

Wyoming County Rural Arts Initiative

Marketing Plan



Messaging



Strategic Communication

- Brand Positioning helps to focus strategy while messaging is output of that strategy
- With several target audiences, multiple messages are necessary, however, one foundation organizes brand and message

Messaging

Art is Wyoming County

Foundation

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Messaging Hierarchy

Tourist

Expect to find the arts here because they are natural

Art is Wyoming County

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Messaging Hierarchy

Since tourists do not know much about the area when they get here, conveying the authentic arts community will be their introduction – so frame the arts as they are – natural to the county. Their goal is to introduce.

Tourist

Expect to find the arts here because they are natural

Art is Wyoming County

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Messaging Hierarchy

Resident

Don't waste your time & money – we have the art experiences you are looking for at home

Tourist

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Art is Wyoming County

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Messaging Hierarchy

Residents are looking for arts experiences elsewhere. The burden to the communication is to persuade that the arts here are quality and it is more rational to stay local than travel.

Resident

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Expect to find the arts here because they are natural

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Messaging Hierarchy

Recruit

Start the next chapter of your career where the community understands your art & business

Resident

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Messaging Hierarchy

Participants were happy with the community they met, highlight the positives of the program directly.

Recruit *Start the next chapter of your career where the community understands your art & business*

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Messaging Hierarchy

Wyoming County is Art

Recruit *Start the next chapter of your career where the community understands your art & business*

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Art is Wyoming County

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What does this sound like?

Our artists
paint in the open air,
take photos of waterfalls,
perform with puppets,
dance with masters,

within 596 Square Miles,
there are plenty of artists to
spot, you'll think we planned
it this way.

Go Wyoming County,
where art is as natural as our
air

Tourists

Copy from sample ad

Places you'll run into an artist
here:

at the supermarket,
on a boat,
on Main Street,
on a farm,
on a trail,

within 596 Square Miles,
there so many artists to meet that
soon you'll think there as many of
them as cows here

Go Wyoming County,
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Marketing Goals

Setting Marketing Goals

- Given the multiple partners, audiences, and stakeholders, setting unified marketing goals helps positioning and messaging

Coalition of WCRAI Organizations

- Wyoming County IDA
- Wyoming County Chamber of Commerce & Tourism
- Arts Council for Wyoming County
- Wyoming County Government

Stakeholders

- Arts Community
 - Individual Artists
 - Arts Businesses
 - Arts Organization
- Tourism Agency
- Arts Service Organization
- Business Community
 - Chamber of Commerce
 - IDA
- Municipalities
 - Planning Boards
- Residents
- Tourists

Define Audiences

- Tourists: Outside of Wyoming County
- Residents: Inside of Wyoming County
- Recruits: Artists from Wyoming County, NYS, and Northeast

Tourist Context

- Unless there are multiple events and lodging arrangements – Wyoming County is considered a **daytrip** destination
- Visitors are surgical with visits – unless informed, will go to destination and go home

Do you consider going to a park rural, or do you go to the park and come home?

“I go to the park and go home.” – Buffalo Mom



Tourist Marketing Goal

Increase number of tourists attending arts destinations & cultural events for the day and increase arts spending within Wyoming County

Target Tourist

- Focus on audiences with predilection to travel rural (and not just for the arts)
- Look for “something for everyone” including families as parents are looking for kid friendly activities

Resident Context

- Disconnect from one end of the county to the other
- Will travel outside of the area to consume the arts
 - Informed from ACWC Cultural Plan

Resident Marketing Goal

Raise profile internally of the arts industry

Target Resident

- Consumer of the arts
- Desire to buy local
- Looking for a variety of events including family friendly ones

Recruits Context

- Strongly positive about what the program has done and want to share it with others
- Do not have a clear idea of the coalition or messaging
- Want to sell their artwork (from previous study)

Recruit Marketing Goal

Increase arts recruits and morale of artists within the county

Target Recruit

- Emerging Artist who is starting their career (1-3 years into their business)
- Nearly ready to be a full time artist but need the additional boost
- Open to community relationships

Positioning

SWOT Analysis

- Strengths-Weaknesses-Opportunities-Threats Analysis useful to position Wyoming County's Arts Marketing
- Will help with hierarchy, messaging, and positioning

SWOT Analysis

Strengths

- Authentic Arts Culture (internal)
- Sustainable Arts Institutions and events – (ex. Letchworth Arts & Crafts Show & Shake on the Lake) (internal)
- Natural Environment

Weaknesses

- Lack of exposure (focus groups)
- Lack of name recognition (focus groups)
- Coordinated arts marketing messaging or brand (landscape)
- Lack of ownership of rural arts culture in the county (landscape)

Opportunities

- **No negative name recognition or reputation** (focus groups)
- Target audiences interest in rural communities (market analysis)
- Letchworth State Park & Natural Environment assets for target audiences (market analysis)

Threats

- Neighboring Competitive Arts Communities (landscape)
- Urban Centers (focus groups/ landscape)
- Perception that our grassroots arts lack quality (cultural plan)



Core Opportunity

- Low recognition of Wyoming County as a “separate entity” in the mind of the public, there are great opportunities to shape the arts marketing story for the area

Brand Positioning is not...

- A tagline
- A logo

Brand Positioning is...

Closer to a mantra that is foundational to the brand & messaging we are creating

Brand Attributes

Reasons to believe

Authenticity

Agglomeration of quality

Immersion & Interaction

Legacy

Diversity of Media

Brand Attributes

Move away from

the arts being 'a best kept secret'

Brand Positioning

Art is Wyoming County

Authenticity:

Arts do not need to be manufactured in Wyoming County – they are part of our fabric

Immersion & Interaction:

Through the arts community, districts, and established events – Wyoming County puts the public in touch with artists
*WCRAI helped enhance

Diversity of Arts:

Number of artists and disciplines create arts destination

Agglomeration of quality:

Established arts community is large enough to create a desirable environment that is attracting growth
*WCRAI helped enhance

Legacy:

Existing Arts & Cultural Organizations have history and build legitimacy (ACWC, Stowell-Wiles Art Gallery, Silver Lake Institute, etc.)

Brand Positioning

Art is Wyoming County

- Attractive rural arts community are seen to be organic – the arts have been there, came from there, and are quality there.
- Manufacturing the arts will make them feel less authentic – goal is to be natural

Supporting Brand

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- If the arts are positioned as “quality of life,” they are not differentiated from any other neighboring rural county

Organizational Chart

Coalition of WCRAI Organizations

- Wyoming County IDA
- Wyoming County Chamber of Commerce & Tourism
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- Wyoming County Government

Where does brand live?

- Tourists: trust tourism agencies for information on arts & culture
- Residents: often go to multiple organizations
- Recruits: unsure who the coordinating agencies are for the WCRAI program

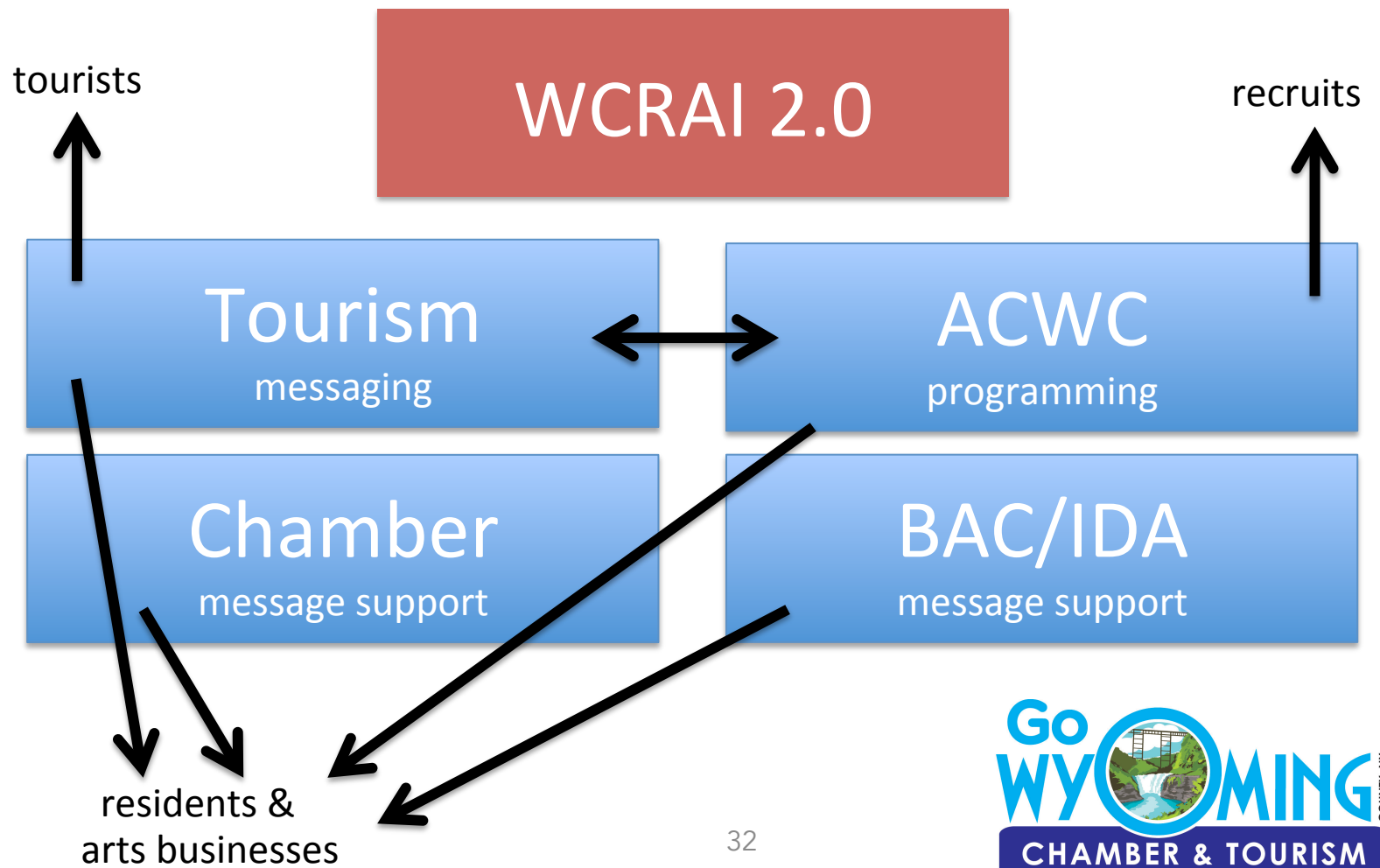
Success of Brand

- Buy in from all WCRAI coalition partners to succeed
- Authenticity is key – have to believe that *Arts is Wyoming County*

Parent Brand

*Collaborative effort to effectively
marketing existing arts
programming and develop
innovative new ones*

Proposed Arts Marketing Organizational Chart



Stewardship of Arts Marketing

- Tourism (DMO) is a credible agency for tourists to get information while traveling
- Messaging can live with tourism in close collaboration with the Arts Services Organization who actively programs and works within the arts community.

Stewardship of Arts Marketing

- Creation of another brand could lead to confusion inside the county – instead, enhancing existing brands can help simplify arts marketing



Requirements

- Coalition of WCRAI organizations helps strengthen the brand – working in concert helps spread the message
- Close coordination between Tourism (DMO) & Arts Services Organization
 - Work with each organization's strengths: messaging and outreach through Tourism (DMO) and programming and development through the Arts Services Organization

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Implementation

Tactics

- Mix of traditional paid, digital, and public relations necessary to build brand
- Branding campaign to help raise awareness of the arts
 - Arts community is large and this can happen without a season attached

Targeting Priorities

1. Geographic targeting within 1 hour 30 minutes of travel
 - Looking for daytrips
2. Lifestyle targeting: propensity to travel rural
 - Outdoors, nature, being outside
3. Family messaging
 - Activity & Participation options

Opportunities

- Opportunities for co-operative advertising
 - With large arts industry and community, the Tourism (DMO) agency has an opportunity to bring together businesses in ad buys

Suggested Media Plan

Print	Reach
Artvoice	Buffalo
City Newspaper	Rochester
Buffalo Spree	Buffalo
Corning Leader	Corning/Painted Post

Look to the Southern Tier for rural propensity target that is accustomed to traveling

Online	Reach
Batavia Daily	Ad Network

Pandora	Reach
General Campaign	Geotargeted

Target audiences have country music in common

Rack Cards	Reach
Printing	

Facebook	Reach
Facebook	Geotargeted (locally)

Geotargeting digital while people are traveling within the county

Optional	
Billboards	Rate Sheet in folder Contact vendors for estimates
Rack Card Distributor	



Website Development

Website Development

- As the brand will be co-located within tourism (built out on existing tourism web site), suggestion is to continue with current web design company and build out landing page that links to coalition partners
 - Discuss between ACWC/Tourism webmasters about sharing calendar information through API

