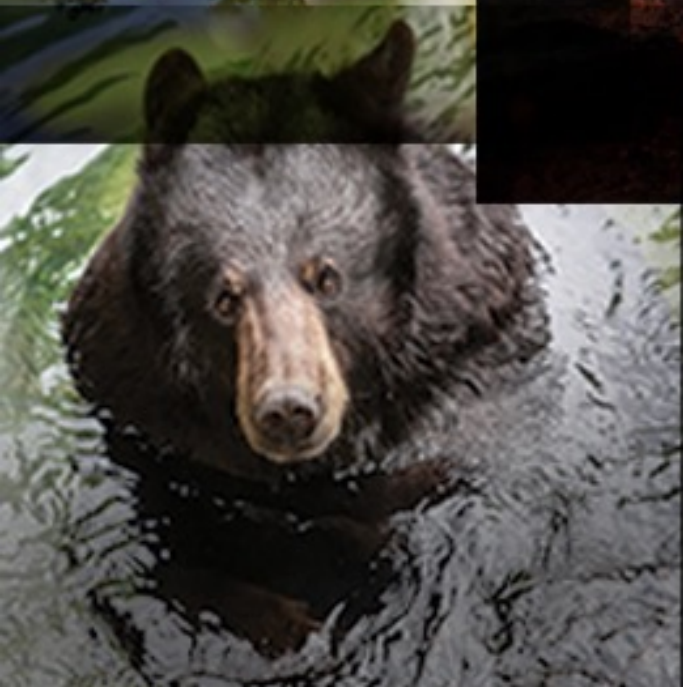


ONLY



# FY17 CAMPAIGN

**LOUISIANA**  
*Pick your Passion*



# 2017 Strategic Direction:

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“In Louisiana, you can enjoy authentic outdoor experiences as distinctive as the food, music and history.”

---

# Louisiana Outdoor Assets



## Hero Content:

- Easily Accessible
- Ownable
- Non-Exclusive to Food, Music

# 2017 Strategic Direction:

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It's not just about outdoors.

You don't go to Louisiana to exercise. Nor to be entirely off the grid. You go to immerse yourself in one-of-a-kind cultural experiences. Some of those happen to take place outdoors. And these experiences are enriched by the characters, food and music of Louisiana. A morning paddle cannot be separated from breakfast boudin any more than a day of fishing can be separated from a night of live music.

---



# CAMPAIGN #1



Original Spec Work

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# THE BEST SEAFOOD IN THE WORLD, AVAILABLE FOR PICKUP AND DELIVERY.

The fishing in Louisiana is world-class—and so are our restaurants, where fresh seafood is always on the menu. Come to Louisiana, where a good time is waiting around every corner.

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

**LOUISIANA**  
*Pick your Passion®*



ONLY



# PADDLE THROUGH OUR BAYOUS. THEN DIP INTO OUR HISTORY.

Louisiana's one-of-a-kind waterways are never far from the historical landmarks that dot our landscape. Come to Louisiana, where a good time is waiting around every corner.

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

**LOUISIANA**  
*Pick your Passion*





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# HIT THE TRAIL. THEN SWITCH GEARS.

You can take in the landscape of Louisiana on two wheels, then two-step all night long to our incredible local music. Come to Louisiana, where a good time is waiting around every corner.

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

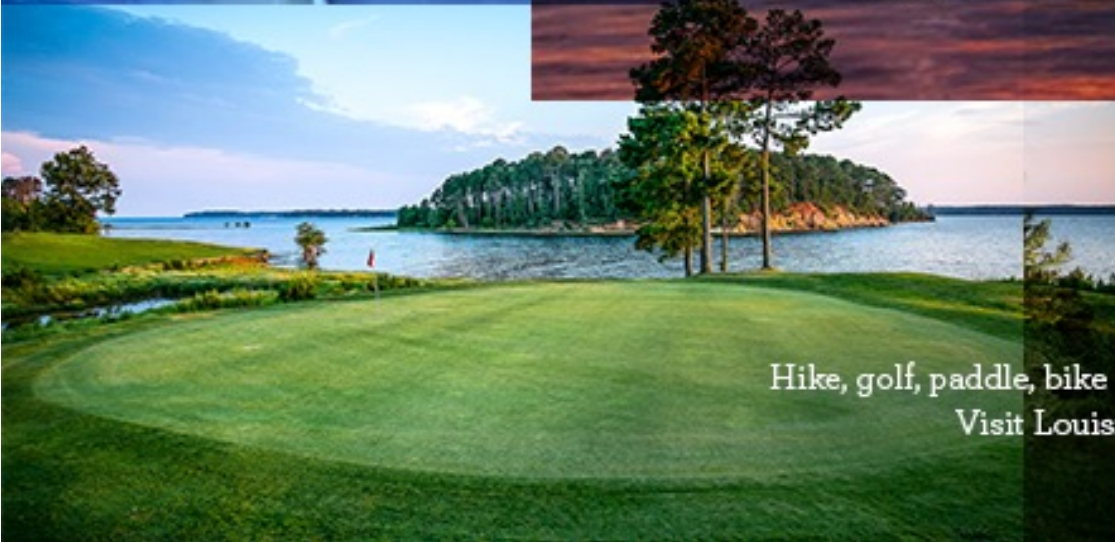
**LOUISIANA**  
*Pick your Passion.*



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# LOUISIANA IS CALLING. AND SHE'S USING HER OUTSIDE VOICE.



Hike, golf, paddle, bike or camp. And that's all in addition to the world's best fishing.  
Visit Louisiana and discover why it's known as the sportman's paradise.

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



**LOUISIANA**  
*Pick your Passion*





## PICKUP AND DELIVERY (:30 TV)

### OPEN SEQUENCE (fishing montage)

*SFX: nature sounds*

We see glory shots of a fishing trip—the water, the boat, the fishermen casting, fish being caught.

*VO: The best seafood in the world, available for pickup ...*

### CUT TO (seafood prep montage)

We cut to a large fresh fish in a restaurant kitchen then a prepared seafood dish arrived at a table, then shucked oysters, a boiled seafood tray, etc. Glory seafood shots.

*VO: ... and delivery.*

### CUT TO (hero outdoor shot)

*SUPER: Louisiana / Pick Your Passion logo with LouisianaTravel.com*

*VO: Discover extraordinary outdoor adventures just a cast away from the delicious, distinctive cuisine you'll find only in Louisiana. Plan your trip today at LouisianaTravel.com.*





## HIT THE TRAIL (:30 TV)

OPEN SEQUENCE (biking montage)

*SFX: nature sounds*

We see people biking in different outdoor scenarios—on the Trace, through the woods, along the water.

*VO: Come to Louisiana and hit the trail ...*

CUT TO (roadside shack)

One group hops off their bikes outside a roadside shack, they're getting boudin, crawfish and beers while a bluegrass trio plays.

*VO: Then, switch gears.*

CUT TO (hero outdoor shot)

*SUPER: Louisiana / Pick Your Passion logo with LouisianaTravel.com*

*VO: Discover extraordinary adventures just a short ride from the one-of-a-kind good times you'll find only in Louisiana. Plan your trip today at LouisianaTravel.com.*



## LOUISIANA CALLING (:30 TV)

OPEN SEQUENCE (kayaking montage)

*SFX: nature sounds*

We see a beautiful bayou and people kayaking peacefully. We see a bird take flight and follow its path.

*VO: Louisiana is calling ...*

CUT TO (waterfront restaurant)

The bird lands in a completely different scenario—a patio bar on the water where a Zydeco band is playing and people are dancing. Dancer/Musician hollers to camera.

*VO: ... and she's using her outside voice.*

CUT TO (hero outdoor shot)

*SUPER: Louisiana / Pick Your Passion logo with LouisianaTravel.com*

*VO: Discover extraordinary adventures just a short paddle away from the one-of-a-kind good times you'll find only in Louisiana. Plan your trip today at LouisianaTravel.com.*



## CAMPAIGN #2



Outdoor Guides & Tips



## FISHING GUIDE (:30 TV)

### OPEN SEQUENCE (fishing boat)

*SFX: Accordion and fiddle under throughout*

Open on HAPPY BROUSSARD, a quirky Louisiana fishing guide. He's on his boat in the beautiful marsh at dawn holding up a gorgeous redfish.

HAPPY: "Come to Louisiana and I'll show you the best fishing in the whole world."

*SUPER: Happy Broussard, Louisiana Fishing Guide since 1967*

### QUICK CUTS

HAPPY (standing in front of a number of notable Louisiana restaurants):  
"I can also show you some of the best places to eat fish in the whole world."

HAPPY (in restaurant kitchens with notable Louisiana chefs like John Best):  
"Because it's prepared by some of the best chefs in the whole world!"

HAPPY (standing in a restaurant with a waitress, Beverly):  
"And served to you by the friendliest people in the whole world—like Beverly. Say hello, Beverly."

BEVERLY: "Hey, babe."

### CUT TO (fishing boat)

HAPPY (standing on his boat):  
"Louisiana is calling—and she's using her outside voice. Visit [LouisianaTravel.com](http://LouisianaTravel.com) today and plan our trip. Because around here, you're never far from a good time."

*SUPER: Louisiana / Pick Your Passion logo with LouisianaTravel.com*





## PADDLING GUIDE (:30 TV)

### OPEN SEQUENCE (Atchafalaya swamp)

*SFX: Accordion and fiddle under throughout*

Open on HOLLY GUIDRY, a quirky Louisiana paddling guide. She's standing in front of a beautiful dusky scene in the Atchafalaya.

HOLLY: "Come to Louisiana and I'll show you one of the most unique outdoor environments in the whole world."

*SUPER: Holly Guidry, Louisiana Paddling Guide since 1967*

### QUICK CUTS

HOLLY (standing in a zydeco club, the WWII museum, in front of Crawfish Town USA (Henderson), Rock N Bowl, Mardi Gras World):

"I can also show you some very unique indoor environments as well."

HOLLY (with notable Louisiana personalities like Dr. John, Si Robertson, Lil' Wayne, Wild Magnolias and Courir de Mardi Gras maskers):

"Full of some of the most unique people in the whole world!"

SI ROBERTSON: "Hey, come to Louisiana, Jack!"

### CUT TO (Atchafalaya swamp)

HOLLY (in kayak in Atchafalaya swamp, Lil' Wayne in kayak next to her):  
"Louisiana is calling—and she's using her outside voice. Visit [LouisianaTravel.com](http://LouisianaTravel.com) today and plan our trip. Because around here, you're never far from a good time."

*SUPER: Louisiana / Pick Your Passion logo with LouisianaTravel.com*





## HORSEBACK GUIDE (:30 TV)

### OPEN SEQUENCE (Kisatchie National Forest)

*SFX: Accordion and fiddle under throughout*

Open on MAC TRAHAN, a quirky Louisiana horseback guide. He sits on a horse in front of a few campers in the Kisatchie National Forest.

MAC: "Come to Louisiana, and I'll show you some beautiful campgrounds and trails."

*SUPER: Mac Trahan, Louisiana Horseback Riding Guide since 1987*

### QUICK CUTS

MAC (still on horseback, in a jazz club, at a music festival, at Grant Street Dance Hall):  
"Trails that lead to some of the best music in the whole world."

MAC (on horseback with notable Louisiana musicians sitting behind him like Terence Simien, Tim McGraw, Treme Brass Band and Michael Doucet):  
"Played by some of the best musicians in the whole world!"

*SFX: Tuba players wumps out a quick hook.*

### CUT TO (Kisatchie National Forest)

MAC (on horseback in Kisatchie National Forest). Tim McGraw on horseback next to him):  
"Louisiana is calling—and she's using her outside voice. Visit [LouisianaTravel.com](http://LouisianaTravel.com) today and plan our trip. Because around here, you're never far from a good time."

*SUPER: Louisiana / Pick Your Passion logo with [LouisianaTravel.com](http://LouisianaTravel.com)*



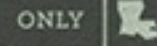
LOUISIANA OUTDOOR GUIDE / TIP # 47: -----



HAPPY BROUSSARD  
LOUISIANA CHARTER  
BOAT CAPTAIN

# THE REDFISH INHALE THE LIVE SHRIMP. YOU SHOULD INHALE THE BBQ SHRIMP.

Louisiana is calling. And she's using her outside voice. Come discover extraordinary outdoor experiences just a short ride away from the one-of-a-kind good times you'll find only in Louisiana.



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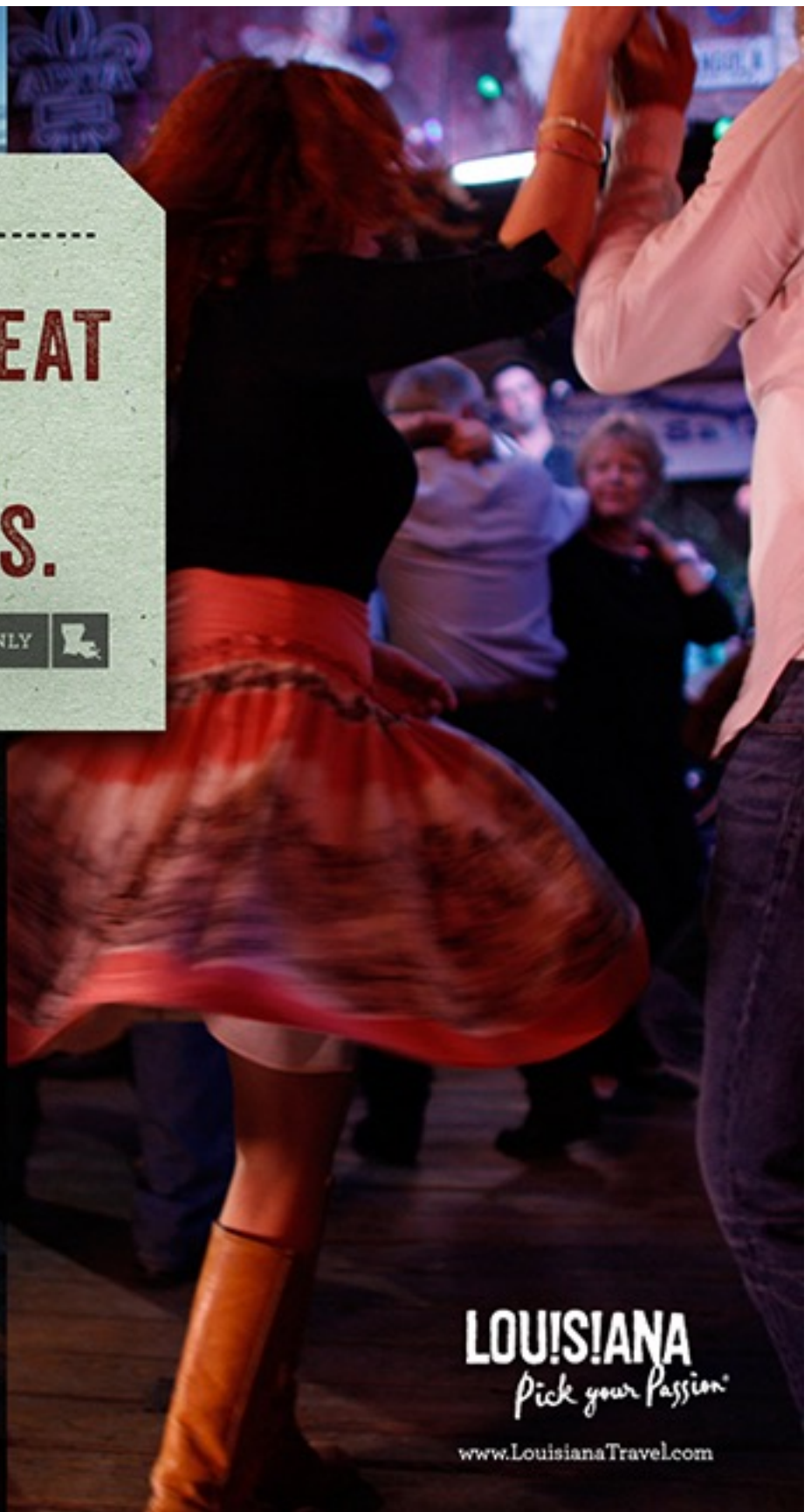
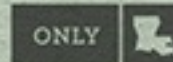
LOUISIANA OUTDOOR GUIDE / TIP # 36: -----



MAC TRAHAN  
LOUISIANA HORSEBACK  
RIDING GUIDE

# OUR CAMPSITES ARE A GREAT PLACE TO START A FIRE. SO ARE OUR DANCE FLOORS.

Louisiana is calling. And she's using her outside voice. Come discover extraordinary outdoor experiences just a short ride away from the one-of-a-kind good times you'll find only in Louisiana.



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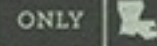
LOUISIANA OUTDOOR GUIDE / TIP # 23: -----



HOLLY GUIDRY  
LOUISIANA SWAMP  
TOUR GUIDE

# OUR BAYOUS ARE FULL OF WILDLIFE. YOU CAN SEE MOST OF IT ON OUR MENUS, TOO.

Louisiana is calling. And she's using her outside voice. Come discover extraordinary outdoor experiences just a short ride away from the one-of-a-kind good times you'll find only in Louisiana.



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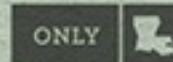
LOUISIANA OUTDOOR GUIDE / TIP # 23: -----



HOLLY GUIDRY  
LOUISIANA SWAMP  
TOUR GUIDE

## LEARN TO APPRECIATE ALLIGATORS ON A SWAMP TOUR. OR IN THE ALLIGATOR SAUSAGE CHEESECAKE.

Louisiana is calling. And she's using her outside voice. Come discover extraordinary outdoor experiences just a short ride away from the one-of-a-kind good times you'll find only in Louisiana.



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LOUISIANA OUTDOOR GUIDE / TIP # 09: -----



HAPPY BROUSSARD  
LOUISIANA CHARTER  
BOAT CAPTAIN

## CATCH DRUM IN OUR WATERS. AND IN OUR MUSIC VENUES.

Louisiana is calling. And she's using her outside voice. Come discover extraordinary outdoor experiences just a short paddle from the one-of-a-kind good times you'll find only in Louisiana.

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## CAMPAIGN #3



“Moment of Zen”





## MOMENT OF ZEN: CAMPING (:30 TV)

### OPEN SEQUENCE

*SFX: cracking fire, crickets, owl hoots*

We see a beautiful camping scene. A couple is sitting by their campfire.

*VO: You can get away from it all in Louisiana.*

*SFX: nature sounds begin to sync up in a rhythm*

The man stokes the fire, matching the rhythm.

### QUICK CUTS

*VO: Then, get right back into it.*

We see a close up of the campfire, then the beat kicks in and the fire becomes a flambeau walker or the lit-up fountain at Pat O's/ lively cultural scenes all paced to the beat.

*SUPER: Louisiana / Pick Your Passion logo with LouisianaTravel.com*

*VO: Discover extraordinary adventures just a nature-walk away from the one-of-a-kind good times you'll find only in Louisiana. Plan your trip today at LouisianaTravel.com.*





## MOMENT OF ZEN: FISHING (:30 TV)

### OPEN SEQUENCE

*SFX: nature sounds*

We see a man out fishing on the water. He casts his line, we see the nature around him.

*VO: You can get away from it all in Louisiana.*

*SFX: wake lapping against the boat / reel whirring / bird chirping to a rhythm*

He reels in a big fish, turns to put it in his cooler and as he turns the beat kicks in.

### QUICK CUTS

*VO: Then, get right back into it.*

We cut to a server in a restaurant with a whole fish dish in hand / music scene / cultural quick cuts.

*SUPER: Louisiana / Pick Your Passion logo with LouisianaTravel.com*

*VO: Discover extraordinary adventures just a cast away from the one-of-a-kind good times you'll find only in Louisiana. Plan your trip today at LouisianaTravel.com.*





## MOMENT OF ZEN: KAYAKING (:30 TV)

### OPEN SEQUENCE

*SFX: nature sounds*

We see a beautiful bayou scene. A woman in a kayak / pirogue is slowly navigating the water, paddling along.

*VO: You can get away from it all in Louisiana.*

*SFX: crickets begin to subtly chirp to a beat / kayak paddles match it*

When the kayak paddle submerges, the camera follows and this is the first of many quick cuts.

### QUICK CUTS


*VO: Then, get right back into it.*

We start seeing very vibrant/lively cultural scenes - bands playing, portrait shots of people, food, architecture, etc - all paced to the beat.

*SUPER: Louisiana / Pick Your Passion logo with LouisianaTravel.com*

*VO: Discover extraordinary adventures just a short paddle away from the one-of-a-kind good times you'll find only in Louisiana. Plan your trip today at LouisianaTravel.com.*



ONLY 

# OUT

# OF THE ORDINARY.

Louisiana is calling. And she's using her outside voice. Come discover extraordinary outdoor experiences just a short ride away from the one-of-a-kind good times you'll find only in Louisiana.  
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ONLY 



# OUT




## OF THIS WORLD.

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ONLY 

# OUT



# ON THE TOWN.

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# CAMPAIGN #4



Never Far Away





## NEVER FAR: FISHING (:30 TV)

### OPEN SEQUENCE (waterway)

*SFX: nature sounds*

We see a beautiful lake / back bay scene where a man is fishing in his boat. He motors through the waterway.

*SFX: Faint jazz music and chatter*

He rounds a corner and we see a dining table with well-dressed patrons set up on the banks. A server buzzes around, a jazz trio is playing off to one side, and EMERIL is standing behind one of his guests, talking to the table. They stop playing / talking when they see the boat.

### CUT BETWEEN (diners and fisherman)

We cut back and forth to the boat and the diners.

FISHERMAN (to the table): Hey, how's it going guys? What's on the specials tonight?

EMERIL: We're doing an andouille-crusted trout with creole meuniere sauce

DINER: We just had the BBQ shrimp, too, those were fabulous.

FISHERMAN: Sounds great, y'all have room for two around 8:30?

EMERIL: I'll see if I can pencil you in.

FISHERMAN: Great. Y'all enjoy.

The fisherman starts up his motor, the chatter and jazz resumes.

*SUPER: Louisiana / Pick Your Passion logo with LouisianaTravel.com*

*VO: In Louisiana, you're never far from a good time. Plan your visit today at LouisianaTravel.com.*





## NEVER FAR: KAYAKING (:30 TV)

### OPEN SEQUENCE (bayou)

*SFX: nature sounds*

We see a couple kayaking through the bayou, it's around sunset / twilight.

MAN: This is a great spot, isn't it?

WOMAN: Yeah, this is incredible. I've never seen anything like it!

*SFX: faint brass band music*

They clear a thicket of trees / moss and see and hear the Soul Rebels brass band playing on the banks. They look at each other, look back at the band and paddle closer. The band stops playing.

### CUT BETWEEN (band and couple)

Cut back and forth from the band to the kayakers.

MAN (yelling): Guys! Guys—What are you doing out here?

BAND LEADER: We're just warming up, baby,

WOMAN: We're supposed to see you play in a couple of hours, shouldn't you be over at the club?

BAND MEMBER #2: We'll be there. Besides the club's just down the road.

MAN: Ok, then—we'll see you out there?

BAND LEADER: Yeah, but you better not still be wearing that shirt, bro.

BAND (laughing): Ohhhhhh!

The band laughs and starts playing again. The man looks down at his shirt, which is, in fact, ridiculous. The woman nods in agreement with band.

The kayakers paddle off. The band plays on.

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*VO: In Louisiana, you're never far from a good time. Plan your visit today at LouisianaTravel.com.*





## NEVER FAR: CAMPING (:30 TV)

OPEN SEQUENCE (tent exterior)

*SFX: nature sounds*

We see a tent illuminated from within in the middle of a dark field. Pretty camping scene, stars in the sky.

CUT TO (tent interior)

Cut to the inside of the tent, the couple is reading by lantern light. Something hits the outside of their tent.

MAN (on alert): "You hear that?"

WOMAN (frozen / scared, loud whisper): "Ohmygodwhatisthat? Is it a gator? It's a gator!"

MAN (eye roll): "It's not a gator."

Several things hit their tent in a row.

MAN: "What in the—"

CUT TO (tent exterior)

The man unzips the tent slowly, we see him poke his head out, and he's immediately pelted with beads. We cut to a wide shot of the tent and the Mardi Gras float that's now parked outside.

MARDI GRAS KREWE MEMBER: "Woohoo, hey buddy! Great camping spot, I was just out here last weekend, I loved it. Say I'm headed down the road to hear some zydeco, y'all want in?"

MAN: "Uh, no, no we're good. Thanks though?"

MARDI GRAS KREWE MEMBER: "Aaight then, y'all take care—watch out for the gators, though, y'heard me?"

The float drives off, pelting the tent with beads along the way.

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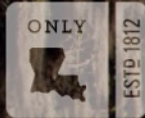
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## CAMPAIGN #1



Original Spec Work



## CAMPAIGN #2



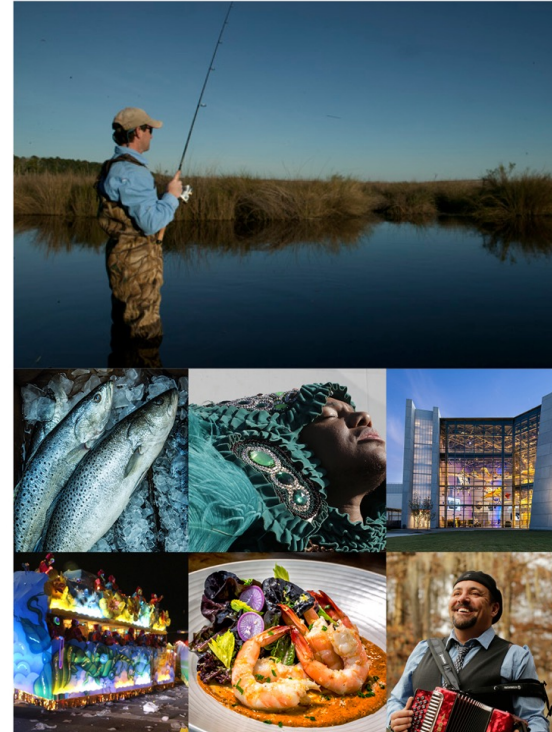
Outdoor Guides & Tips



## CAMPAIGN #3



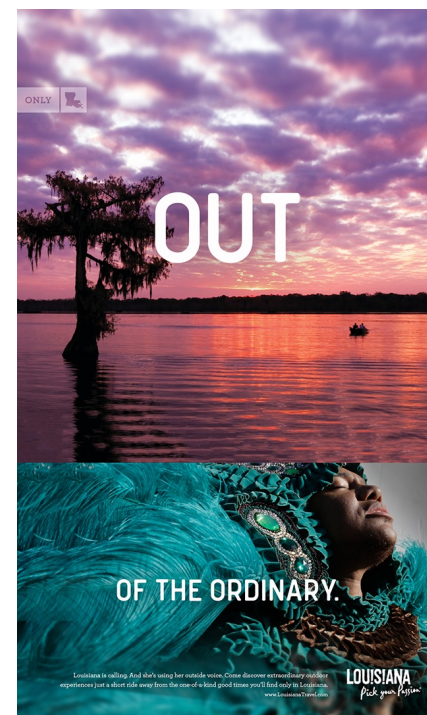
"Moment of Zen"



## CAMPAIGN #4

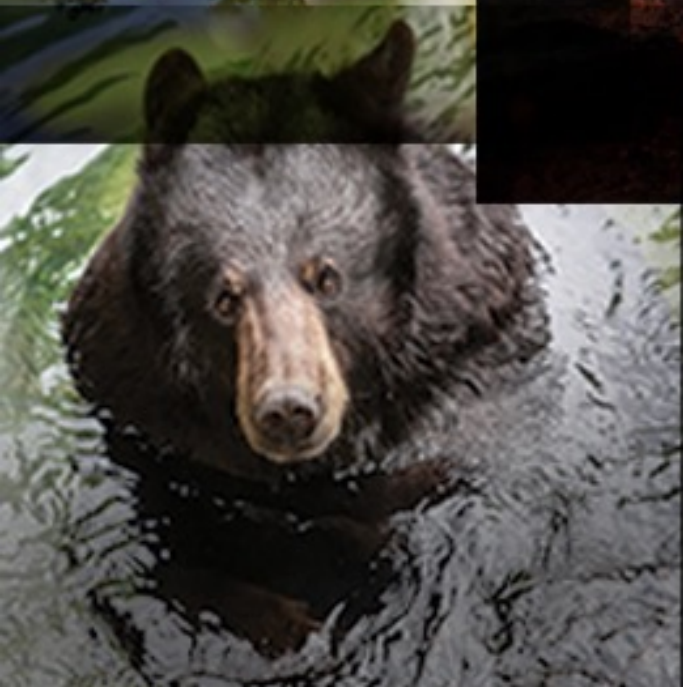


Never Far Away





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Thank You