



# BRAC

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# HIGH HONORS

As a result of BRAC's continued pursuit of excellence, it has been recognized by several national and regional organizations for projects developed through our regional economic development program. In August 2011, for the fourth year in a row, BRAC was awarded the best of class and best in show award for its 2010 annual report in the Southern Economic Development Council's (SEDC's) Annual Communications Awards competition. Additionally, BRAC was honored with a superior award for both the Creative Capital of the South® website and overall marketing campaign, and the "Ready for Take-off" launch event for the *Creative Capital Agenda* received an award of excellence.



As 2010 came to a close, so did BRAC’s five-year economic development campaign, *The Campaign for a Greater Baton Rouge*. According to *Southern Business and Development* magazine, “Baton Rouge is the new economic development rock star of the South.” This quote was the inspiration and basis for BRAC’s 2010 annual report which recapped the many achievements of the overall campaign. The theme was carried throughout the publication by integrating various musical themes and trends into the design from hard rock to flower power. This was done to draw the reader, the investors and stakeholders, in and entice them to read about the many accomplishments that the organization achieved through their support.

The Creative Capital of the South marketing campaign is a regional initiative that was developed to include several diverse components. The brand was recently launched by BRAC to communicate to newcomers, visitors, long-time residents, and potential residents the diverse offerings of our region and to demonstrate the region’s creative soul. The components included a logo, website, video, pass card, and t-shirts used for the launch event. The website serves as a one-stop-shop, leading visitors to outside pages that serve their many interests.

BRAC’s “Ready for Take-off” event served as the official kick-off to the organization’s next five-year fundraising campaign, the *Creative Capital Agenda*. The event was designed to bring together committed campaign investors, prospective campaign investors, BRAC board members, regional partners, and other community and business leaders to celebrate the accomplishments of the previous

campaign, and outline the objectives and financial goals for the upcoming campaign. BRAC worked with the Baton Rouge Metropolitan Airport (BTR) to secure a unique event space, the air cargo building, where the event theme could be brought to life. Events details included a “save the date” in-flight magazine cover, tickets that mimicked an actual airline boarding pass, BRAC staff members dressed as pilots and flight attendants, as well as many other well thought out details.

In June 2011, BRAC was honored with a Silver Telly award for its video capturing the Creative Capital of the South, the highest such national recognition bestowed by the Telly Awards. The honor was awarded in the online video category. The Creative Capital of the South video is designed to highlight the Baton Rouge area’s creative soul. Imperative to the video’s mission is showing that the region’s citizens believe that they represent a meaning of the word “creative” beyond its traditional definition. The best way to do this was to communicate the wide array of assets that provide the region with its Creative Capital of the South brand. The images throughout the video are representative of the five categories – innovation; research and development; entrepreneurship; arts; and culture – used to describe the Capital Region’s creative nature. The entire video was shot within the borders of the Baton Rouge area and the music was written and performed by a Baton Rouge area-founded band. The video was created to launch the regional branding initiative, the Creative Capital of the South, and capture visually the diverse offerings of the region. To view the award-winning video, visit [www.creativecapitalofthesouth.com](http://www.creativecapitalofthesouth.com). ✨

*The Making of a*  
**REGIONAL ROCK STAR**

==== 2010 Annual Report Feedback ====



“I can unequivocally say that in 16+ years of working in economic development I have never seen a more creative, fun, cool, and effective report or marketing piece. Truth be told that a good percentage of the materials I receive (and I receive a ton of them every week) I don't pay enough attention to but this was both informative and captivating.” —Mike Grella, Director, Grant Thornton LLP

“Thank you for the report – what a great piece!”

—Michael Stanzel, Executive Vice President, NAI  
Robert Lynn Commercial Real Estate Services

“Thanks for sending me your wonderful annual report. I enjoyed leafing through it today, an excellent document.”

—George H. Pretty II, Partner, Parker Poe

“Thanks very much for sending along your annual report. I love it!!! I need to find a project for BR now.”

—John Lenio, Managing Director and Economist, CB Richard Ellis, Economics Incentives Group (EIG)

“Liked the annual report. It's eye-catching and I kept turning the pages to check the next graphic. The staff caricatures are excellent.”

—Jerry Szatan, Szatan & Associates

“I thought that your 2010 Annual Report was Fabulous! It's one of the most creative, authentic, inspiring and visually appealing pieces I have seen in a long time. I actually read almost all of the report. I loved the theme, design and how it was designed to remind us of a record album with appropriate cover. It sounds like your organization has been very busy over the past year or two, keep up the great work. It's good to hear positive news these days. Hopefully we can land a project in Baton Rouge in the future or at least have a community visit where we will have the opportunity to see your top notch community tour books.”

—Heather Sargent, Client Services Specialist,  
CBRE, Inc., Brokerage & Consulting Services