

# LOUISIANA CULINARY TRAILS

## SUMMARY

Since 2008, the Louisiana Travel Association has promoted the unique culture of the Bayou State with the Louisiana Culinary Trails campaign. The program visits major cities throughout the country to inspire travel to Louisiana. There are eight distinct culinary regions (or trails) in Louisiana. The state is rife with multicultural cultural traditions, and is so much more than "just" New Orleans.

## CHALLENGE

RSC was tasked with bring the campaign to life in Charlotte, in a way that showcased the culinary traditions and positioning the state as a unique culinary destination. How do we get the 2.5 million Charlotte-area residents to consider Louisiana as a whole, rather than focus on New Orleans? To start, import 14 chefs from Louisiana to Charlotte and figure out how to get as many people to literally taste and celebrate this culinary infusion.

## INVOLVEMENT/SOLUTION

RSC planned and executed wildly different events on consecutive nights to spread the message. RSC identified Charlotte chefs for potential partnership, then built out a plan to manage 28 chef pairings in 14 locations across the city.

A strategic media swag drop launched our campaign. The VIP preview party included 150 media, VIPs and influencers. The 14 visiting Louisiana chefs served guests regional bites. The second night featured 14 pairings of Louisiana and Charlotte chefs at restaurants across the Queen City.

## RESULT

- 716.3K impressions for paid and free e-newsletters
- 2,518 Restaurant Night covers/tickets sold
- 8.7M impressions for earned & paid media
- 1.6M impressions on Instagram
- 15.5M Estimated total campaign impressions
- Televised editorial placements on WBTV, WCNC, WCCB

