnett and Mr. Conrad Riggs.

Since leaving MBP, Mr. Wilson started his own production company **Emporia Productions LLC** which has Produced and Co-Produced content for Movies, Reality Shows, Sports Programming and Commercials. These productions include: "Bolden! (Screen Gems)", "Cirque du Freak" (Universal) "Meet the Spartans" (New Regency) "BandGeeks (MTV)", "Iron Ring" (BET) and "VISA/NFL" (@Radical Media – National Spot). Mr. Wilson recently served as Co-Executive Producer for the Feature Film "My Father Die," written & directed by Sean Brosnan.

Creative Director – Jennie Westerman Diemont

Branding Strategy, Design, Website Development, Identities, Advertising Campaigns, Marketing Materials, Online / Digital Marketing, Media Planning
+ Buying for over 150 active clients locally, regionally and nationwide.

Notable accounts: ***Townsend Addiction Treatment Centers, French Market Corporation, New Orleans Chamber, Hola Nola, Healthy Course Meals, YLC, Wednesday at the Square, Crescent Park, Voodoo Music Experience.***

PREVIOUS design WORK / FREELANCE EXPERIENCE

Gambit Communications // New Orleans, LA // 2002-2004

Peter A. Mayer Advertising // New Orleans, LA // 2002

Design the Planet // New Orleans, LA // 2001-2002

Blue Cross Blue Shield of LA // Baton Rouge, LA // 2001

EDUCATION

University of Pennsylvania // Philadelphia, PA // College of Arts & Sciences // Class of 2000

B.A. in Communications - Annenberg School of Communications; concentration in Arts and Culture; coursework in Digital Imaging, Studio Art, Visual Comm, Marketing, Film + Digital Video, Research / Statistics; Minor in French

PROFESSIONAL ORGANIZATIONS / BOARDS / MEMBERSHIPS

Chairman's Council & Member, New Orleans Chamber of Commerce

Certified (WBE) Women's Business Enterprise

Graduate Goldman Sachs 10,000 Small Businesses (2013)

Board Member, Alliance Française de la Nouvelle Orleans

Active Member / Contributor: New Orleans March of Dimes, Stay Local!, Young Leadership Council, WBEC South

Speaking Engagements & Panels: JEDCO / Jefferson Chamber, AMA, Goldman Sachs 10,000 Small Businesses, WBEC

SKILLS

- Design: Brand strategy, creative direction, UX, design, typography, copywriting, printing, media planning
- Leadership: Management, organizational, and operational skills developed through starting and operating a small business with a staff of up to 10
- Computers / Software: Mac & PC. Expert in Adobe Creative Suite 6, Microsoft Office, QuickBooks

Director Of Interactive - Geoff Thibeau

Director of Interactive. Senior Developer, Brand Manager

Branding Strategy, Design, Website Development, Identities, Advertising Campaigns, Marketing Materials, Online / Digital Marketing for over 150 active clients locally, regionally and nationwide.

Notable accounts: ***Catholic Charities Archdiocese of New Orleans, Eagle Industries, Healthy Course Meals, Kern Studios, Michalopoulos, Tujague's Restaurant, Urban Conservancy.***

PREVIOUS WORK EXPERIENCE

Propel Group // Dallas, TX // 2010–2014

Attorneys Online, Inc. // Plano, TX // 2009–2010

EDUCATION

Louisiana Tech University // Ruston, LA // College of Liberal Arts // Class of 2009

B.F.A. in Communication Design; coursework in Color Theory, Typography, Ad Campaigns, Web, Art History, Digital Production, Studio Art, Print Making, Book Binding, Screen Printing

SKILLS

- Design: Brand strategy, creative direction, UX, UI, design, typography, iconography, copywriting
- Front-end Development: HTML5, CSS3, SCSS, Javascript, jQuery, Grunt
- Back-end Development: WordPress, PHP, MySQL, SSH, git, svn, Capistrano, Apache, nginx
- Leadership: Management, organizational, and operational skills developed through advancing business offerings and services at every employment opportunity, managing client relationships, and training staff of up to 10 in modern design and development practices.
- Computers / Software: Expert Mac, proficient Linux & PC.

Implementation Plan

We will create new promotional concepts, with original graphic designs for print, radio, television, and internet advertisements, and book advertisement space and time. We also plan and conduct advertising campaigns, conduct research and surveys.

Emporia Productions LLC encompasses many different skills and disciplines in the production and maintenance of advertising, including web graphic design, banner design, authoring, and standardized marketing and branding. Often many individuals will work companies covering different aspects of the design process, although some designers will cover them all, including writing content. Emporia Productions LLC overlaps marketing in the broader scope of a creative agency. Emporia Production's role involves creating brands, while being current with marketing and advertising accessibility guidelines.





Discover everything you need to know when producing advertising materials - creating innovative, culturally diverse, TV, Print, Radio, Internet and Social Media Ad campaigns that engage the consumer in the right way, the right place, and at the right time.

Tools and Technologies

Helping businesses succeed and excel in any market. To succeed in media today means embracing new technologies. **Emporia Productions LLC** advances and understands who today's audience is. Emporia Productions LLC dives into all the data and research that helps you fully grasp who your consumer is, as well as what they need and want. Where they like to engage in media and what they desire from their media. **Emporia Productions LLC** focuses on what compels them. This consumer insight is at the inception of every successful campaign and has ultimately given us a better understanding of advertising - not only to the consumer, but it specializes by reaching them through traditional media, as well as new and innovative resources and analytics, by focusing on their habits. We get the data you need to make intelligent marketing and business decisions.

Every element of an ad campaign is different.

Cost Estimates

Title	Cost	Unit	Qty	Subtotal
Executive Producer	\$5,000.00	/monthly retainer	1	\$5,000.00
Branding consultant providing analysis, solutions, and general marketing expertise to help successfully sell products. Experience with management consulting firms and advertising agencies and interaction with clients brand managers or marketing executives. Develop and help implement strategies for both new and existing products, and influence all phases of marketing, from design and distribution decisions to advertising and public relations messaging.	\$125.00	/hour	1	\$125.00
Creative Director	\$125.00	/hour	1	\$125.00
The creative lead, working with designers, artists, copywriters, sales teams and marketers to create a vision. Plan advertising, oversee the creative process and give guidance to the creative people that work under them.				
Director of Interactive	\$125.00	/hour	1	\$125.00
Take the lead role in the research, development, and launch of new web-based products and services for marketing and promoting their company. Supervise a staff of Graphic Designers and collaborate with Web Developers for a range of interactive properties. Websites, mobile apps, and widgets for social media and potentially coordinate with Product Managers, Marketers, and Digital Strategists.				

3 Month Sample Budget – (Subject to Terms and Conditions)

Title	Cost	Unit	Qty	Subtotal
Executive Producer	\$5,000.00	/monthly retainer	3	\$15,000.00
Director of Operations + STAFF	\$125.00	/hour	300	\$37,500.00
Creative Director + STAFF	\$125.00	/hour	150	\$18,750.00
Director of Interactive + STAFF	\$125.00	/hour	250	<u>\$31,250.00</u>
TOTAL				\$102,500.00

“Unstoppable!”

- Facebook / Twitter
 - Direct Email
 - Cable TV
 - Radio
- Social Media
- Web Banners
 - Brochures
- Billboards/Posters
 - Direct Mail
 - Catalogs
 - Newsletters
- Mobile Advertising
- Local Website Advertising
- Trade Show Participation
 - Cross Promotion
- Professional Print Design
 - Yellow Pages

References and Case Studies

"81 percent of Internet users find the web sites they're looking for through search engines. And 54 percent of experienced online shoppers primarily rely on a search engine when trying to find a product to purchase online."- ACME Inc.: Consumer Survey Data

"Over 80% of search engine users find what they are looking for within the first three pages. Sales leads made from keyword and phrase searches are the most qualified and have the highest purchase probability."- Forrester Reports

According to the latest U.S. Census estimates released March 26, 2015, St. Bernard Parish's population grew by 2.4% adding 1,029 residents from July 2013-July 2014. The 2.4% increase represents the highest population growth in Louisiana. St. Bernard is also the fastest growing parish in Louisiana over the past four years with a 23.7% increase, representing 8,512 residents added.

Other Outreach Methods

Email Advertising	Direct Mail
Cable TV Advertising	Catalogs
Radio Advertising	Newsletters Sales Letters
Social Media	Mobile Advertising
Web Banners	Bench/Bus Stop Advertising
Brochures	Local Website Advertising
Billboards/Posters	Professional Print Design
Trade Show Participation	Facebook
Cross Promotion	Amazon to E-Bay
You-Tube Advertisements	Yellow Pages

“Arts, Technology, Commerce & Protection.”

THE NEW
ST. BERNARD PARISH