
Masterworks

Marketing Proposal

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Introduction

This marketing plan consists of five major parts. The whole plan is designed to position Masterworks as a community-centered art museum, attract outside visitors, structure social media channels, discover new ways of generating revenue and provide suggestions on website design.

Engage the Community

Objectives

Increase reputation, event sponsorship and participation

The arts-related institutions in Bermuda include Dockyard Glassworks & The Bermuda Rum Cake Company, Bermuda Underwater Exploration Institute, Bermuda Aquarium, Museum & Zoo, Bermuda's UNESCO World Heritage site, Bermuda National Trust Historical, Bermuda National Gallery and Masterworks Museum of Bermuda Art.

Taking the advantages of hosting art works by Bermudian and international artists and the great location in Bermuda Botanical Gardens. Masterworks can position itself as a community-centered art museum providing a pleasing experience to the neighborhood and visitors.

Fundraising activities are highly affected by the recession of economy, raising the importance of admission fees and membership¹.

Target

Primary: Mom & Kids

Older kids are more likely to visit museums or go to concerts or plays as part of a school trip as well as with family. The maturity of older kids helps them to sit through and enjoy the whole events. Female tween tend to attend more arts-related events than male tween. Mother/son events can be used to bring in more male tween to the museum².

Secondary: Older Adults

¹ First Research

² Mintel Reports

Many baby boomers continue to work and stay active even at an older age. There are additional opportunities for increasing their participations³.

Some Successful Cases Tailor Towards Our Target:

Yerba Buena Center for the Arts (YBCA) in San Francisco, CA: Refine the after-school work program to young artists' residency by offering long-term program for selected teens in the neighborhood with mentorship, lab access, advisory meetings, helping the young artists create their own projects.

Columbus Museum of Art (CMA) in Columbus, Ohio: Open Center of Creativity; Collaborate with education institutions, local bands, comedians, and artists to inspire creativity in the community. Since everyone needs creativity, this program targets not only the traditional scope of museum visitors but also mass audiences.

The Philip Collection in Washington D.C.: Provides art therapy to older adults (inspired by MoMA's Alzheimer's Project) Example session flow: invite older adults to art discussion when the museum is closed to the public; Art therapist invite participants to reflect on the theme and create artworks; The art therapist will guide them through the whole experience.

Marketing Tactics

- Develop programs aimed at schools for field trips
- Create Art Lab for teens and adults.
- Launch an experimental program on Art Therapy
- Include Masterwork as a stop on major artwork tours and private collectors' artwork
- Host dinners, cocktail parties and corporate events to attract the social elite and raise funds. Work with travel companies who have joint marketing efforts with corporations that sponsor events and exhibits.
- Promote museum along with the Bermuda Botanical Gardens and the Café (homemade fare)
- Support graduate study program

³ First Research

Engage The Visitors

Objectives

To increase traffic and to keep visitors engaged during and after their visit to the museum

Situation and Trends

- Bermuda is one of the world's richest countries in terms of per capita income and is famous for luxury facilities. Bermuda's tourist sector has been declining due to people's preference for more accessible rival destinations⁴. April through October is Bermuda's "Beach and Sizzle" season⁵.

- U.S has been the largest source of visitors accounting for 72% of all arrivals. The volume of airline service is a significant factor to the number of arrivals. Arrivals from the US increased by 1% as Delta supplied additional airlift from LaGuardia airport in New York City. Arrivals from Canada declined by 12%, largely due to a 25% reduction in service by Air Canada from Toronto and Halifax. After declining from 2008-2012, arrivals from the UK have the strongest positive growth of all countries at 13% in 2013⁶.

- Currently, roughly 235,000 tourists arrive in Bermuda by air, while cruise ships are almost double that at about 400,000. Although cruises bring more people to Bermuda, airline passengers tend to spend more. They spend an average of \$150 per person while cruise passengers spend roughly \$97 per person. Masterworks Museum of Bermuda Art is located in Hamilton, where harbor accommodates cruise and other large ships⁷.

- The new 10-year master plan (made in 2012) of Bermuda includes enhanced sports tourism products, new luxury resorts, spruced-up beaches and has a focus on the meetings, incentives, conference and exhibitions market and the sports tourism markets to drive up air

⁴ Global Market Information Database

⁵ Bermuda Department of Tourism

⁶ Global Market Information Database

⁷ Hotel Management

arrivals. The main target markets: groups and meetings, weddings and romance and golf enthusiasts⁸.

- Leisure tourism shows a decline in 2013 but still is the main purpose for travel accounted for 78% in 2013 of total arrival. Business visits has grown by 22%, indicating the growth in convention business as well as an overall shift to an international business economy on the island⁹.

- Visitors come from cities with a heavy emphasis on athletics. Golf, water sports and yacht racing are the examples of the most popular ones.

Call to Action: Marketing right before arrival

Airplane:

Promotional video on airplane: target business elite

Airline Chosen: Delta

Delta offers the most lines to Bermuda on a daily basis

Cruise:

Booklet on cruise ship: target couples

Affluent, older adults are key cruising segment; Married adults without children in the household are most likely cruisers¹⁰.

Cruise Chosen: Royal Caribbean International

Carnival Cruise Lines is by far the most commonly used accounting for 46% of cruise usage. Royal Caribbean International is the second commonly used accounting for 28%. However, use of Carnival has declined while Royal Caribbean saw a continuous increase. Among the most affluent, use is higher for Royal Caribbean and lower for Carnival. Royal Caribbean also has more ships to Bermuda¹¹.

⁸ Bermuda Department of Tourism

⁹ Global Market Information Database

¹⁰ Mintel Reports

¹¹ Mintel Reports

On Site Promotion

- Giving QR code at the administration desk and asking the visitors to download the museum app

Museum App:

Example 1: target on kids

Baltimore Museum of Art "Matisse for Kids": Short and funny animated video is used to introduce kids Henri Matisse and his works. The dog image used in the video to introduce Matisse has been a consistent image used for the museum programs for family.

Masterworks can add more features on the app to attract parents and kids by offering suggestions on "reading of the day" for tots, kids in 1st-4th grade, kids in 5th-8th grade and high school teens.

Example 2:

Apple "Education App of the Year" 2011-NYPL Biblion by New York Public Library:
Theme based multimedia content

Masterworks can create content based on art pieces in the museum and extend it to art history and trends in modern art.

Example 3:

Action Painting App: Easy splatter paint on screen

Easy, fast interactive functions can be adopted by the museum app

- "Like" the museum on Facebook or Instagram and get a customized postcard

Social Media

Social media channels can help the museum to connect with visitors before, between and after visits.

Two Campaigns carried by Facebook and Instagram

- Selected photos from followers (engage community)

Create Hashtag #masterworks

Repost 3 Bermuda photos taken by followers who use this hashtag every other day

Masterworks use the two channels to post artworks created by teens and adults.

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- Photo Contest (engage potential visitors)

Create Hashtag #mybermudamasterworks

Post photos of 10 pieces of artworks from the collections of the museum

People create their own artworks based on the 10 pieces. It can be photo or 15-second video. Participants post their works using hashtag #mybermudamasterworks

Judges from Masterworks will select 2 candidates for the final selection. The winner will be the one with photo or video getting the highest number of likes on Instagram and Facebook. Masterworks will sponsor the winner a trip to Bermuda.

Primary Platform: Facebook, YouTube

Facebook is the most common social-media platform used by worldwide travelers (who normally use social media) accounting for 76% of usage¹².

YouTube (generate content for Facebook)

- Launch BermudaArtTV on YouTube

Example: MOCAtv, videos are sorted by categories like Art + Music, Art + Fashion, Art + Comedy and The Artist's Studio etc.

- Create short educational videos on trendy topics, recorded lectures conducted in Bermuda, news of local art markets

- Use YouTube as a platform to exhibit the art projects made by teens and adults

Facebook

- Post videos from BermudaArtTV

- Not only does it deliver information of artworks, but also introduces film, music and culture

- Every Wednesday night, Masterworks holds and leads a live discussion on Facebook. People will be discussing one appointed movie or artwork under the post. Divergent thinking is encouraged by the leading questions.

- Carry the two campaigns

¹² TripAdvisor

Secondary Platform: Instagram

Social networks that enable users to share content such as photos and video are proving popular with travelers. For this reason, the other most popular social channels are Flickr, Instagram and Pinterest, each used by 6-7% of worldwide travelers¹³.

- Post photos of Bermuda, exhibitions and museum related activities, only post artistic photos
- Carry the two campaigns

New Ways to Give

- Making donations via text message has become a successful way of fundraising for museums¹⁴.

- Crowdfunding sites (ex. Kickstarter and Indiegogo) can also be used by museums to raise money for new exhibitions¹⁵.

- Send email subscribers the news of events, discount, exhibitions, etc.

¹³ TripAdvisor

¹⁴ First Research

¹⁵ First Research

Website Design



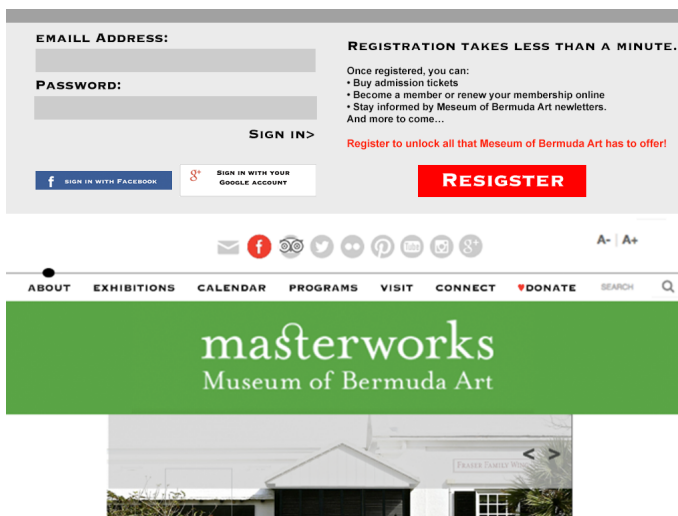
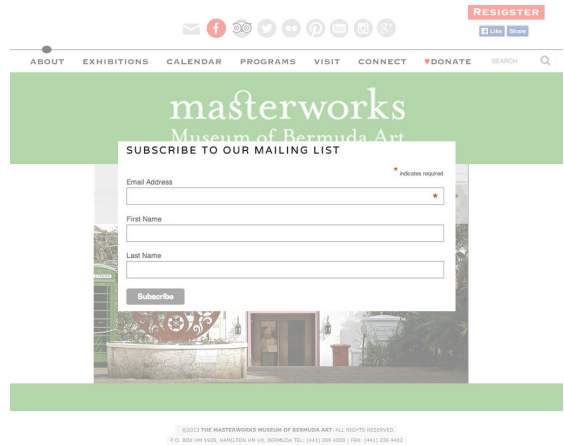
Theme: Botanical Gardens
 Main Color: Green (#5aa545)
 Typeface: **COPPERPLATE ABCDEFG**
 Baskerville ABCDEFG
 Color Palette



Pop-up Incorporated Landing Page



Registration Dropdown



Clean, Simple and minimalistic
 Welcoming and store-resembling
 Easy to navigate and purposeful