

Deveney Communication / Femme, femme, femme

Challenge

Following Hurricane Katrina's devastation of New Orleans in 2005, the nation of France offered to help rebuild New Orleans' infrastructure, with special emphasis on the city's cultural institutions. As part of the country's commitment, France provided an exhibition of French masterpieces at the New Orleans Museum of Art (NOMA) entitled *Femme, femme, femme: Paintings of Women in French Society from Daumier to Picasso* from the Museums of France.

Strategy and Action

Deveney Communication was selected as the strategic public relations partner for the *Femme* exhibition in September 2006, and the exhibition opened in March 2007. In this six month timeline, the Deveney Communication team developed three key strategies: 1) Work with tourism leaders to orchestrate press events announcing the exhibition; 2) Conduct proactive media and community relations to promote the exhibition; and 3) Establish partnerships before and during the exhibition.

Results

Deveney Communication garnered more than \$7 million in targeted placements (103 to 1 return on investment) and 48 million impressions in media coverage for the entire campaign, including coverage from the Associated Press, Agence France Presse, The New York Times, Southern Accents, Regis and Kelly, and PRWeek. One hundred percent of local media attended the press conference, and national and international wire services including the Associated Press and Agence France Presse covered the event.

