
CAMPAIGN

RATIONALE

FOR THE

CAD

FACTORY

FUNDING

AND IN-KIND

SPONSORSHIP





VIDEO AND LOGO RATIONALE

“Whether you realize it or not, every business has a brand. How you develop it is the difference between creating your point of distinction or blending in with the crowd; projecting a positive image or eliciting a negative one; growing your business or merely existing; successfully reaching your target audience or missing the mark altogether. Brand does matter. And, those who build their brand and manage it successfully can profit mightily.”

Pasternak 2005, p.1



1.0 GOALS AND OBJECTIVES

1.1 MAIN CAMPAIGN GOAL:

- a. To secure \$100,000 in funding per year for three years (in-kind donations also accepted)

1.1.1 MAIN CAMPAIGN OBJECTIVES:

- a. 20 corporate sponsor warm leads by December 2014
- b. 10 corporate sponsor meetings by March 2015
- c. 3 corporate sponsor partners by July 2015

1.1.2 CAMPAIGN PROCESS OBJECTIVES

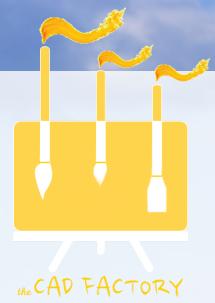
- a. To create a new company website
- b. To create a new company logo
- c. To create a company pitch video
- d. To create a company sponsorship kit (including funding tier options)
- e. To create a media kit (including a media release and potential sponsor list)
- f. To create a CEO kit (aids with approaching organisations for funding, includes business card)

1.2 SECONDARY CAMPAIGN GOAL:

- a. To raise the profile of The CAD Factory through press, online and social media, and direct marketing

1.2.1 SECONDARY CAMPAIGN OBJECTIVES:

- a. Increase website traffic by 100%
- b. 5 city or local press stories published
- c. 10 sponsorship enquiries from press stories
- d. Gain 2000 friends on Facebook
- e. Gain 2000 followers on Twitter
- f. Increase views on YouTube channel by 100%



2.0 INTRODUCTION

There are many facets of this campaign that will work in harmony to position The CAD Factory as a professional, well-established brand with a Unique Selling Proposition (USP). In order to reach the ultimate desired outcome - \$100,000 of funding per year for 3 years - we have developed a campaign that reflects a consistent message and will increase the credibility and appeal of The CAD Factory brand to potential sponsors and supporters (Cornwell & Roy). Along with developing design assets (logo, colour scheme, fonts) that encompass The CAD Factory's message and mission, we have also developed several solutions specifically for the pitching process, which will work together to position The CAD Factory as well deserved of outside funding and support. Solutions include a pitch video, a sponsorship package and a new website.

The two products associated with this rationale are The CAD Factory pitch video and the new company logo. Both of these products aim to arm The CAD Factory with material they need to present their story in its best light, highlighting the value they will bring to the companies of potential sponsors - be it through employee engagement programs or the heightened image that their brand will receive through association (ABAF 2001, p. 44). As The CAD Factory is working within a limited budget, the video has been made in such a way to have a myriad of applications. These include its use as pitch support material, as engaging website content and as future marketing content.



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2.2 THE VIDEO - <https://vimeo.com/94968245>

Although the primary use for the video will be in pitch meetings with corporate decision makers (in accordance with the main goal of the campaign), it also doubles as a rich piece of content to help raise The CAD Factory's online profile: in social media and on their website (in accordance with the secondary goals of the campaign). Video content is quickly becoming the most consumed content on the web; researchers at the University of Massachusetts expect video content to constitute 85% of global consumer web traffic by 2015 (Krishnan & Sitaraman 2013). Five tweets per second contain a Vine link (Davey 2013) and with sites like Youtube and Vimeo servicing literally billions of users worldwide, engaging video content can give brands huge market reach. In-website video is also looked at more fondly by Google; according to marketing Research Company Forrester Research, videos are 53 times more likely than ordinary web pages to get to page one in Google's search results (Elliott 2009) and so with more video, The CAD Factory website will see an increase in organic web traffic.

The CAD Factory video communicates several things. Firstly, it combats some negative perceptions within corporates about arts sponsorship that were found in the original research. In a study done on cultural sponsorship in Australia, researchers found that "there is a perception that the general public feels greater goodwill towards protecting the environment or children's health than towards arts and culture. Therefore, the social impact of cultural sponsorship is expected to be quite narrow" (ABAF 2001, p. 29). For this reason the majority of the footage in the video has been taken from The CAD Factory's projects that engage the community. The video reinforces the fact that their art is not just about highbrow gallery appreciation, and rather sets out to use expression as a way to engage, help and heal Australian communities (including corporate communities).

The second insight from the research underlines a "perceived seriousness" that marketing managers associate with the arts. Managers were reported to feel that arts and cultural projects deal with topics that are too serious to be associated with the fun and enjoyment of their brands (p. 29). To address this issue and paint The CAD Factory in a less-serious light, uplifting, pop-style music has been used to underscore the entire clip.



The footage mainly shows people smiling and enjoying their community in the context of art and expression, and includes shots of people from all walks of life, from the under 5s to the over 70s. The other pieces of audio are excerpts of a speech that Vic McEwen (the primary artist at The CAD Factory) made at one of his recent exhibitions. The speech is passionate and informed, and communicates the unique value that the arts possess, financially and socially. The use of Vic's voice also gives the video a more personal tone; viewers will be able to relate to a real person rather than a highly produced piece of marketing. Clear, bold, white text has been used to communicate the main points in the video for maximum effect and minimum clutter.

This video does not intend to be an explicit pitch for sponsorship, our other products serve that function - it intends to *start a conversation*. It communicates the mission of The CAD Factory visually, highlighting their redefinition of the artist's space from the gallery to the landscape, from the individual to the community, and does so in a fun and light-hearted way. As well as educating potential sponsors specifically about The CAD Factory organisation, the video seeks to also educate about and inspire support for the arts generally in Australia.

2.3 THE LOGO



the CAD FACTORY



Keller (2002) states that “whenever a marketer creates a new name, logo, symbol...he or she has created a brand” and they note that practicing managers define a brand as “having actually created a certain amount of awareness, reputation and prominence in the marketplace”. Arts organisations, along with all other companies searching for corporate sponsorship, do not exist in a vacuum – they are part of a market, and their performance in that market depends on their individuality and their brand’s perceived value, be it social or economic value.

Although The CAD Factory may be a relatively small organisation, they are a working company with a name and thus a brand, and the existing brand lacks consistency, clarity and personality. As the sponsorship market is highly saturated in Australia (Harris 2002), there was an opportunity to recreate the existing CAD Factory brand with a logo, to better communicate their personality, their services and to help them cut through the competition with a unique and memorable image.

Everything, from the use of colour, to the typography and the symbolism of the design elements, has been carefully crafted, to convey not only an identity, but a vision, a culture, their goals and values. Insightful logo design is important for memorability’s sake and also creates a higher perceived value around a brand (Keller 2002). According to Labrecque & Milne, “yellow taps the cheerful facet of sincerity as it generally elicits feelings of optimism, extraversion, friendliness...and happiness and cheerfulness” (2011, p. 714). To tie in with the idea behind the playfulness of the video, The CAD Factory logo is comprised of mainly yellow and sections of white. Yellow was also used to denote the sun, which is an important part of the environment where The CAD Factory works; regional Australia.

The symbolism of the logo aims to create associations with the word ‘factory’ coupled with The CAD Factory’s artistic practice. The main section of the logo is comprised of a canvas on an easel. Three different types of paintbrushes double as factory chimneys, which, instead of producing smoke, produce textured strokes of yellow-orange paint.



The diversity of the paintbrushes symbolises The CAD Factory's artistic diversity within the community, as they work with young children, large communities, corporate companies and mature-aged citizens. The canvas and the brushes create an obvious association with the arts, but the inversion of the brushes and the actual brush strokes occurring outside of the canvas indicate that this is not an ordinary arts organization - the beauty and the magic of The CAD Factory exist outside of the canvas. The font of the logo is also playful, the main font is a brush-stroke font named PilGi that does not lean to the right or directly straight up, like the majority of fonts typically do. It is a little more haphazard and symbolises artistic expression.

Both of these products clearly communicate the Unique Selling Proposition of The CAD Factory Regional Arts Centre - **the way they help and heal communities through art**. They appeal to the corporate market, which is our main target market in this campaign, and they will certainly add to a more professional and well-known online presence for the company into the near future.

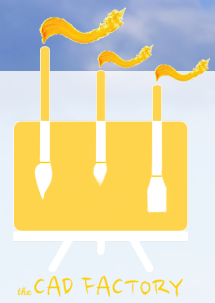
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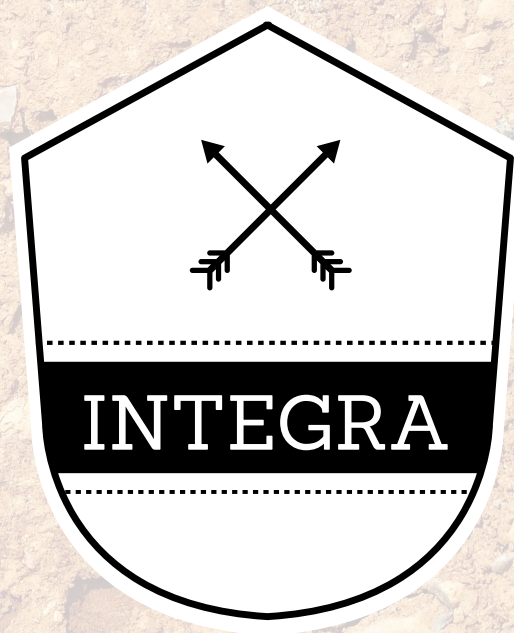
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