

Baton Rouge Area Foundation



For Immediate Release

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GSD&M'S IDEA CITY AND THE BATON ROUGE AREA FOUNDATION UNVEIL MARKETING CAMPAIGN

~ *"Energy For Life"* Campaign to Drive National Awareness and Economic Growth for
Louisiana's I-10/I-12 Corridor ~

Baton Rouge, La. — Nov. 14, 2007 — Energy, from the people and the land, makes South Louisiana unique. Now the cultural, entrepreneurial and economic energy of the region will be used in a branding and marketing campaign to promote economies that stretch from Lake Charles through Lafayette and Baton Rouge to the Northshore along Interstates 10 and 12.

The brand "Energy for Life" was revealed today by GSD&M's Idea City, the Austin firm hired by the Baton Rouge Area Foundation to research and create a campaign for the 10/12 Corridor project. Since early 2007, the Foundation has worked with mayors and civic leaders from 12 parishes lining the interstates to discuss integrating the economies for creating more jobs.

Idea City, renowned for its work with Southwest Airlines and Texas tourism, was hired to find a common purpose for the 10/12 Corridor and to offer a brand that could be marketed to the world. That brand was unveiled this morning at the Shaw Center for the Arts in Baton Rouge.

How is the corridor project different? It's the first collaboration across the region designed to leverage the strengths within and across parishes to help in the revitalization of Louisiana. By capitalizing on the momentum and the quality of life experienced along the Corridor, the effort aims to make South Louisiana the best place in America to live and work for educated and talented individuals who have a high level of energy and a joy for life.

"The world doesn't know Louisiana. It knows New Orleans, Mardi Gras and, unfortunately, Hurricane Katrina. It's time to let the world in on the rest of the story. The energy and vitality you find along the Corridor is absolutely contagious and has the magnetism to draw the right

people, spur the economy and create a new future for Louisiana,” said Haley Rushing, chief purposologist for Idea City.

Rushing and her team have been working since May 2007 to understand the uniqueness of the 10/12 Corridor across all aspects of life that could be leveraged to attract talented individuals and entrepreneurial leaders to the area. To develop the new “*Energy for Life*” campaign, Idea City’s Purpose Institute conducted interviews with business leaders, political figures, economic development specialists, community activists and Louisianans living along the Corridor in order to discover the genuine strengths and values that define life and work along the Corridor.

Idea City discovered a unique energy for life that manifests in three very distinct ways: A cultural energy born out of the diversity, ingenuity, community, camaraderie and family values that creates a vitality for life that’s hard to find elsewhere; an entrepreneurial energy that’s found among business and community leaders who have committed their talents to make a difference, make their mark and be a part of making history; and an economic energy that emanates from the traditional and alternative energy sector, the entertainment industry (film, digital media, gaming, tourism, recreational hunting/fishing/ boating) and the industry of “eating” (food industry that includes everything from aquaculture and culinary exports to Pennington Biomedical Research Center with its focus on nutrition).

The “*Energy for Life*” brand will be used as both a local and national campaign to tell the 10/12 Corridor story and the purpose project is the underpinning for long-term cooperation among leaders of the corridor.

The *Energy for Life* campaign will augment the state’s “Louisiana: Vision 2020” master plan for economic development that sets out to make Louisiana a top-ten state in which to live, work, visit and do business.

“This is just the first of many steps to build a powerful economic region that will create jobs and wealth in new ways,” said John Spain, executive vice president of the Baton Rouge Area Foundation. “The people of the corridor will tap the energy across South Louisiana to create the next great place to live for all of us.”

About GSD&M’s Idea City in Louisiana

Idea City was on the ground in Louisiana the day after Katrina filming a TV ad for the Red Cross that inspired the nation to action. That footage and the power of Idea City’s presentation fueled large donations to the Red Cross and general citizen activism and energy around helping the region. Since the devastation of hurricanes Katrina and Rita hit the shores of Louisiana, Idea City has been on the ground helping the state build awareness for the effects of these catastrophic events and helping the communities re-build. Two years later, Idea City is still working to help Louisiana drive economic growth to the regions. The company’s most recent efforts have been focused on building “*Energy for Life*” in conjunction with the Baton Rouge Area Foundation for economic development in the 10/I-12 Corridor.

About GSD&M’s Idea City

In 1971, a group of friends started an advertising agency after graduating from The University of Texas at Austin. Through 36 years of helping grow some of the world's most successful brands, GSD&M's Idea City has become a leading national marketing communications and advertising company using the power of Purpose-based Branding and Dynamic Collaboration to create a destination for visionary ideas that make a difference for our people, our clients, our country and the world. For more information go to www.IdeaCity.com. GSD&M's Idea City is part of Omnicom Group, Inc. (NYSE:OMC).

About Baton Rouge Area Foundation

The Baton Rouge Area Foundation, a community foundation with \$540 million in assets, provides two essential functions for the capital region. The Foundation connects philanthropists with capable nonprofits to make sure the needs of our communities are met. For example, our donors support the Shaw Center for the Arts, buy eyeglasses for needy children, fund services to care for abused women and children, and underwrite the symphony and Manship Theatre. We help donors create a lasting legacy and fulfill their philanthropic goals. The Foundation invests in and manages pivotal projects that can change the community. Our Plan Baton Rouge initiative spearheaded the downtown revitalization plan and now is working to revive Old South Baton Rouge. Our real estate asset revived the abandoned Capitol House, and is set to work on other groundbreaking projects in Baton Rouge. The Center for Planning Excellence, an offshoot land planning division, is deeply involved in building a new future for South Louisiana.