

Team 6

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# Portland Children's Museum

• Media Plan •



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# Situational Analysis & Marketing Objectives



# • Background •

“A museum that doesn't act like a museum”

Portland Children's Museum has been around for nearly a century, founded in 1946. The museum was created by native Portlander, Dororhea Lensch whom has a passion for under privileged communities and bettering young minds. Since it's founding in 1946, the museum has been in three locations first in south-west Portland until 1950, then to Lair Hill just south of downtown until 2001 when it moved to it's most recent location in Washington Park. In September 2015 the museum closed its doors temporarily and is getting ready to open their new location in June of 2016.

Portland Children's Museum is one of Portland premier attractions for educational activities in the the greater metro area that of which holds 1,117, 229 people.

The Portland Children's Museum is taregeted for children's educational learning in a fun and hands on environment catering to children 12 years and under.

The Portland children's Museum (PCM) has a unique opportunity when it comes to promoting their new opening to the Portland metro area. The PCM has a number of untapped potential consumers to engage with and bring new life to their museum. In addition to this, the museum previously held 9,392 memberships with families who will be a great base for continuing to grow loyalty with their customers. By cultivating promising marketing and advertising objectives, the Portland children's museum will once again become the “it” spot for educational fun for children in the Portland market.





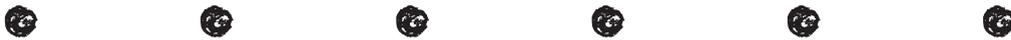


# • Situational Analysis •

The Portland Children’s Museum (PCM) is centrally located in the heart of downtown Portland off of US 26 and minutes from downtown. It rests directly on local public transit MAX Blue & Red lines which takes prospective customers come from as far east and west as Hillsboro to Gresham.

This location is surrounded by other popular family destinations such as the Oregon Zoo, Japanese Gardens, World Forestry Center, and Washington Park. This is both an opportunity and a threat. Partnerships with these museums could potentially be mutually beneficial for both parties.

The museum is a place for children to learn through experience via educational exhibits, classes and quality time with parents. PCM is costly for families, a cost effective alternative is memberships. Because PCM is costly and a luxury it is susceptible to economic turns.



## Marketing Objectives

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Reintroduce the Portland Children’s Museum into 50% women age 25-49 in the Portland, Vancouver, and Hillsboro area’s evoked set of entertaining places to take their children.

Increase ticket sales by 10% from the last year the museum was open before the re-model.

Secure 10,000 memberships within the first year of reopening.

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# Target Audience

Target Audience: 379,957  
• Women Aged 25-49 •

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## Demographics

Portland and the surrounding communities are made up of multiple races. However, there are three races that make up approximately 88% of the entire population. Whites make up the majority of the population with 78%, followed by Asians which ranges from 5.5% to 9.0% depending on the community looked at; with the African American ranging from 1.8% to 5.5%.

The median income for the Portland and surrounding communities ranges from between \$50,379 and \$65,272. While income levels are strong in the region, Mintel reported that mothers will make purchase decisions based on discounts versus having no discounts.

Portland on a comparable basis tends to favor education beyond K-12 2nd should be a focus in the message towards this target audience. We found that the education levels beyond high school for the region is 45% of the people aged 25 to 49 years of age, with 17% possessing a professional or graduate degree from a place of higher learning. (US Census)

## Psychographics

According to Mintel research within Pinterest and pin selections, mothers preferred child play that favored sensory activity and emphasis on social skills, which should demand a lot of focus within the media.

Additionally, more parents are spending more time with their children and finding more importance from this activity than in the past. Statistically, 37% say they are spending more time and 23% say less.

The importance of the "more" category is we found that:

Parents enjoy acting like a kid with their kids

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Parents do family activities for their kids rather than for themselves.

•

Doing activities with children allows parents to relive their childhood.

Parents on average spend 10 hours with their children and 60% of parents spend at least 6 hours with children on the weekends. (Family Leisure Trends- US- January 2015)

# Geographics

Multnomah  
County



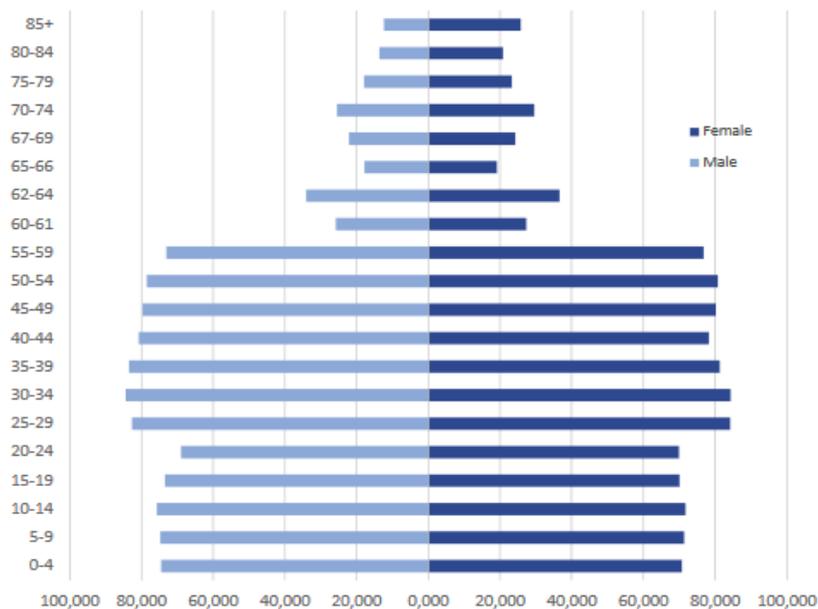
Washington  
County



Vancouver  
Washington

This media plan is favored in the Multnomah and Washington counties with some emphasis in Vancouver Washington. The population total for the selected geography is 1,426,835, with women accounting for 50.8% of that population. Women 25 to 49 years of age make up 26% of the population and children 0 to 12 years of age make up 14% of the population, accounting for roughly 40% of the entire population or 579,713 people. (US Census)

Population distribution by age and sex, Portland MSA, 2010



Source: US Census, Table P12

Here we see how the age demographic for the portland metro area is primarily dominant for the age range 25- 55. This is particularly important for the target audience of the portland children's museum with the greatest potential for awareness fitting within the intended audience.



# Behaviorists

While data points are still small and fractional in the usage of mobile pay it is grabbing traction as a form of payment in the marketplace in lieu of cash, checks and cards. According to Mintel mobile pay has grown exponentially among the millennial's and Gen X segments. In fact, growth among this purchase behavior is in the 17% range for consumers aged 25 to 34 who said they have used this form of payment, and 10% of ALL consumers have used this form of payment. (Mintel's Payments - US, October 2014 )

When comparing men and women in the 25 to 49 age group, women were more positive than men in user rates among museums and zoos. For museum visits in the last year the index comparison was 111 for women and 88 for men. The same index comparison for visiting a zoo was 117 for women and 82 for men.

		Total	VISITING A ZOO	VISITING MUSEUMS
<b>Total</b>	Sample	12,069	2,569	2,783
	Weighted (000)	230,123	50,648	53,398
	Vertical %	100%	100%	100%
	Horizontal %	100%	22%	23.2%
	Index	100	100	100
	Total %	100%	22%	23.2%
<b>FEMALE</b>	Sample	6,767	1,642	1,722
	Weighted (000)	119,323	30,762	30,863
	Vertical %	51.9%	60.7%	57.8%
	Horizontal %	100%	25.8%	25.9%
	Index	100	117	111
	Total %	51.9%	13.4%	13.4%
<b>MALE</b>	Sample	5,302	927	1,061
	Weighted (000)	110,800	19,886	22,534
	Vertical %	48.1%	39.3%	42.2%
	Horizontal %	100%	17.9%	20.3%
	Index	100	82	88
	Total %	48.1%	8.64%	9.79%
<b>25 - 49</b>	Sample	4,718	1,413	1,251
	Weighted (000)	96,565	29,069	27,573
	Vertical %	42%	57.4%	51.6%
	Horizontal %	100%	30.1%	28.6%
	Index	100	137	123
	Total %	42%	12.6%	12%





# IMC Strategy & Advertising Objectives





- Startegy Summary •

Advertising  
Objectives

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# • media •

## Radio

## Magazine

## Transit

Macro

According to a Mintel report on media usage in the U.S., traditional radio is still the main audio platform used weekly by 69% of respondents. Women are also more likely to listen to traditional radio than men. By implementing a strong radio campaign throughout the year, we believe this will compliment our initial transit push and then continue the awareness by adding frequency.

According to PCM research, 13% expect to find out about family attractions from parenting magazines. This is the third highest percentage, following friends and members. Print magazine ads allow us to convey lots of information and include high quality photographs of the newly renovated museum. We feel that magazines will be a great supplement to radio and transit because mothers keep magazines and can refer to them often. There is also a good chance for pass-along in doctor's offices and amongst friends.

Since the Children's Museum is reopening just as the weather in Portland is becoming more beautiful, a two-month outdoor campaign will meet your marketing objective of reintroducing the museum to 50% of our target audience. Most young mothers will be out of the house, either driving or walking around busy streets, where they will see our ads while travelling around the city.

Micro

Radio allows us to define our target market because of the different music styles each station plays. To gain a more diverse reach, we will place our ad on two radio stations. KKCW plays adult contemporary and KGON plays classic rock. We think that these two stations will bring us a dynamic reach.

We have decided to do half-page ads in both Metro Parent and Portland Family.

A front-loaded transit strategy will drive initial awareness. We have suggested a buy of 50 showings, which equals 50 TRPs. This includes two months of king-sized ads on a total of 132 buses. The king size ad is the best option because it is on the side of the bus, so it can be seen by someone who is driving by or walking along the sidewalk. This front-loaded transit campaign will generate impressions beyond our target audience which will help with awareness and word of mouth.





## Newspaper

### Macro

Newspaper can be expensive and has a high effective CPM for our target audience. Most newspaper readers are males above the age of 65 (Geskey, 356).

### Micro

The Oregonian is not an effective way to reach our target audience. Although 28% of readers have children, the median age for readers is between 49 - 56 which is too high for our target audience.

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## • unused media •

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### Macro

Television production is very expensive and hard to master. Without a flawless commercial, adding television to our media mix will not be effective. Moms often turn on the TV in the background and do not pay attention to the commercials. This uncertainty led us to leave TV out of the media mix and budget.

### Micro

Our campaign is launching in late Spring when families are outside because the weather is starting to get nicer. Families are less likely to be indoors watching KOIN or Spot Cable.

## Television





# IMC Tactics



# • media Tables •

<i>Media Use Table: Local Radio</i>							
Media Type	Media Vehicles	Ad unit Size/Length	Number of Ads Purchased	Number of Bonus Ads	Total Number of Ads	Target Audience (TA) Impressions per ad	Total TA Impressions
Radio	KKCW (103.3)	30 seconds	142	7	149	7,500	1,117,500
	KGON (92.3)	30 seconds	142	7	149	6,400	953,600
<i>Media Use Table: Transit</i>							
Media Type	Media Vehicles	Ad unit Size/Length	Number of Ads Purchased	Number of Bonus Ads	Total Number of Ads	Target Audience (TA) Impressions per ad	Total TA Impressions
Public Transit	King	30"-144"	132	0	132	1,439	189,948
<i>Media Use Table: Print Magazine</i>							
Media Type	Media Vehicles	Ad unit Size/Length	Number of Ads Purchased	Number of Bonus Ads	Total Number of Ads	Target Audience (TA) Impressions per ad	Total TA Impressions
Magazine	Metro Parent	1/2 Page	12	6	18	90,000	1,620,000
	Portland Family	1/2 Page	12	6	18	90,000	1,620,000
<i>Media Use Table: Online Buys</i>							
Media Type	Media Vehicle	Monthly Budget	Number of Keywords	Est. CPC	Est. CTR	Est. Monthly Clicks	Total Clicks
Digital	Google AdWords	\$900	184	2.18	1.61%	245	2,940





# • Google Adwords •

We are recommending \$900.00 a month in Google AdWords, or \$10,800.00 a year. The following list of keywords is a sample of the complete list of 184 ads in our recommended keyword list and will be adjusted to accommodate different seasons throughout the year. In fact, the keywords should be modified within 3 months of starting the campaign in transition to the school year; as the graph shows a lower search volume for the keyword list. Once the campaign is in full operation we can adjust our bids and remove keywords with poor conversion rates.

The ad shown here has a call to action: As the campaign develops we can improve upon the message and create stronger ads that convert better and better. AdWords is truly a developmental campaign, whereby you are constantly adjusting on those analytics...Letting the audiences tell us the message they prefer in AdWords.



# • Google Adwords •

Kid	Social skills curriculum
Education	Craft for kids
School	Arts and crafts ideas
Kids crafts	Summer programs for kids
Kids party	Birthday party ideas for kids
Kids entertainment	Children's museum
Children	Birthday party venues
Childrens Schools	Fun crafts for kids
Kids games	Discovery museum
Private school	Social skills activities
Games for kids,	Social skills for children
Craft ideas	Discovery center
Crafts for kids	Kids discovery
For kids	Hands on museum
Kids crafts	Kids party entertainment Sensory play
Educate	Social skills development
Private schools	Kids museum
Kids parties	Kids museums
Children's parties	Social development in children
Public school	Museum kids
Christmas crafts for kids	Children's museum
Arts and crafts for kids	Things to do in Portland Oregon
Art and craft ideas	Children's activities
Kids birthday party	Children's art
Kids birthday party ideas	After hour party
Children activities	Children's museums
Craft ideas for kids	Kids confidence building
Party entertainment	Children's websites
Children art	The children's museum
Social skills	Children's discovery museum
Kids art	Kindergarten readiness
Art for kids	
Kids craft ideas	
School education	
Art for children	

Keywords

Suggested  
Google Ad

[Portland Childrens Museum](http://www.portlandcm.org/)

[www.portlandcm.org/](http://www.portlandcm.org/)

Grand re-opening special

Visit this link for 20% off tickets

# • Return on Ad Spend •

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Google estimates that we will get 459 to 561 impressions a day with 7.67- 9.37 in clicks and we based our numbers on 8.17 clicks per day. Moreover, the ads will be placed with an average position of 1.9- 2.32 and have an average bid of 2.18. We have made some assumptions based on conservative figures:

The conversion rate = **7.5%**  
Average Amount of Sale = **\$40** (three tickets)  
Membership Conversion = **2%**  
Membership Cost = **80.00**

Consequently, if we invest \$900.00 a month (30 day month) we should achieve 245 monthly clicks and a positive cash flow.

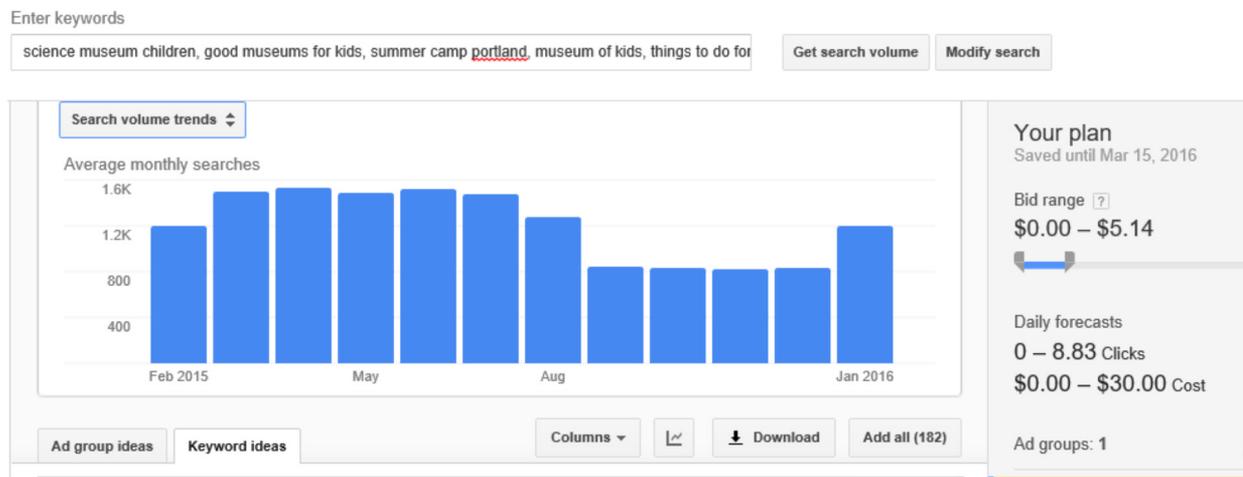
(Ticket conversion rate 7.5%) x (245 monthly clicks) = (18 ticket sales) x (\$40.00 average ticket sale) = **\$720.00**

(Membership conversion rate 2%) x (245 monthly clicks) = (5 membership sales) x (80.00 membership rate) = **\$400.00**

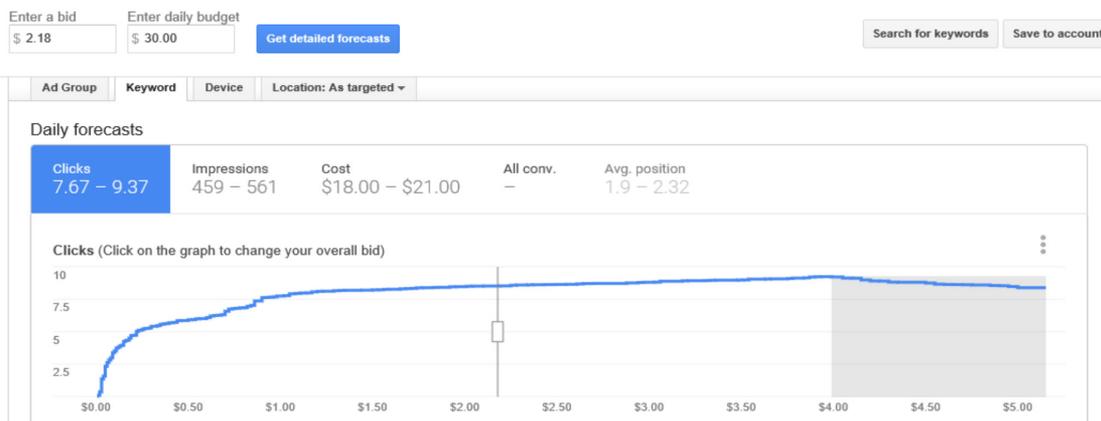
- The return on ad spend (ROAS) is  $\$1120.00 / \$900.00 = 124.4\%$  •
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# Graph of Search Volume in Selected Cities

Portland • Hillsboro • Vancouver



# Graph of Budget and Bid







# Media Schedule





# • Media Schedule •

<i>Portland Children's Museum Media Schedule</i>																												
	April 2016				May 2016					June 2016				July 2016				Aug 2016										
	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29						
<b>Transit</b>																												
King Bus Side												66 units			66 units													
<b>Local Radio</b>																												
KKCW-FM																												
3pm-7pm										22	22	21	21	21	21	21												
KGON-FM																												
3pm-7pm										22	22	21	21	21	21	21												
<b>Print Magazine</b>																												
Portland Family																												
1/2 page ad																												
1/4 page ad																												
Metro Parent																												
1/2 page ad																												
1/4 page ad																												
<b>Digital</b>																												
Google AdWords	15,300 Monthly Impressions																											







# Budget Breakdown









# Summary of Media Objectives









# Bonus Strategy



Some 48% of moms say they use social media 3+ times per day

# Pinterest

## Awareness Pins: (CPM)

Pins aimed at generating awareness.

## Engagement Pins: (CPE)

designed for engagement. You pay for each engagement.

## Traffic centered pins: (CPC)

These pins are aimed to drive traffic to your website. You only pay for these pins when someone actually clicks and goes to your website for information.

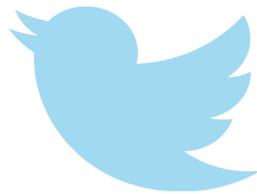
Average CPC = \$0.54

- They tell you on average how many times per week your keyword gets searched. You can personalize this to see how many times someone in your target, based on demographics have searched your keyword in the past week.
- You can personalize the area/cities you want your pins to show up in based on people's accounts. You can also choose if you want them to show up on desktop, iPad/iPhone apps.
- You can determine a maximum cost per click as well as a daily spending limit.

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## • Summer Camps •

### Direct Marketing

#### soft opening for previous members

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#### grand opening the week that school gets out

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### Promotional Offers

¼ page ads as membership/ticket coupons

Bring in trimet ticket, get the amount off ticket sales





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