

# Strategic Message Planner: Birmingham Museum of Art

## Advertising Goal

To persuade parents and guardians that paint books can encourage their children to appreciate art and tap into their own imagination and creativity.

## Client: Key Facts

1. Birmingham Museum of Art was founded in 1951.
2. It is in the center of the City's cultural district.
3. The Museum Board of City governs the regional museum.
4. Its size is 180,000 square feet in all (30,000 square foot outdoor sculpture garden and 150,000 square foot three-story building).
5. BMA holds a collection of more than 29,000 artworks, with many being of Native American, Asian, African, European and Mesoamerican cultures.
6. In 2023, the regional museum had 77 staff members.
7. BMA's net contribution (deficit) was \$3.2 million and its net assets (end of the year) were \$46.9 million in 2023.
8. Its total revenue was nearly \$11.7 million in 2023.
9. The American Planning Association named BMA's sculpture garden as one of the Ten Best Spaces in America in 2010.
10. BMA received the Mellon Foundation Award for fellowship in African American art in 2011.
11. Graham Boettcher is the current BMA director. He has received his B.A. and Ph.D. at Yale University.

## Key Insight

BMA Director Graham Boettcher is passionate about honoring and celebrating diverse cultures presented in the museum's collection. He co-curated *Black Like Who?: Exploring Race and Representation*, which was named a "Don't Miss" exhibition by the Wall Street Journal in 2015.

## Products: Key Features

### What is the Product?

1. *Art is Your Playground* is a children's paint book, made up of sheet designs based on BMA's different exhibitions.
2. Each book contains 16 painting sheets.
3. The paint book comes with a soft paintbrush and on each sheet, there is a paint palette made up of seven colors.
4. The *Art is Your Playground* paint books are \$8.99 apiece.

### What is the Purpose of the Product?

1. The purpose of *Art is Your Playground* is to teach children that art can be fun, which will motivate them to appreciate it more.
2. The paint books will also educate them on BMA and the different exhibitions that it offers. This can persuade them to want to visit the museum with their parents and guardians.

3. *Art is Your Playground* will inspire children to get more involved in the arts and fuel their creativity process.
4. The paint books will support children's early development – emotionally, physically and cognitively.

### **What is the Product Made of?**

1. *Art is Your Playground* paint books feature biodegradable pages made from plant-based fibers. They are also thick, which helps prevent the paint from bleeding through the sheets.
2. Each sheet has a paint palette with seven colors. These are natural pigments free from harmful chemicals.
3. A book contains a soft paintbrush with flexible bristles. This ensures a soft, light application to the sheets and it is especially suitable for watercolor paints.
4. The paintbrushes are also eco-friendly, made from organic bamboo. They do not contain toxic materials.

### **Who and What Made and Distributed the Product?**

1. Director of Design and Technology James Williams created the *Art is Your Playground* painting books along with the help of Director of Learning and Engagement Rachel White. Williams is a designer with 20 years of experience in graphic design and has co-developed award-winning marketing campaigns and designed products for the museum. White has a Ph.D. in Art History and has served as a gallery manager and education coordinator.
2. Alabama Art Supply supplied materials for the product. It is a Birmingham-based vendor that sells high-quality art supplies. Alabama Art Supply has served the community for more than 50 years. The vendor has eco-friendly materials that are plant-based, sustainable, biodegradable and free of toxins and harsh chemicals.
3. The technique of eco-printing was applied, using natural and organic materials to create unique prints on these sheets.
4. On the book covers, the title *Art is Your Playground* has gold embellishments on them to make it pop.
5. The children's paint books will be sold at BMA's Museum Shop, both in-person and online.

### **Key Insight**

*Art is Your Playground* paint books are uniquely made, convenient and eco-friendly.

### **Marketplace Trends**

1. Paint books remain popular among children in the United States, specifically ages 3-8. They represented nearly 65% of all children's books purchases in 2022.
2. In 2020, there was a 38% sales increase in children's activity books.
3. Interactive formats such as paint-with-water and mess-free painting kits are becoming popular due to parents' desires for screen-free activities for their children.
4. There is a current trend of books being printed eco-friendly. This is because of the increasing awareness of environmental issues.

5. The demand for sustainable practices has increased, such as using biodegradable, recycled paper, eco-friendly inks free of toxins and energy efficient printing equipment.
6. More consumers are developing a preference for purchasing eco-friendly products.

### **Key Insight**

Paint books remain relevant and popular among young children and they are becoming eco-friendlier and more convenient for parents and guardians.

## **Target Audience: Demographics, Psychographics and Behaviors**

The target audience for this advertising campaign is parents and guardians in the United States ages 29 to 44 who seek screen-free activities for their children that will foster learning and creativity. They prefer many products to be made using sustainable practices. These parents and guardians are looking for something convenient and simple to use.

### **Demographics**

1. The age range of this target audience is between 29 to 44 years old.
2. They have a median household income of \$47,239.
3. They have a spouse or partner along with children.
4. They hold a high school diploma, with many having a college degree.
5. Members of this target audience live in large-sized cities such as Birmingham, Alabama.
6. They have professional careers outside of their households.

### **Psychographics**

1. Members of this target audience love and value their families and careers.
2. They frequently shop at local bookstores, craft stores and online.
3. They value their children's well-being, looking for hands-on activities that will promote their child's early development.
4. These parents are also interested in convenient and safe-for-the-environment products.
5. Their families are the most important thing in their lives.
6. When they get the chance, they will spend quality time with their children, engaging in different activities with them.
7. They are passionate about environmental issues and trying to be more eco-friendly, engaging in sustainable practices such as buying eco-friendly products. They look at the labels on products to see if they contain organic, safe ingredients or toxic, harmful chemicals.
8. They enjoy visiting museums, music halls and other places that display art.
9. They are enthusiastic about the arts such as writing, painting, drawing and music. For this reason, they want to foster an appreciation for the arts in their children, motivating them to be creative and expand their imagination.

### **Behaviors**

1. They are professionals who work 38-40 hours every week.
2. They frequently shop online.
3. They search for brands that practice sustainability.
4. They have a deep understanding and appreciation for the arts and are learning about diverse cultures. They donate to arts organizations within their community.

5. They go on social media such as Twitter, Tik Tok, Instagram and Facebook, for both entertainment and for known current events on a national and local level.
6. They listen to podcasts during their spare time, especially those centered around arts and culture as well as parenting.

### **Key Insight**

These parents are educated and dedicated to their work and careers, their families and learning in general.

### **Product Benefits**

1. *Art is Your Playground* paint books are a wonderful opportunity for children to do hands-on activities without looking at a screen.
2. They are also good support to a child's early development, helping them develop motor skills, hand-to-eye coordination, self-expression and promoting creativity.
3. The books are environmentally friendly, made from natural materials. They have also been produced by using sustainable practices such as eco-printing.
4. If ordered online, the books come wrapped in biodegradable bubble wrap that will protect them.
5. The paint books are affordable and convenient, using watercolor paints that are mess-free, so parents will not have to worry about cleaning anything up.
6. They will give parents a sense of relief and comfort in providing a fun and safe space for their children to learn and develop.

### **Direct Competitors and Brand Images**

Direct competitors are store-bought children's paint books.

#### *Crayola*

- Crayola is one of the top sellers of children's activity books, especially paint books. Their books can be bought at retailers such as Hobby Lobby, Target and Walmart.
- The target audience buys from Crayola usually on sale, especially during the holiday season.
- Crayola has not made specific eco-friendly children's paint books yet.
- The target audience views Crayola as a popular company for children, but wish there were more convenient, eco-friendly options available.

#### *Melissa & Doug*

- Melissa & Doug are the second top sellers of children's paint books. Their retailers are Walmart, Target and Barnes and Noble.
- They usually focus on mess-free painting kits.
- The target audience has bought more from Melissa & Doug because they are more mess-free and manageable.
- Also, they print paint palettes directly on their paint sheets.
- Their paint books have a specific theme and are made up of FSC-certified materials.
- The target audience views Melissa & Doug as good at selling mess-free products, but wishes the company geared more towards creativity.

#### *Alex Toys*

- Alex Toys comes in third place. Their common retailers are Amazon, Walmart and Target.
- They focus on hands-on art exploration with beginner-friendly tools.
- Alex Toys is dedicated to art education and tactile exploration for young children.
- However, the target audience barely shops for Alex Toys due to expensive prices and their lack of watercolor paints. Alex Toys uses more traditional paints, which many parents find as less mess-free.
- The target audience views Alex Toys as a company that can have potential if it has better pricing and more eco-friendly materials.

## Indirect Competitors and Brand Images

1. Purchasing coloring books
  - This target audience views coloring books as a cheaper, portable option that is often available to find.
  - This target audience believes coloring books still allow tactile engagement.
  - This target audience views this option as not as creative and expressive as paint books.
2. Purchasing subscription boxes
  - This target audience views subscription boxes as a low-cost option.
  - This target audience believes they have immediate creative engagement.
  - This target audience fears that constant shipping might raise some environmental concerns such as excessive packaging.

## Product Brand Image

Current brand image: *Art is Your Playground* is a new and unfamiliar product.

Desired brand identity: *Art is Your Playground* promotes learning and appreciation for the arts in my children. It will motivate them to explore their imagination and express their creativity.

Brand image challenge: The target audience lacks incentive to try an art product unknown to them.

## Strategic Message: The Promise

*Art is Your Playground* paint books help children during the early development stage, teach them how to appreciate art and motivate them to become creative and expand their imagination.

## Supporting Evidence: The Proof

1. *Art is Your Playground* paint books are convenient and eco-friendly, containing no harmful chemicals and materials.
2. *Art is Your Playground* paint books are created using environmentally conscious practices such as eco-printing.
3. *Art is Your Playground* paint books feature watercolor paints that are mess-free.

## Tone

Comprehensive, motivating and informative. Our voice is that of a mentor, knowing the best advice to give and providing solutions to problems.