Strategic Message Planner Client: Kobra Creative Product: Kobra Creative Art Gallery

1. Advertising Goal

a. To promote the opening of the Kobra Creative Art Gallery this summer.
The ads will run from June 1, 2012 – July 31, 2012

2. Client: Key Facts

a. Kobra Creative was founded in August 2008. It is a company designed to create media for corporations and businesses. Kobra Creative is dedicated to promoting art and design in the local community. Kobra Creative has won many awards, including four first place entries in the Creative Lightning Awards.

3. **Product: Key Features**

a. The product is the Kobra Creative Art Gallery. The purpose of the product is to provide an art gallery in the Stillwater, OK community that all ages can enjoy. The art gallery will have a wide range of art from local artists.
It will also host events and art classes for all age groups.

4. Target Audience: Demographics and Psychographics

a. The target audience is people who are interested in learning about art who didn't have a previous knowledge of the subject. This is mostely geared towards children and families. This can include many different age groups, and the product promotes each age group in a different way. The target

audience may be slightly familiar with art, but this is an institution where they can get involved and learn more.

5. Product Benefits

- a. The product helps the target audience by giving an education and appreciation of art, while also promoting a sense of community. The product will fill these needs:
 - i. The need for companionship
 - ii. The need for education
 - iii. The need for community

6. Direct Competitors and Brand Images

a. Competitors would include other art galleries and venues offering art lessons. The Oklahoma City Museum of Art and the Loft Art Museum would both be competitors. They both target the same demography as Kobra Creative Art Gallery.

7. Indirect Competitors and Brand Images

a. The Science Museum and the Oklahoma City Zoo could be considered indirect competitors because they target families, and families have the age groups that we are targeting. These venues also offer similar family experiences as the Kobra Creative Art Gallery.

8. Product Brand Image

- a. Current Brand Image:
 - i. None. The brand is new because the venue is opening this summer.
- b. Desired Brand Image:

- Kobra Creative Art Gallery wants to be the "go-to" for family or association activity and recreation.
- c. Brand Image Challenges
 - i. Penetrating the market as a new product
 - ii. Competing with other major community activity venues
 - iii. Retention of consumers

9. Strategic Message: The Promise

a. The promise of Kobra Creative Art Gallery is to create a unique experience for all ages, allow them to have fun, and allow them to learn about art culture from local, professional artists.

10. Supporting Evidence: The Proof

a. There are currently no venues that can replicate the same experience Kobra Creative Art Gallery can produce. There are art galleries, and amusement parks; Kobra Creative Art Gallery is a combination of the two. This will provide a unique experience that consumers could not get anywhere else.

References

 $Audio\ Jungle - \underline{www.audiojungle.com} \ \hbox{- music for the TV and Radio Ad}$

Title: Kobra Creative Art Gallery Client/Sponsor: Kobra Creative

Length: 2 minutes

Air Dates: June 1, 2012 - July 31, 2012

SFX

http://audiojungle.net/item/breathin g-ofrhythm/531184?WT.ac=free_file&WT. seg_1=free_file&WT.z_author=FHR

(Establish, then fade)

ANNOUNCER:

It's hard to relate to artists in todays

society.

There is so much art, and sometimes it

can be overwhelming.

But not anymore!

The new Kobra Creative Art Gallery is

a place where anyone can enjoy local

art in many forms.

Come see what you've been missing at

the Kobra Creative Art Gallery on

West University street.

Or call (405) 111 - 2222 for more

information.

Come find your creative side at Kobra

Creative Art Gallery!

SFX Music fades out Title: Kobra Creative Art Gallery Ad Client/Sponsor: Kobra Creative

Length: 60 seconds

Air Dates: June 1, 2012 – July 31, 2012

MUSIC

(Start loud and then fade to soft)

http://audiojungle.net/item/breathing-of-

rhythm/531184?WT.ac=free_file&WT.seg_1=free_file&WT.z_author=FHR

ANNOUNCER:

It's hard to relate to artists in today's society.

There is so much art, and sometimes it can be overwhelming.

But not anymore!

The new Kobra Creative Art Gallery is a place where anyone can come enjoy local art in many forms.

The artists come hang out every day, ready to answer your questions and make the experience even more enriching.

Everyone should enjoy art. Because the inspiration of it is all around us.

Come see what you've been missing at the Kobra Creative Art Gallery and visit

Kobra Creative dot com for more information.

MUSIC:

(Fade out)

KOBRAS CREATIVE ART CALLERY



OPENING SUMMER 2012