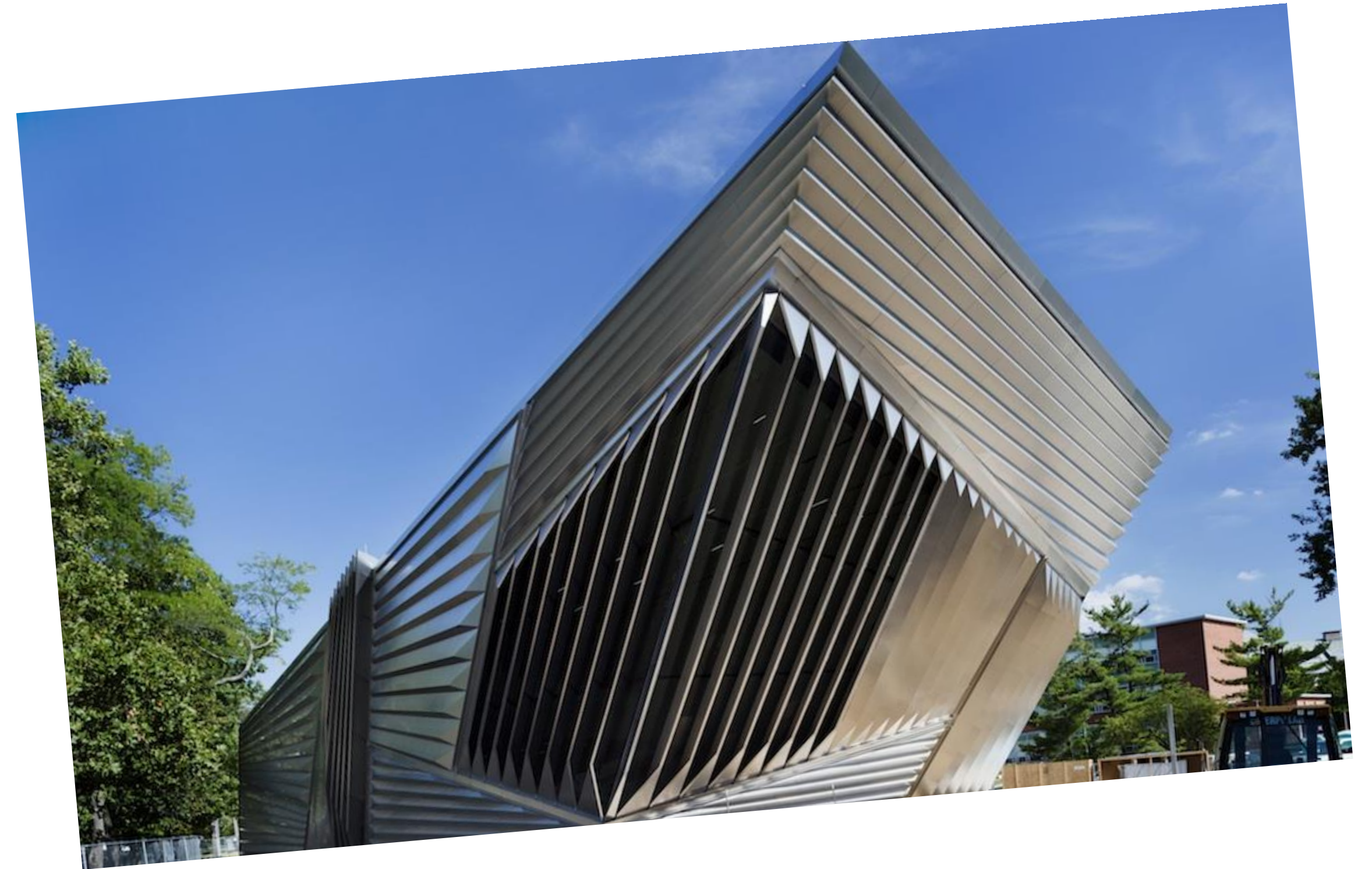


# MSU BROAD



Group 3 [REDACTED], [REDACTED], Demitri  
Kanellopoulos, [REDACTED], [REDACTED], [REDACTED]  
[REDACTED], [REDACTED]

“

The only honest **art form is laughter**, comedy. You can't fake it... try to fake three laughs in an hour - ha ha ha ha ha - they'll take you away, man. You can't.

— **LENNY BRUCE**





# CAMPAIGN GOAL

Raise money for the MSU Broad Museum through meaningful connections with alumni.

**MSU BROAD**



INSIGHT

PLAY A ROLE IN THE  
FUTURE OF ART  
AND ORIGINALITY

## HOW PEOPLE RESPOND TO HUMOR?

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**Humor** in advertising **creates attention and awareness**, enhances source liking, attitude towards the ad, purchase intention, and positive cognitions.

# **CONTROVERSIAL ARTISTS**

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# LENNY BRUCE

AMERICAN STAND-UP COMEDIAN

**“The only honest art form is laughter, comedy. You can't fake it... try to fake three laughs in an hour - ha ha ha ha ha - they'll take you away, man. You can't.”**





# KEITH HARING

AMERICAN ARTIST

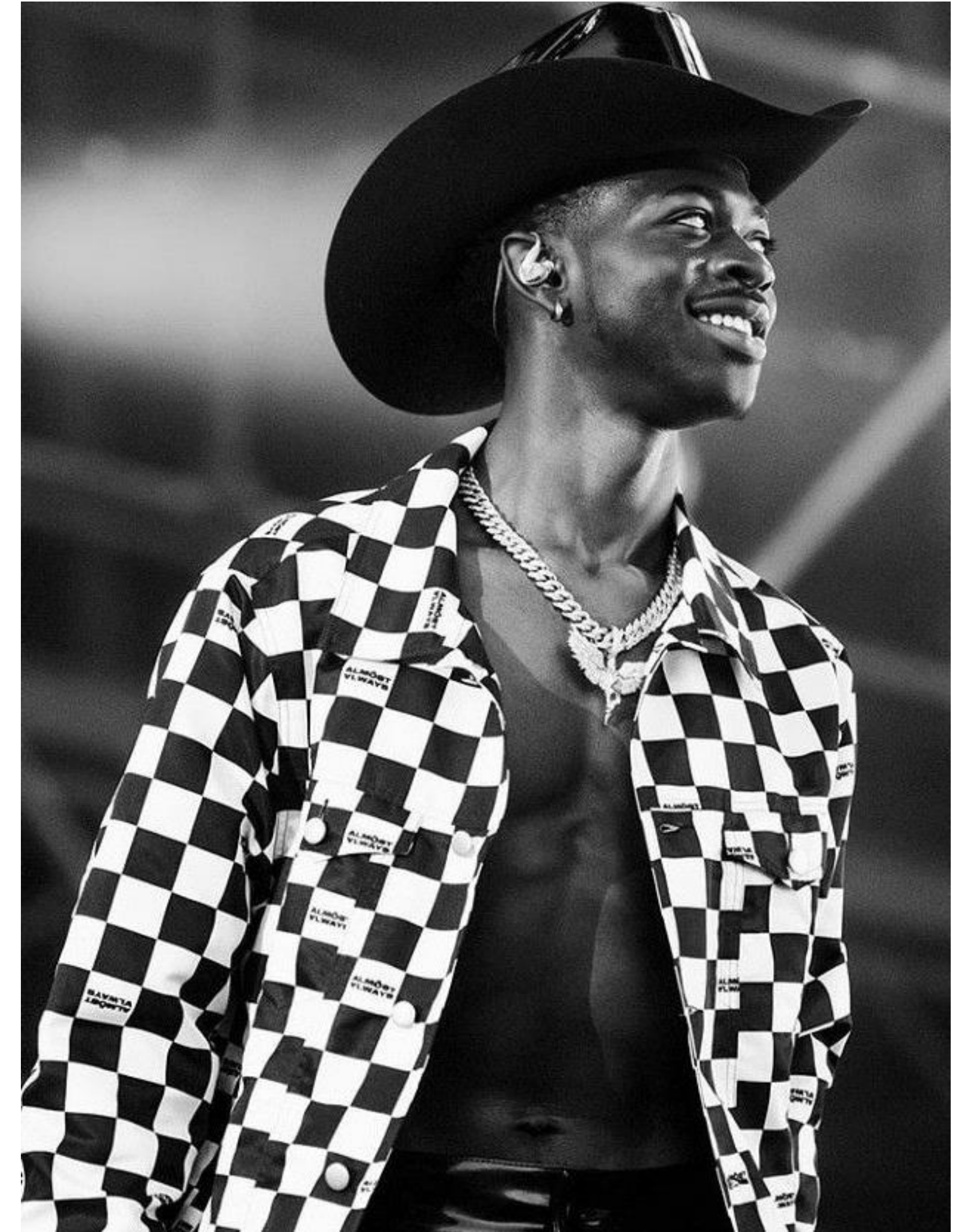
**“Art should be something that liberates your soul, provokes the imagination and encourages people to go further”**



# LIL NAS X

AMERICAN SINGER

**“I BELIEVE WHENEVER YOU’RE TRYING SOMETHING NEW, IT’S ALWAYS GOING TO GET SOME KIND OF BAD RECEPTION”**



CONCEPT

# INTENTIONAL PROVOCATION



# PART I



**~~FUCK~~ ART**

Clearly you disagree if you are still looking at this. Visit [BroadMuseum.msu.edu/donate](http://BroadMuseum.msu.edu/donate) for more information.

**MSU BROAD**



**ART IS ~~BULLSHIT~~**

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**MSU BROAD**



**ART CAN  
KISS MY ~~ASS~~**

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**MSU BROAD**

MSU BROAD  
547 E Circle Dr,  
East Lansing, Michigan 48824



**TO: MSU Alumni  
123 Main Street  
Art Town, Michigan 48823**

**MSU BROAD**

**70% of people agree that  
the arts have improved the  
image of their community.**

If you don't think art is ~~shit~~, then prove it. Show us how much you care by supporting the MSU Broad and contributing to the future of art and originality on our website.



<https://www.facebook.com/msubroad/>

<https://twitter.com/msubroad>

<https://www.instagram.com/msubroad/>



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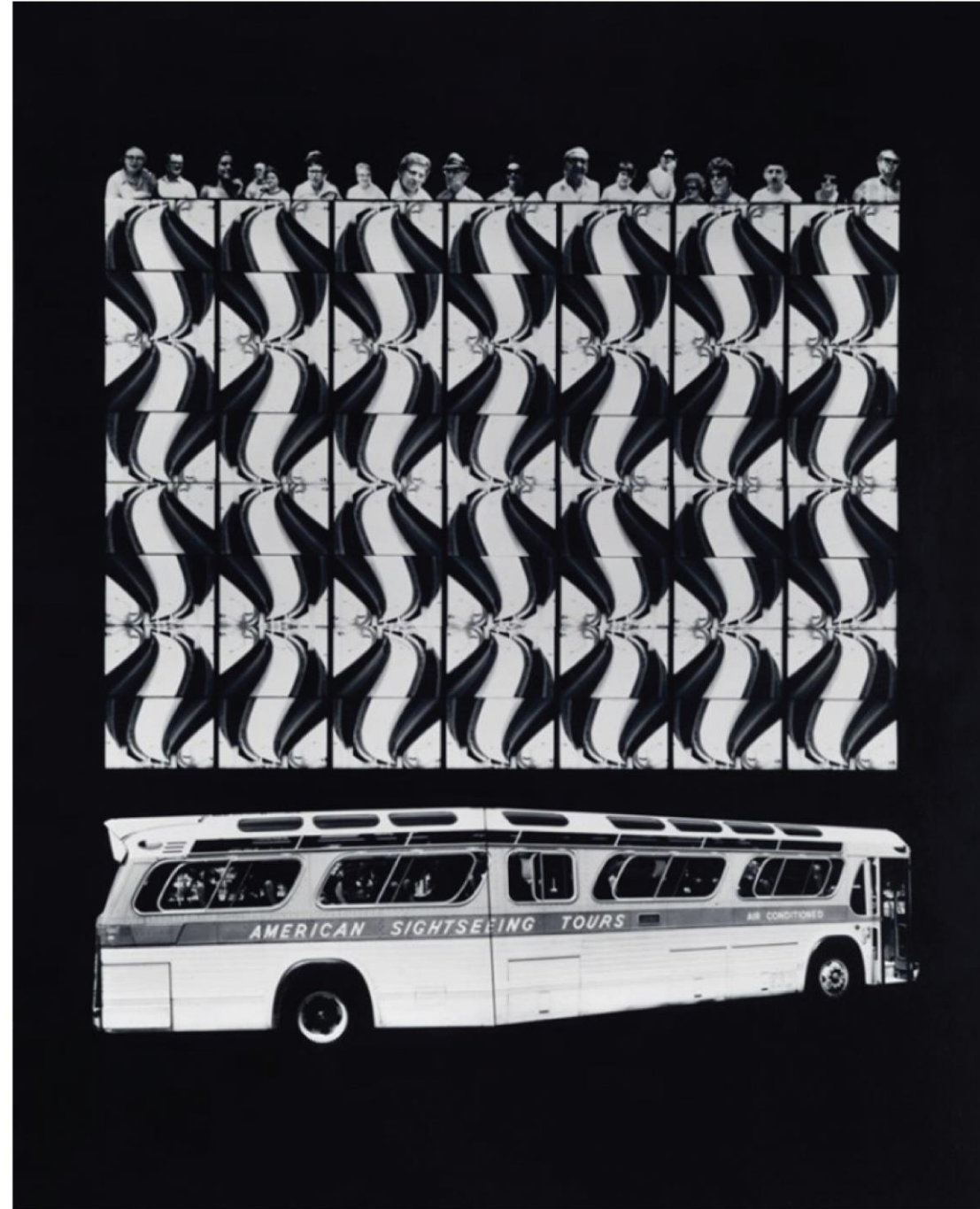
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 <https://www.facebook.com/msubroad/>

 <https://twitter.com/msubroad>

 <https://www.instagram.com/msubroad/>

WHERE TO RUN THIS CAMPAIGN?

# DIRECT MAIL

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**41%**

of Americans of all ages look forward to checking their mail each day.

**60%**

of catalog recipients visit the website of the company that mailed them the catalog.

**28%**

more money spent by people who received direct mail campaigns compared to those who did not.

**75%**

of people can recall a direct mail campaign compared to 44% who have seen a digital ad.

# PART II







ART  
CAN KISS  
MY  
~~ASS~~

# **DONATION LANDING PAGE**

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# MSU BROAD

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## SO, YOU CARE ABOUT ART?

PROVE IT, PLAY A ROLE IN THE FUTURE OF ART + ORIGINALITY.

The MSU Broad advances the values of quality, inclusion, and connectivity that are paramount to Michigan State University.

GIVE A ~~SHIT~~

\$5

CONTRIBUTE

GIVE MORE OF A ~~SHIT~~

\$50

CONTRIBUTE

GIVE EVEN MORE OF A ~~SHIT~~

\$ CUSTOM AMOUNT

CONTRIBUTE



**QUESTIONS?**