

**LOUISIANA**  
Feed Your Soul.



ADRIAN  
AWARD

Louisiana Office of Tourism (Louisiana Travel)  
**PR Campaign - SPECIAL EVENT**  
**Southwest Airlines Mardi Gras Partnership**



**LOUISIANA IS HOME TO ONE OF THE LARGEST MARDI GRAS CELEBRATIONS IN THE WORLD.**



In most places around the globe, 47 days before Easter people go about their normal Tuesday routine, but in Louisiana we celebrate Fat Tuesday (Mardi Gras day) with an extravagant party. When traveling in 2018 for the Mardi Gras Feed Your Soul brand activation, our team noticed that every Southwest Airlines gate at airports across the country was celebrating Mardi Gras with beads and second lines. This

was the AHA! moment that revealed the opportunity for the Louisiana Travel + Southwest Airlines Mardi Gras Partnership.

We approached Southwest Airlines to partner on their Fat Tuesday promotion to take their airport Mardi Gras celebrations to the next level, while gaining brand exposure for Louisiana Travel. Instead of gate agents passing out generic

strands of beads, we'd supply them with premium beads adorned with the Louisiana Feed Your Soul brand mark.

Our objectives were to target travelers on the largest domestic airline carrier (over 13M

passengers monthly) in the United States to create a fun, memorable, in-person experience through a multi-channel partnership activation.

Our target audience was active air travelers in-flight and in domestic airports who were traveling on Southwest Airlines in October 2019, January and February 2019 and on Mardi Gras Day, February 25, 2020. The average age of SWA

travelers is 47 with a median household income of \$115,000.

This industry partnership would expose the Louisiana Travel Feed Your Soul brand and Mardi Gras experience to a highly qualified audience of domestic travelers via print, digital and in-person partnership

activation. Based on the airline's passenger data sample of 838,000, Southwest Airlines travelers are 320% more likely to travel domestically 8+ times annually than the average U.S. consumer. Southwest The Magazine enjoys an audience of 6.1M per issue.

CAMPAIGN DATES

SEPTEMBER 1 – FEBRUARY 25

2020

HOUSTON  
DALLAS  
ATLANTA  
NASHVILLE  
DENVER  
NEW ORLEANS

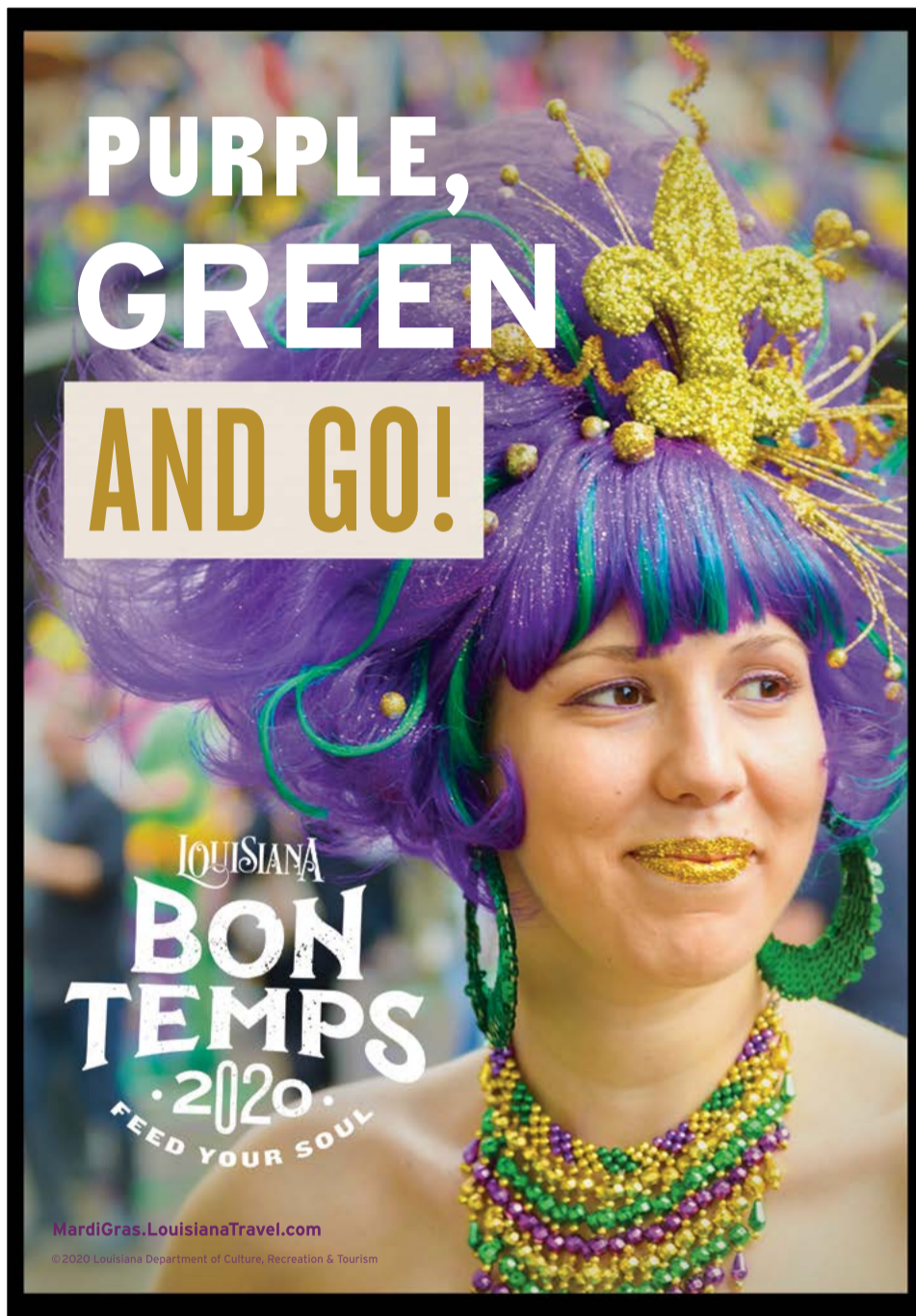


## THE PARTNERSHIP WAS ROLLED OUT IN THREE PHASES

WHICH WERE MEASURED BY BRAND ENGAGEMENT OPPORTUNITIES INCLUDING SWEEPSTAKES ENTRIES, PRINT AD EXPOSURE, ENEWSLETTER READERSHIP AND ACTIVATION PARTICIPATION.



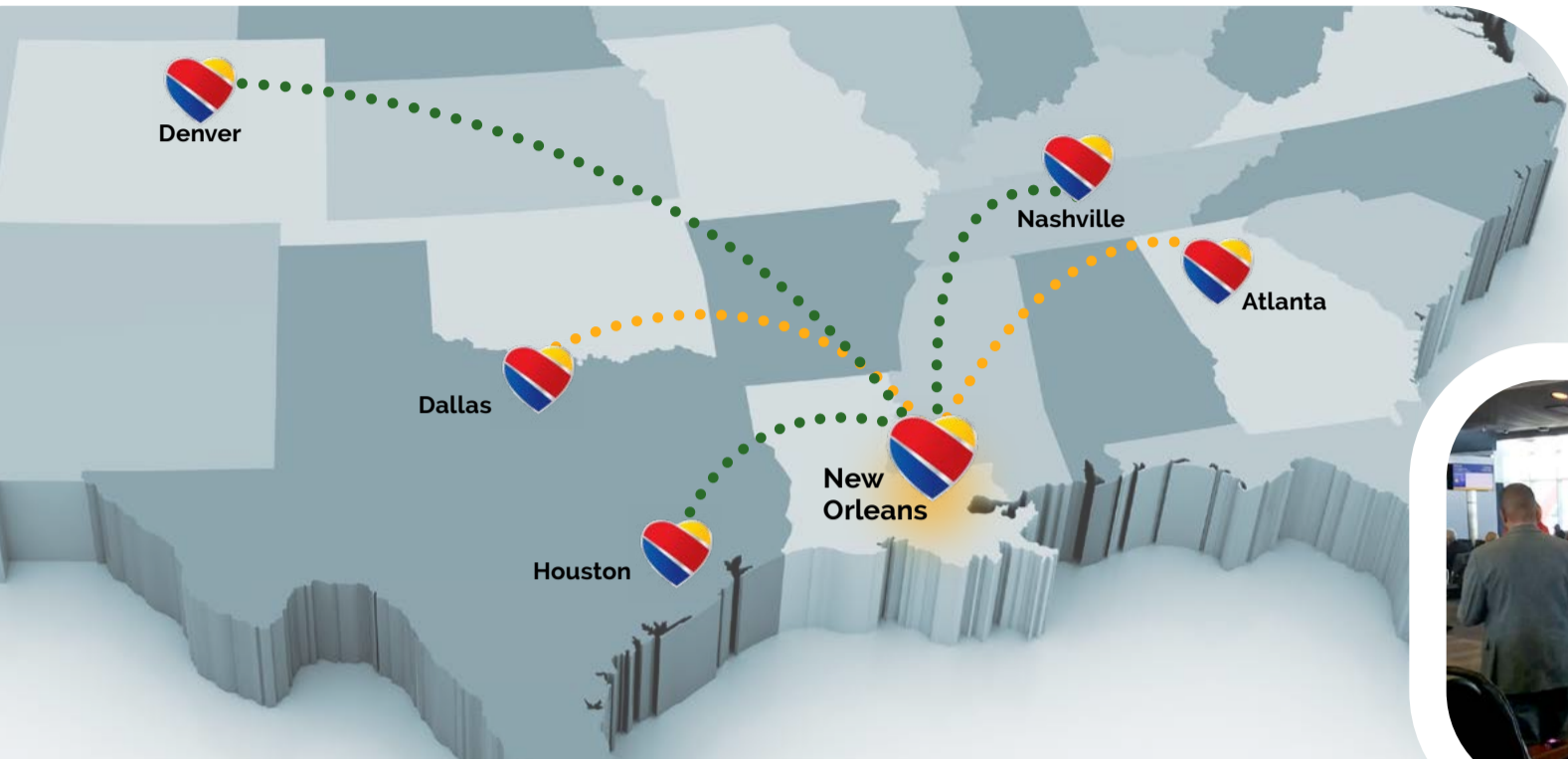
/ **Phase one** of the partnership included a Louisiana Travel sweepstakes featured in the October 2019 issue of Southwest The Magazine. The winner would receive a trip to New Orleans featuring round trip airfare, two nights hotel accommodations, meals, a cooking school experience and attractions admissions. The winner was selected on November 6, 2019.



/ **Phase two** of the partnership included full-page ads featuring Louisiana Feed Your Soul Mardi Gras brand campaign in the January and February editions of Southwest The Magazine. The negotiated rates of \$15,000 per month represented a 55% savings over rate card. A complimentary Louisiana Travel Feed Your Soul branded banner ad was featured in the January edition of Southwest The Magazine's eNewsletter. As an added value: Louisiana's Mardi Gras experience was prominently featured on the PLAY section of the New Orleans destination page on Southwest WiFi.

/ **Phase three** of the partnership was the in-person brand activation. Gate agents and flight attendants in New Orleans' top feeder cities of Dallas, Houston, Denver, Nashville and Atlanta led second lines and celebrations adorning passengers with Louisiana Feed Your Soul branded beads and ball caps.

Houston, Denver, Nashville and Atlanta led second lines and celebrations adorning passengers with Louisiana Feed Your Soul branded beads and ball caps.





LOUISIANA TRAVEL FEED YOUR SOUL + SOUTHWEST AIRLINES



The partnership was a huge success across multiple marketing platforms garnering eNewsletter opt ins, print, online and in-person brand exposures resulting in overall brand awareness totaling **12,365,724**



SOUTHWEST THE MAGAZINE

Sweepstakes

Full Page Print ads  
January & February 2020

eNewsletter added value

**12,302**  
Entries

**1,297**  
Louisiana Travel  
eNewsletter opt-ins

**6.1M**  
Readers

(avg. of 14.3 readers  
per issue)

**12.2M**  
Total readership

**102,000**  
Subscribers

MARDI GRAS DAY ACTIVATION

TOTAL COST:

**50,000**  
Beads distributed

**125**  
Ball caps  
distributed



**\$33,000**



THANK  
YOU

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[LouisianaTravel.com](http://LouisianaTravel.com)