Marketing & Media Products

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Team 2

**Media Project 1**

**Title:** Edible Art Contest

**Objectives**:

* Develop interactive experiences with art through offering a variety of new or revitalized programs and contests.

The Edible Art History Contest is an extension of the Edible Art History Project undertaken by museum staff. The contest invites participants to visit the museum’s vast collection of artworks and interact with works on a different level by designing & preparing culinary art inspired by one of the works within the museum’s collection.

**Target Audience**:

The contest will targets school aged children and adults through including age categories for both youth and adults. The contest will likely be appealing to our current customer base including active art enthusiasts who enjoy creative expression and cooking, especially those who have followed the Edible Art History Project through participation in museum programs and following the program through social media. However, we are also hoping to target a new group of museum visitors by extending awareness of the museum to a group of people who traditionally do not visit on a regular basis including farming families, youth participating in 4H activities, and women who participate in HCE club activities.

Age categories include:

* Youth
  + Ages 5-8
  + Ages 9-12
  + Ages 13-18
* Adults 18+

**Rules**:

General Information:

Inspired by the Edible Art History Project, contestants will create an edible art object inspired by an artwork in one of the many collections at the Fred Jones Jr Museum of Art. The contest will take place on Saturday morning at 10:00 a.m. during the Cleveland County Fair. Pre-entries are due the Wednesday before the day of the contest. To pre-enter contact the Cleveland County Oklahoma Cooperative Extension at (405) 321-4774.

Official Rules:

1. Entries must be based on an artwork within the collection of the Fred Jones Jr Museum of Art. Admission to the museum is free and many works may be viewed either in person or online.
2. Entries must be prepared, cooked, and decorated before the contest. No decorating will be allowed after arrival to the fairgrounds.
3. Categories include Youth ages 5-8, Youth ages 9-12, Youth ages 13-18, and Adults 18 and over.
4. Entries will be judged on overall appearance, similarity to original artwork, and taste.

Prizes:

Gift certificates To Muse, the Museum Gift Store will be awarded in the following amounts for each age category: 1st Place $15, 2nd Place $10, 3rd Place $5. Photographs of the winning entries may be also published in the Edible Art History Project Blog.

**Procedures**:

Participants must pre-register for the contest to ensure ample time for judging is available on the Wednesday before the contest event. Pre-registration is to be done through the Cleveland County Oklahoma Cooperative Extension (CCOCES) as a part of county fair activities.

Judging will be based on overall appearance, similarity to original artwork, and taste. Scores will be rated from 1-5 in each of these areas with 1 being the lowest and 5 being the best score. All entries will be photographed prior to the taste test. Each judge will rate the entries individually and average the ratings for the overall scorecard. Judges may discuss together to determine overall rankings as only one prize winner may be selected for each place in each category.

**Promotion**:

The contest will be promoted in conjunction with the Cleveland County Oklahoma Cooperative Extension (CCOCES) as a part of county fair activities. The Cleveland County Fair currently includes competitions for adults and children. Existing adult competitions include a Pie Baking Contest and Baked Foods/Candies which are overseen by County Fair Directors, Joyce Couey and Marsha Proctor. Youth displays and competitions are overseen by County Fair Directors, Betty Wright, Ashley Lee and Joie Lovelace, which include 4H competitions and Youth Creative Expression. As the fair is already structured to accept food competitions for both adults and children, the Staff of the FJJMOA should reach out to these individuals and coordinate to include the Edible Art Contest in fair activities for both youth and adults. Museum staff will offer to bring judges for this contest, and provide the prize in the form of a museum store gift certificate. By partnering with the Cooperative Extension and County Fair, both agencies will benefit by promoting the other.

In addition to standard advertisement done by those promoting the Cleveland County Fair, the Fred Jones Jr Museum of Art (FJJMOA) will engage in their own marketing strategies to promote this particular contest on campus, through press releases, and through the museum’s own website and social media.

**Marketing Strategies**:

The FJJMOA will be mentioned in the County Fair literature as participation in this contest requires basing the edible artwork on a piece housed in the FJJMOA collections. County Fair literature about the contest will state that visiting the museum is free and that the museum is providing the prizes for this contest. Additionally, the Fred Jones Jr Museum of Art will become a sponsor by purchasing advertising space within the County Fair Literature.

In order to promote the contest among museum visitors and those on campus, staff will design a promotional flier & poster for the contest. A large poster will be displayed towards the front entrance of the FJJMOA to generate interest, with smaller color fliers available for those interested to take as needed. The smaller fliers will also be distributed to display boards throughout the campus and to the CCOCES office.

For virtual visitors to the museum, the contest will be mentioned on the museum’s website, online calendar, included in our RSS Feeds or Mailing Lists. The contest will be given special prominence in the Edible Art History Blog located at <http://fjjmablog.org/2014/08/07/the-edible-art-history-project/>. For a more interactive experience, QR codes may be generated for free through websites such as <http://goqr.me/> or <http://www.qrstuff.com/>. These QR codes should be placed next to the artworks inspired the Edible Art History Project and link to the Edible Art History Blog to provide museum visitors another way to access information about the project and the upcoming contest.

Finally, a press release will be prepared by museum staff and released to major newspapers and the OU Gaylord College for possible inclusion in campus media, such as OU TV. This press release will include information about the Edible Art Contest, The Museum itself including information about free admission, and highlight the unique nature of the partnership between the CCES whose parent organization is OSU, and the FJJMOA whose parent organization is OU.

**Production Costs**:

* Estimated cost of project: $495
* Direct costs of the campaign include;
  + Cost of promotional print fliers and posters promoting the event with a budget of $200. Promotional flier will be designed by museum staff and printed at a local Staples, or a more cost effective printer if identified. Print material requested will include the following
    - One Large Poster, 24”x36” for the FJJMOA display, $19.99-$27.99.
    - 250 single sided color fliers to handout in the museum and put on display boards around campus in areas like the Library, Oklahoma Memorial Union, Student Housing, and common areas of classroom buildings, $159.99.
  + Monetary prizes in the form of Museum Store Gift Cards for each age category in the amounts of 1st place $15, 2nd place $10, and 3rd place $5. Total prize value for all age categories is $120.
  + The Museum may also want to consider being a sponsor and purchasing advertising space within the County Fair’s promotional material to increase awareness of the museum in an underserved population and to better promote the contest. Ad space starts at $75.
* Indirect costs of the campaign include;
  + Paid staff time for participating in CCES/County Fair Meetings and judging the competition.
    - One staff member will be allowed paid time to participate in meetings for planning purposes up to 4 times a year not to exceed 12 hours.
    - Two staff members will be permitted 8 hours paid time for judging purposes during the county fair.

**Method of Evaluating Effectiveness of Campaign**:

The effectiveness of the marketing campaign may be assessed in a variety of ways. If any of the below is true, then the campaign should be considered a success.

* Compare door count statistics in the months leading up to the competition with prior averages. An increase indicates a possible correlation with the contest.
* Record the number of participants within the contest itself. Each participant would have visited the museum, either in person or virtually, in order to create an edible artwork that was based on the museum’s collection. Participation in the contest indicates the campaign was a success by encouraging individuals to engage with the museum and should be continued in the future.
* Informal staff observations and survey/feedback forms- How many new visitors did we have since marketing the Edible Art Contest? Did any customer indicate they learned of the museum’s services from involvement with the county fair? If new customers were obtained through association with the county fair, then the project was a success and should be continued in the future.
* Was the story was picked up in any major media, such as TV station or newspapers? Inclusion in any paper or news segment is in publicity for the FJJMOA and should help increase awareness of the museum’s services to the public.

**Media Project 2**:

Script for 20-Second Radio PSA

**Objectives**:

* Develop print and multimedia advertisements which brand the FJJMOA as more than a museum, but an opportunity to connect with art information and experiences in a meaningful way.
  + Develop different print and multimedia advertisements that target specific demographics such as;
    - Design advertisements that target the University of Oklahoma Student.

**Target Audience**: The University of Oklahoma Student

**Marketing Strategies**:

In order to maximize marketing budget and better engage students at the University of Oklahoma, the FJJMOA staff will contact faculty at OU’s Gaylord College of Journalism and Mass Communication to partner with a professor in offering the museum’s PSA as a possible class assignment. Students pursuing coursework in Broadcasting and Electronic Media often produce Radio & Television PSA’s, including scriptwriting, as part of their coursework to gain valuable hands on experience with this process. Because of this, it makes sense for the Gaylord College and FJJMOA, who are both entities of OU, to collaborate in preparing PSA’s for university advertising purposes. Using students to produce and record the PSA will significantly cut down on the cost of production for the FJJMOA. Additionally, using students will also increase the likelihood that students will share their project work with other students, friends, and family ultimately increasing the spread of the PSA’s exposure among our target demographic.

**Production Costs**:

While students producing scripts and PSA’s for the FJJMOA would have no direct financial cost. However, as the student produced project may be aired on major radio stations, licensing of any music included must be permissible for marketing purposes. Educational software packages oftentimes preclude this permission. Therefore, it is felt that the Gaylord College the museum should provide a fee of $250 toward purchasing a Free Play Music License, or other Gaylord College preferred license, that students may use to complete the advertising projects for the FJJMOA.

**Script**:

<Frustrated Scream> Finals is fast approaching and that means more studying, tests, papers, and final projects. <pencil scratch> But don’t worry, if you’re looking for a way to get rid of stress you can check out what the Fred Jones JR Museum of Art has to offer! There’s more to enjoy at the museum than just taking in relaxing views with intriguing art pieces. You can stretch out those kinks from studying too long in a weekly Yoga Class <relaxed sigh>, or learn the how to really relax your mind with Meditation in the Museum <Chime/Ohm>. Take a break to treat yourself to some tunes at our live Tuesday Noon Concerts featuring local talent <music/Rock chord>, or try some retail therapy in the Muse gift store <ooh la la >. Need something more hands on? Vent your frustrations and express yourself in one of the Art Adventures designed specifically with the OU student in mind. We have two cathartic programs to help you throw all your frustrations away through Egg Bomb Painting classes or a Jackson Pollock experience <paint spalt>. And best of all admission is always FREE <cha-ching> thanks to our partnership with OU Athletics, so no matter what your budget we’re here for you! Goooooo Sooooners!

**Method of evaluating effectiveness of campaign**:

Staff may form a committee to choose the script & PSA which best fits the needs of the FJJMOA in terms of supporting the goals and objectives of the Marketing Plan. Effectiveness of the Script Writing & PSA Production campaign can be ascertained by the staff’s impression of the quality of the product received.

Another measure of effectiveness could be obtained through tracking whether the PSA was shared via social media tools by OU Students, along with how many “views” the project received. Any students of the Gaylord College who visit the museum while working on their Radio PSA Assignment could also be counted as fulfilling the objective of the marketing endeavor.

Finally, if the PSA is aired on the radio, a comparison of door count prior to and after the PSA may be used in conjunction with staff observations and survey/feedback of how many new visitors mentioned the radio PSA to determine the effectiveness of paid radio air time.

**Media Project 3**:

20-Second Radio PSA in mp3 or wav format, and voice over with royalty-free music and sound effects.

**Objectives**:

* Develop print and multimedia advertisements which brand the FJJMOA as more than a museum, but an opportunity to connect with art information and experiences in a meaningful way.
  + Develop different print and multimedia advertisements that target specific demographics such as;
    - Design advertisements that target the University of Oklahoma Student.

**Target Audience**: The University of Oklahoma Student.

**Radio PSA**:

**Marketing Strategies**:

* In order to maximize marketing budget and better engage students at the University of Oklahoma, the FJJMOA staff will contact faculty at OU’s Gaylord College of Journalism and Mass Communication to partner with a professor. Students pursuing coursework in Broadcasting and Electronic Media often produce Radio & Television PSA’s as part of their coursework to gain valuable hands on experience with this process. Because of this it makes sense for the Gaylord College and FJJMOA, who are both entities of OU, to collaborate in preparing PSA’s for university advertising purposes. Using students to produce and record the PSA will significantly cut down on the cost of production for the FJJMOA. Additionally, using students will also increase the likelihood that students will share their project work (the museum’s PSA) with other students, friends, and family.
* The Radio PSA will be played “in house” at the FJJMOA periodically to alert customers to programs and other services available through the museum in addition to viewing exhibitions. It may also be used by the Gaylord College in their broadcasting projects.
* The MP3 may be embedded on the museum’s website for virtual customers to access easily.
* Radio Advertising will be purchased from local radio stations depending on their fee schedules.

**Production Costs**:

* Radio Advertisements will be purchased from local radio stations including one rock station, one hot contemporary station, and one rap station during finals week. Stations chosen will be based on how much airtime may be purchased within the overall budget of $400.
* Students of the Gaylord College will be used to produce the Radio PSA. Therefore, this will not cost the FJJMOA any additional funding.

**Method of evaluating effectiveness of campaign**:

A comparison of door count prior to and after the PSA may be used in conjunction with staff observations and survey/feedback of how many new visitors mentioned the radio PSA to determine the effectiveness of paid radio air time.