

The background of the entire page is a dark teal color. Overlaid on this are several thick, light teal wavy lines that flow across the page in various directions, creating a sense of movement and organic shape. These lines vary in thickness and form, with some looping back on themselves.

Messaging Playbook

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INTRODUCTION

Goal:

To provide a bank of resonant and flexible messaging options to support campaign placements to drive awareness and affinity for the Greater Baton Rouge Area as a preferred location to live, work, grow, and thrive.

Messaging Strategy:

“Better in BTR” is a claim. On its own, it is unsupported and easily dismissed. The following messaging solutions are suggested to provide evidence supporting the claim that Baton Rouge is the better choice for those seeking to put down roots. The evidence should be memorable with a sense of playfulness akin to that which is attributed to “Southern Charm”.

THE ABCs OF BTR

This messaging approach implements clever and memorable usages of alliteration, rhyme, assonance and “verb-ing” to connect the attributes and qualities of the Greater Baton Rouge Area to the “Better in BTR” claim.

Architecture:

Alliterative list to support the “Better in BTR” Claim + CTA (optional)
+ _____ is/are better in BTR

Examples

a From andouille and athletics to analytics and agriculture

Achieving your ambitions is better in **BTR**

b Boudin, blues, brass bands, bayous, barges, and biomedical breakthroughs

The big picture is better in **BTR**

b Where else do you bond with your boss over boudin brunch and bottomless mimosas

Adulting is better in **BTR**

c A cajun & creole culture of cane & crawfish, coffee & cocktails, and camelias & costumes

Community is better in **BTR**

d From docs to docks to doctorates

Discovering your path is better in **BTR**

e Energy? Education? Entertainment?

Employment opportunities are better in **BTR**

f

Festivals, flamingos, and financial growth

We've got it better in **BTR**

k

From kickoffs to king cake, from key industries to a keen vision of our future

The balance is better in **BTR**

f

From finance & fuel to flavor & flamingos

Look around, life is better in **BTR**

l

Levees, live oaks, lakes, landscapes, and lifestyles like no other

Look around, it's all better in **BTR**

f

Where fun times flourish, friendships are forged, & futures are found

Fulfillment is better in **BTR**

l

The lagniappe of a low cost of living in a growing labor market

Living is better in **BTR**

g

Grow there or Greaux here

Living is better in **BTR**

m

Manufacturing, management, marketing, media, magnolias, Mardi Gras

Things that make you go mmmmm are better in **BTR**

h

Hospitality, heritage, and history with a heaping helping of hushpuppies

Happy homes are better in **BTR**

n

New neighborhoods supporting new businesses – need we say more?

Living is better in **BTR**

i

Where industry & innovation intersect inclusivity & ingenuity

It's not just all good, it's better in **BTR**

o

Opportunities, oysters, and optimism

Work flows better in **BTR**

j

Jazz, jambalaya, and jobs

The journey is better in **BTR**

p

Ports, petroleum, and plenty of pride in our parishes

Plan to stay – it's better in **BTR**

q

Whether you're a weekday
qualitative analyst or a weekend
quarterback

Quality of life is better in **BTR**

w

Where you're welcome to work,
worship and wander

Living is better in **BTR**

r

Resurging revenue and renewable
resources in a region that roars

Opportunities are better in **BTR**

x

Excitement, excellence, and
exuberance live here

So should you - it's better in **BTR**

s

Where sports, seafood, and soul
meet shipping, science, and
startups

Synergy is better in **BTR**

y

Stay where YOU can be a Y'ALL

Inclusion is better in **BTR**

s

Spanish moss, spicy gumbo, and
space to be you

Life is better in **BTR**

z

Zoom by day, zydeco by night

Zat's how life's better in **BTR**

t

From tap rooms to tech booms

Life is better in **BTR**

u

Utilities, User Experience, and
universities

Cancel the U-Haul - life is
better in **BTR**

v

Where visionary ventures
meet vibrant venues

It's all better in **BTR**

RHYME-TIME FOR COMMUNITY, GROWTH, AND CULTURE

This messaging approach is encoded with pride in the Greater Baton Rouge area with the promise of growth in career opportunities and a welcoming spirit that imparts a sense of belonging.

Architecture:

Rhyming and/or memorable headline to support the “Better in BTR” Claim + CTA (optional)
+ _____ is/are better in BTR

Examples

01

Green beads to throw, careers to grow, and drinks [or combos] to go

Work-life balance is better in **BTR**

02

From working and playing to etoufee-ing

Life is better in **BTR**

03

From world-class learning to competitive earning

Living and learning is better in **BTR**

04

From affordable pricing to red beans and rice-ing

Home cookin’ is better in **BTR**

05

Job markets are booming and remote workers are zooming

WFH is better in **BTR**

06

We’re building and growing and zydeco-ing

Look around- life is better in **BTR**

07

From tech parks to BREC parks

Look around - life is better in **BTR**

08

Film production, industrial
construction, and a balsamic
reduction

Life is better in **BTR**

09

Recruiting, employing, and always
po-boying

Living is better in **BTR**

10

From innovators and tailgaters to
entrepreneurs and connoisseurs

Living is better in **BTR**

THE INTERSECTION OF WORK AND THE BTR WAY OF LIFE

This messaging approach speaks more directly to professionals working in the largest and fastest-growing industries in BTR and highlights the work-life balance only BTR can offer.

Architecture:
Conjoining relevant work-life balance examples to support the “Better in BTR” Claim + CTA (optional) + _____ is/are better in BTR

Examples

01

We go to work, add ingenuity, and stir it with a big red stick

Working is better in **BTR**

02

Meeting global energy demand while enjoying local seafood supply

Working is better in **BTR**

03

Biomedical breakthroughs with a side of boudin

Research is better in **BTR**

04

Industrial cranes, shipping lanes, and Raising Cane’s

Business is better in **BTR**

05

Whether you’re building your private practice or building lasting friendships

Being you is better in **BTR**

06

Artsy without the fartsy

Creativity is better in **BTR**

07

Powering efficiency is hard work – crawfish helps

Balance is better in **BTR**

08

Inspiring students in a region that
inspires you

Teaching is better in **BTR**

09

Where game changing research
meets gameday earthquakes

Research is better in **BTR**

10

Breaking records in your field, then
breaking bread with new friends

Balance is better in **BTR**

11

From derricks to docks to Death
Valley

Production is better in **BTR**

12

From far-reaching fuel production
to flamboyant flamingos

Energy is better in **BTR**

THREADS

This messaging approach relies on thoughtful and even profound statements that give credence to the value and strength of inclusion and acceptance.

It should inspire those seeking a sense of belonging built on meaningful connections found in a place of comfort and well-being, while highlighting the extraordinary diversity found in BTR.

Examples

- 01 What makes Baton Rouge different makes us better
Being you is better in **BTR**
- 02 Tigers and jaguars and... flamingos?
Mascots are better in **BTR**

- 03 Hone your strengths, find your spirit, and realize your success
Life is better in **BTR**

- 04 Where you don't just have a seat at the table - we serve you gumbo
Belonging is better in **BTR**

- 05 From stately oaks to communities that offer a deep-rooted sense of belonging
Friendships are better in **BTR**

- 06 Create your connections, grow your career, and build your future
Connection is better in **BTR**

- 07 People of every shade, and every month a new parade
Diversity flows better in **BTR**

08

Where you're not just welcomed,
you belong

Space to be you is better in **BTR**

09

We're all different shades of rouge

Space to be you is better in **BTR**

10

A capital city with no character
limits

Being you is better in **BTR**

SOCIAL MEDIA

Social media is a prime platform for interactive and informative discussions. Featuring little-known facts about the Greater Baton Rouge Area can be followed with such statements as “You Should Know BTR” or questions such as “Shouldn’t You Know BTR?” or “Think You Know Better? Think Again.”

These platforms are also used for sharing authentic stories and highlighting the people in our community that make us BTR. Featuring stories from real people living in the nine parish area can be followed with personal statements such as “ [insert name] is better in BTR”, [insert name] makes us BTR” or “I belong in Southdowns” or questions such as “What are you doing to make us BTR?” or “Know someone who is making us BTR? Tag them in the comments.” #BetterinBTR

Examples

01

Did you know The Battle of Baton Rouge was the only battle of the American Revolution fought outside the 13 colonies?
#KnowBTR

Freedom is better in **BTR**

02

“I came for _____
I’m staying for _____.”

Cameron is better in **BTR**

03

“I belong _____.”

Alex is better in **BTR**

LAGNIAPPE

01

The jambalaya capital of the world makes us BTR

Ascension makes life better in **BTR**

02

From Myrtles' ghosts to Turtle Bar toasts

Experiences are better in **BTR**

03

Fishing on False River and rare finds in New Roads

Pointe Coupee makes it better in **BTR**