

GBC x OMA Jigsaw Puzzle Marketing Plan

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MARKETING PLAN

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Vision statement



Our vision is to educate, entice, and enrich people through interactive learning methods such as Augmented Reality, Puzzles, Virtual Reality and more about Museums and their various artifacts, exhibitions, and the history they store and carry.

Value proposition



A great way to stimulate, improve, and increase the IQ of consumers while also offering an interactive and fun way to socialize with friends and family. Furthermore, encouraging and providing a unique way for consumers to embrace lifelong heritages, and to learn more about history, architecture, cultures, and their local museums.

Positioning statement



For Museum goers and puzzle lovers alike, the puzzle offers an immersive experience so puzzlers can learn about Ontario's museums in a fun way through interactive learning while featuring stimulating photos to keep users engaged.






Moms (Lauren)	Seniors (Sandra)	GBC Students (Sarah/Matt)
<p>Moms</p> <p>35-45</p> <p>Female, married</p> <p>1-2 children</p> <p>Household income \$100,000</p> <p>College education</p> <p>Works part time</p>	<p>Seniors</p> <p>65+ years old</p> <p>Male/Female</p> <p>\$30,000</p> <p>Post-secondary education</p> <p>Retired</p> <p>Married</p>	<p>GBC Students</p> <p>20 – 35 years old</p> <p>Male/Female</p> <p>\$13,000 to \$28,000 or money is provided by parents</p> <p>Secondary education</p> <p>Single</p>
<p>Children are top priority</p> <p>Education is valued</p> <p>Price is not as important if quality is present</p>	<p>Family oriented</p> <p>Looking to find a hobby to entertain themselves since they are retired</p>	<p>Budget conscious</p> <p>Friends/career oriented</p> <p>Price sensitive</p> <p>Value learning & experience</p>
<p>Prefer and encourage face to face interaction</p> <p>Mainly purchase household products, groceries, and things for their children such as school supplies or toys.</p> <p>Educational properties are essential, but also need to hold children's attention with aspects such as visuals. They are willing to pay more if puzzle is good quality</p>	<p>Mainly face to face business</p> <p>Typically look for a good deal because their income has significantly dropped since they have retired</p> <p>Looks to buy necessities and products to help them pass time</p> <p>Looks to purchase products with simple features that accommodate to potential disabilities from old age (arthritis, lack of mobility)</p>	<p>Flexible with face-to-face or online</p> <p>Looking for good deals because their income is significantly low to that of people with a somewhat established career and lack savings as seniors may have</p> <p>They typically purchase products or services that help or improve their education or that necessary in order to live and function</p> <p>In terms of functionality, they look for products that are provide the big bang for their buck</p>

<p><i>Geographic:</i> Urban/Suburban areas in Canada</p> <p><i>Transactional Profile:</i> Uses Facebook and Instagram daily; Regularly uses YouTube for Kids, especially weekends; Listens to FM radio after dropping kids off at school/before picking them up.</p>	<p><i>Geographic:</i> Suburban areas in Canada</p> <p><i>Transactional Profile:</i> Newer to Facebook, uses 2-3x per week; watches CTV News in the mornings & evenings; Listens to local AM radio in the car.</p>	<p><i>Geographic:</i> Toronto/GTA</p> <p><i>Transactional Profile:</i> Highly active on social media; Uses Instagram, TikTok, and Snapchat daily; Listens to podcasts semi-regularly; Takes TTC frequently (subway, bus, streetcar)</p>
<p>Improve children's learning experience and encourage mental stimulation</p>	<p>Keep themselves entertained by using a mentally stimulating product that requires little physical demand</p>	<p>To entertain or mentally stimulate themselves and friends</p>

Top competitors



	HASBRO 	PuzzlesPrint 	Stump Craft 
Where are they located?	<p>Hasbro has a headquarter located in Pawtucket, RI and 28 offices spread across the US.</p> <p>Hasbro also has a corporate building in Mississauga, ON</p>	<p>Factory located in Latvia; puzzles ship to 55 different countries, including Canada</p>	<p>Workshop located in Calgary, Alberta; puzzles sold from the workshop, weekend/farmer's markets, 4 art galleries (incl. Tom Thomson Art Gallery in Owen Sound) & online – ships across North America.</p>
How long have they been in business?	<p>99 years, Founded in 1923</p>	<p>11+ years; founded in 2011.</p>	<p>5+ years; launched on 14 September 2017.</p>
What are their target markets?	<p>Children boys and girls all ages but the marketing is targeted on Parents</p>	<p>Moms/parents & grandparents, puzzle</p>	<p>Canadian art lovers, experienced puzzle enthusiasts, seniors.</p>
What are their unique selling points, competitive differentiators?	<p>Hasbro offers an immersive entertaining experience through storytelling games and digital innovation.</p> <p>Hasbro is the leading brand in the toys and games industry</p>	<p>Offer custom puzzles (customizable size, piece count, photo/collage); offer a variety of puzzle types (wood, plastic, magnetic); offer quantity discounts; free standard delivery with purchase of 2+ puzzles to wide array of countries, incl. Canada.</p>	<p>Premium wooden "heirloom" quality laser-cut puzzles; More challenging than standard jigsaw puzzles; Works with local Canadian artists, estates, museums, & art galleries; Puzzles feature established Canadian artists.</p>
What are their strengths, weaknesses?	<p>Strengths:</p> <p>Leading brand in the toys industry</p> <p>Has a diverse product range</p> <p>Well established presence in the global market</p> <p>Weaknesses:</p> <p>Distribution is reliant upon other parties despite Hasbro's wide collection</p>	<p>Strengths:</p> <p>Offer custom puzzles with a range of options, delivery to 55+ countries with free shipping option, wide variety of puzzle types available.</p> <p>Weaknesses:</p> <p>Semi-long delivery times (~2+ weeks for standard, 1+ week for express); cheapest puzzle starts at \$36, not made in Canada.</p>	<p>Strengths:</p> <p>Canadian-made, premium quality puzzles, more challenging experience, features Canadian artists, available online across North America.</p> <p>Weaknesses:</p> <p>Substantial price point (cheapest puzzle \$39 up to \$249), international shipping costs \$90.</p>

Strengths



Jigsaw Puzzles:

- Improve cognitive capabilities
- Can play solo or with a team
- Great team building exercise
- Endless choices of puzzles
- 2021 Census counted 9,212,640 baby boomer
- Opportunity to cross over into digital - puzzles/activities

Museums:

- #1 Go to Museum in Ontario (ROM)
- Established reputation to attract tourists
- Brand is already well known
- Developed a good brand loyalty
- Organizes events specifically to young adults (ROM after dark)
- High number of museums to attract the largest amount of visitors
- 26 different types of museums (i.e., art galleries, children's museums, sports museums, first nations, etc.)

George Brown College:

- Established brand/school
- 3 campuses locations in Toronto
- Many students 27,128 full-time students and 3,123 part-time students, and over 58,119 Continuing Education student registrations
- Solid website design

Weaknesses



Puzzles:

- Time consuming
- Difficult to target younger audience
- If a piece is damaged or lost, it is game over.
- Difficult to find unique selling points
- Pricing can be expensive compared to the retail price

Museums:

- Lack of interest from younger demographic
- Website is not user friendly
- Not every museum is well known
- Some museums can get boring overtime

George Brown College:

- Downtown location closure
- Lesser known internationally or domestically compared to University of Toronto, Queens, or Toronto Metropolitan (formerly Ryerson University).
- Smaller segment of consumers than general Ontario population
- Lower disposable funds/income for students

Opportunities



Puzzles:

- Physical puzzles provide digital detox
- Selling online puzzles are growing in popularity
- Potential to capitalize on advertising product being made in Canada/Ontario
- Estimated that Canada will have 8,616,900 millennials in 2029, great market to break in to
- Between 2016 and 2021, the number of people aged 85 and older grew by 12%

Museums:

- Have a more interactive experience for visitors
- Update the website
- Have a more immersive experience
- In person attendance increased due to Covid decrease
- Organize more events for a specific demographic (students, parents, seniors)

George Brown College:

- Sell puzzles on GBC Bookstore and E-Shop
- Students can help promote the product
- Relationship with Ontario Museums Association
- More future projects and collaborations with OMA

Threats



Puzzles:

- Digital iOS/Android puzzle apps or similar
- To many choices of puzzles
- 87% of Canadian independent bookstores sell puzzles.
- Other competing puzzle brands

Museums:

- Aging target market consumer population
- Casa Loma
- Ripley's Aquarium
- Ontario Science Center
- Other museums/attractions not under OMA

George Brown College:

- St. James campus closed and unavailable
- Other colleges/universities collaborations with small to bigger brands
- Lack of interest in museum puzzles from student target audience

Unique Selling Position (USP)



Our goal is to provide high-quality, locally-manufactured-in-Ontario-puzzles that educate people about the Canadian culture and historical events.

One piece at a time, bring home the puzzle experience to share with others, while also providing a collective opportunity to improve cognitive capabilities and problem-solving skills.

Elevator pitch



Pitch #1 - Parents: The Ontario museums offer an educational puzzle that encourages the development of fine motor skills and enhances problem-solving capabilities in kids between 7-12. It's a high-quality puzzle that's designed by students in Ontario with the goal of providing mental stimulation for your little one while offering hours of entertainment for you to take some much-needed time for yourself. They're available in Ontario Museum gift shops, but you can also order them online for convenience.

Pitch #2 - Seniors: We are offering a way to spend time with friends, improve motor function, increase overall mental health, and enhance the living experience for many elderly people that are not physically capable of physical activity. These Ontario made puzzles, will assist them in experiencing the rich diversity of the Canadian culture and historical events from the comfort of their own home.

Pitch #3 - Students: Our puzzles provide you with the opportunity to interact with your peers while learning about Canada's exceptional art and history. They will be available for purchase at all OMA museums and the GBC stores. We encourage you to participate in social media challenges to have a more social experience and potentially win prizes while doing so.



	Parents (Lauren)	Seniors (Sandra)	GBC Students (Sarah/Matt)
ATTENTION	Paid Instagram ads from OMA museums, local radio ads, PPC ads all promoting OMA museums & puzzle	Physical ads (flyers, billboards, etc.) Radio ads	Social media advertisements (George Brown Instagram page)
INTEREST	Paid sponsorship(s) with “mom-fluencer(s)” on Instagram, created & curated Instagram stories & posts by OMA museums	Promotional coupons for 50% off museum tickets/ free day for seniors each week	Make a social media challenge campaign. (Who can solve the puzzle first and post it on their Tik Tok)
DESIRE	Discounts on museum tickets for children 12 and under, promoting engaging event nights for kids at OMA museums	Sales promotion on puzzles such as buy one get one free	Introduce some type of incentive for winning the social media challenge. (Gift cards, GBC merch etc.)
ACTION	Direct email marketing for events with coupons to a discounted ticket price to OMA museums, discounts through Instagram stories/QR codes	Present puzzle at various establishments such as retirement homes, coffee shops etc. While also advertising OMA, possibly hand out coupons for museum or puzzle	Introduce the puzzle to the George Brown store and Museums that are a part of the OMA
LOYALTY	Email newsletters with monthly activities and promotions, loyalty program – gift store discount coupon after 5 visits	Email, Physical mail to their address reminding them of OMA promotions, new upcoming puzzles designs etc.	Continue posting funny videos on social media (similar to Duolingo) to keep them engaged by interacting and sharing George Brown posts

Marketing Budget and Breakdown



The Budget is \$5,000

Campaigns:	Budget:
Social Media	Hootsuite Paid social media advertising via Hootsuite Promote posts for \$120 per month
Email Marketing	WebFix Email Marketing via WebFix Mid-sized business \$1000 per month
Pay-Per-Click (PPC)	\$600
Newspaper	\$485.94 (Zones 1 & 2; 11 newspapers total, reaching est. 72,243)
Print	Direct Email: \$1,010 TTC Transit Ads: \$1,200 (for 8 weeks)
Radio	\$450
Discounted Admissions	Average local museum admission cost: \$5 Admission discount: 15% - If selling 100 puzzles: $\$5 \times 15\% = \0.75 $\$0.75 \times 100 = \mathbf{\$75}$ - If selling 1,000 puzzles: $\$5 \times 15\% = \0.75 $\$0.75 \times 1,000 = \mathbf{\$750}$
Total	<u>\$4,615.94</u>

Marketing Team



Job Position:	Full name:
Creative Designer:	Karen Sinotte
Digital Designer:	TBD
Business Strategy/Planner:	TBD
Distributions and Operations Manager:	Karen Sinotte
Media Planner and Buyer:	TDB



Job Position:	Description of Responsibilities:
Creative Designer	<ul style="list-style-type: none"> • Works with project managers and team members to provide professional recommendations for concept, design, art direction (if asked by Visual Director/Senior Art Director), production, print buying, and monitors quality control • Defines design criteria • Responsible for print and prepress service specifications, approvals (signed off by Visual Director) and quality control, along with Project Management Team • Selects and recommends graphic and photographic materials, researches the latest in print and packaging techniques, sources trends • Support development team by preparing necessary visual tools • Identify trends that would create the need for specific solution garments- i.e. • To independently create effective, professional, and well-designed B&W and full color print/online advertisements and websites for advertisers using a variety of art elements, font styles and techniques, which display a good sense of design, color, and composition • To work effectively with salespeople and advertisers to maximize service to accounts
Digital Designer	<ul style="list-style-type: none"> • Designing, producing, and managing interactive online content, including email templates, social media, and promotional artwork, and informative eBooks. • Preparing briefs for each project and presenting design ideas to all the relevant stakeholders. • Collaborating with the e-commerce and marketing teams to ensure that all designs align with the brand image, while also meeting usability and website standards. • Ensuring consistency in designs and content across all company platforms. • Reviewing product positioning and online marketing content to identify room for improvement. • Working with the IT department to oversee the smooth implementation of new content. • Providing advice and guidance on the aesthetic for campaigns, projects, and promotional events.
Distributions Operations Manager	<ul style="list-style-type: none"> • Supporting purchasing managers to achieve optimal re-ordering systems • Coordinating computer systems with suppliers to implement a just-in-time inventory system • Partnering with suppliers to develop optimal packaging, storage and labeling to support efficiency in inventory handling and storage • Overseeing forecasting and information flow • Developing and implementing warehouse safety and security programs • Overseeing inventory security
Media Planner / Buyer	<ul style="list-style-type: none"> • Analysing and researching the target audience's character, purchasing and media habits • Considering appropriate timings of media activities, based upon usage patterns and seasonal factors

	<ul style="list-style-type: none"> • Presenting media proposals, including timings and cost breakdowns, helping clients to reach a final decision about their future advertising strategy. • Managing budgets and maintaining advertising spend records • Monitoring and updating clients on the effectiveness of campaigns. • Obtaining the best advertising rates that fit with the agreed media strategy
Business Strategy/Planner	<ul style="list-style-type: none"> • Understand and shape the company's strategy and mission • Provide support and insight into significant organizational changes (e.g., shift in strategic focus, mergers, and acquisitions) • Construct forecasts and analytical models • Monitor and analyze industry trends and market changes • Align processes, resources-planning, and department goals with overall strategy • Assess the company's operational and strategic performance

Pricing strategy



- Puzzle purchase gets you coupon & that can be used by Museum goers toward select OMA museums
 - o Puzzle purchasers get 15% off museum admission (goes to budget and marketing strategy)

The cost of a puzzle will retail for \$40.00.

Distribution of Puzzles



Puzzles will be distributed among various avenues available at disposal for this project, such as museums under OMA, George Brown College Bookstores and E-Shop, individual online museums website and in addition the OMA official website under each museum information section, provide or display puzzles according to the museum, visitor has selected.

Social media strategy



For our social media strategy, we will predominantly be using social media outlets Instagram, Facebook, and YouTube. We believe that these three outlets span across each of our personas to gain equal exposure from our potential customers. We will create sponsored ads on these three sites, along with utilizing organic advertising by posting on pages such as George Brown's official Instagram page. [George Brown Official Instagram Page](#). Prior to starting the sharing phase, we will implement a content calendar to ensure consistent exposure to our potential customers for the duration of our campaign. By using social media, we will be able to save on our budget while still achieving an appropriate amount of exposure and interaction. The social media can be run by GBC, OMA volunteers, marketing team, GBMA, and students from GBC.

- **goal for exposure**
- Instagram- 5000 impressions, 500 likes
- Facebook- 5000 impressions, 500 likes
- (Based on average likes on GBC posts + paid advertising)

Social Media Parent Sample



[View insights](#)

[Boost post](#)



dillren93 Time to enrich and enlighten your mind, one piece at a time!
come join us at @gbcollege x @museumsontario for your puzzle needs!

.
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#georgebrowncollege #puzzle #canada
#ontariomuseum #ontario

6 seconds ago

Instagram Student Sample



[View insights](#)

[Boost post](#)



dillren93 Looking for a great way to connect with other students while learning about the interesting roots of Canadian history? Come join us at @gbcollege x @museums Ontario to check out our puzzles! 🍀

.
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#georgebrowncollege #gbc #puzzle #ontariomuseum

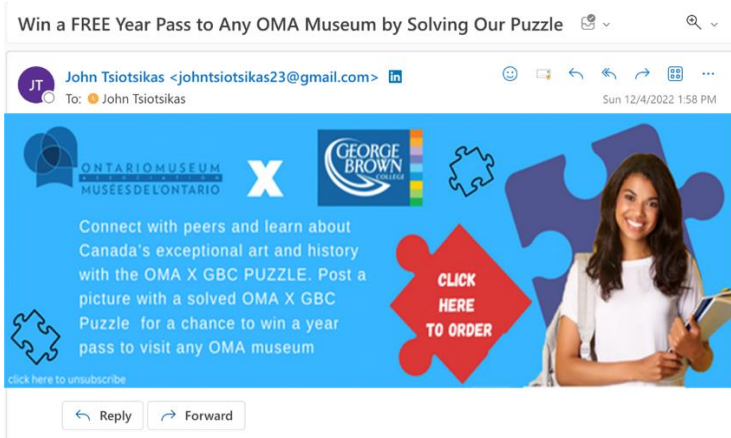
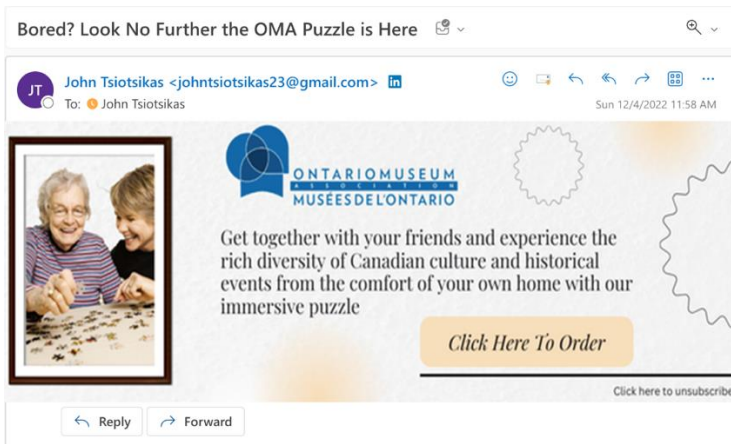
Senior Facebook sample



Email strategy



Our email strategy will feature customized emails based on customer data collected from their puzzle purchase. When purchasing the puzzle, we will include a checkbox that will allow customers to sign up to receive emails. Our emails will consist of new puzzle releases, puzzle discounts, museum tickets and puzzle challenges that will keep our customers engaged with our product. Each email will include an option to opt out of receiving emails from us.



Pay-Per-Click Strategy (PPC Ads)



Google Ads –

PPC ads will be run through Google Ads considering their substantial domination of the search engine market in Canada.

PPC ads will promote the puzzle while simultaneously encouraging customers to visit Ontario Museums through a discount incentive. The PPC keyword strategy will use a higher quality/lower quantity approach to optimize campaign effectiveness with the given budget.

Considering its established reputation, high website traffic and search volume, PPC ads will direct to the ROM online boutique where customers can conveniently make their purchase online.

- Rom.on.ca's average traffic is 273.77k/month
- "Royal Ontario Museum" average search volume is 74k/month
- "ROM" average search volume is 49.5k/month
- Reputable site, established e-commerce platform

Parents

Google Ads for the parent target market should appear in searches for keywords:

- "Games for kids"
 - High search volume (27.1k/month)
 - \$0.13 CPC
- "Kids activities near me"
 - High search volume (17.5k/month)
 - \$0.64 CPC
- "Parents"
 - High search volume (22.2k/month)
 - \$0.43 CPC

Enhance Your Child's Learning | Canadian Puzzles for Kids

www.shop.rom.on.ca

Develop fine motor skills and enhance cognition in your little one. Purchase comes with discounted admission to select Ontario museums.

PPC ad example for parents segment

Seniors

Google Ads for the senior target market should appear in searches for keywords:

- "Canadian puzzles"
 - High search volume (5.4k/month)
 - \$0.29 CPC
- "Museums near me"
 - High search volume (14.8k/month)
 - \$0.50 CPC
- "Made in Canada"
 - Average search volume (2.9k/month)
 - \$0.24 CPC

Canada: Once Piece at a Time | Made-in-Canada Puzzles

www.shop.rom.on.ca

Enhance dexterity and stimulate cognition with the OMAxGBC, locally-manufactured puzzle. Purchase comes with discounted admission to select OMA museums.

PPC ad example for seniors segment

GBC Students

Google Ads for the student target market should appear in searches for keywords:

- "Things to do in Toronto"
 - High search volume (74k/month)
 - \$0.16 CPC
- "Game night"
 - High search volume (6.6k/month)
 - \$0 CPC
- "Things to do with friends"
 - Average search volume (2.4k/month)
 - \$0.44 CPC

A Puzzling Experience | GBC x OMA Puzzle

www.shop.rom.on.ca

Challenge your game night with puzzles! Designed and produced by George Brown College students for the Ontario Museum Association.

PPC ad example for GBC students segment

Parents

Print marketing for the Parent segment to include direct mail brochures and weekly newsletters/e-newsletters for parents that are signed up through any participating OMA museum (i.e., ROM, Museum London).

- Direct mail brochures
 - Brochures will promote the benefits & features of the puzzles, as well as addresses and websites of select OMA museums that have the puzzle available for purchase and are within 100 KMs of their geographic location.
 - Sent to urban and suburban households in Ontario that have one or more children residing.
 - Brochures to be sent upon the puzzle's entrance to the market.
- Newsletters
 - Museums that offer weekly or monthly newsletters/e-newsletters will feature information regarding the puzzle's qualities and benefits, including the coupon for a discounted museum admission that's included with the puzzle's purchase, the puzzle's price, and where the puzzle is available for purchase.
 - Information to be sent out on first three newsletters post-entry of the puzzle to the market for repeated exposure and to increase the overall number of consumers that will be potentially exposed to it.
 - Social media tactics can encourage sign-ups for museum newsletters.



Sample direct mail brochure for parents (front)

Sample brochure for parents (back)

Seniors

Print marketing for the Senior segment to include direct mail brochures and ads in local newspapers. Text in both the brochures and newspaper ads will need to be large enough for aging readers to see and use sans-serif font for increased legibility.

- Direct Mail Brochures
 - As with the Parent segment, direct mail brochures to our Senior segment will again promote the puzzle and its features/benefits while offering information on where to purchase, and the addresses/websites of OMA museums near to them.
 - Sent to urban, suburban, and rural households in Ontario with residents over 65 years of age.
 - Brochures to be sent upon the puzzle's entrance to the market.
- Newspaper Ads

- Ads to be published weekly in local papers through Ontario Community Newspaper Association (OCNA) in zones 1 & 2; will appear in all available formats (print, desktop, mobile, and tablet).
- Weekly ads will run for a period of 4 weeks, commencing 1 week before the puzzle's entrance to the market and continuing for 3 weeks post-entrance; aims to develop awareness pre-sale and encourages interest through repeated exposure.

GBC Students

Consumers in the Student segment present a challenge when it comes to more traditional marketing tactics, and as such, it would be most effective to appeal to these individuals primarily online, supplemented by traditional forms of marketing like bus stop shelter ads.

Print marketing for the student segment to include transit ads and direct mail brochures from George Brown College to student addresses.

- Subway Interior 28 Cards
 - 8 poster-style ads in TTC subways that promote the puzzle, its features, where to purchase, and a list of all OMA museums.
 - Posters to be targeted at students that take transit to school.
 - Uses clear, legible font and bright colours to capture attention of transit-goers.
 - Interior subway ads to be run over a duration of 4 weeks, commencing upon the puzzle's entrance to the market.
 - Costs \$150/4 weeks: 8 posters totaling \$1,200.
- Direct Mail Brochures
 - Brochures to be sent to student addresses within Ontario that contain information regarding the puzzle, its features and where to purchase, as well as further information on OMA museums and programs/events that are offered exclusively to students.
 - One example includes free Tuesdays for post-secondary students at the ROM.
 - Brochures to be sent upon the puzzle's entrance to the market to promote interest and desire, as well as to generate puzzle sales and encourage museum traffic.



Sample Subway Poster Ad



Parents

Radio marketing for Parent segment to air on weekday mornings between 8:00AM-9:30AM to capture parents before and after school drop-off, and again at 2:30PM-4PM to capture parents before and after school pick-up. Advertising to be done through conventional local radio stations within proximity to smaller OMA museums to stimulate increased traffic. Radio ads to be run over a duration of 5 weeks, commencing 1 week prior to the puzzle's entrance to the market and continuing for 4 weeks post-entrance; aims to develop awareness pre-sale and grow interest through repeated exposure.

- 30-second radio ads to be played on local Ontario FM stations in areas such as:
 - Elgin County/Middlesex County/Huron County
 - 97.5 CIQM-FM (contemporary hits) – London
 - 103.1 CFHK-FM (adult contemporary) – St. Thomas
 - 90.5 CKXM-FM (adult contemporary) – Exeter
 - Chatham-Kent/Lambton County/Essex County
 - 94.3 CKSY-FM (adult contemporary) – Chatham
 - 103.9 CHOK-FM (variety) – Sarnia
 - 93.9 CIDR-FM (adult alternative) – Windsor
 - Wellington County/Hamilton-Wentworth/Niagara
 - 106.1 CIMJ-FM (adult contemporary) - Guelph
 - 102.9 CKLH-FM (adult hits) – Hamilton
 - 105.1 CJED-FM (adult contemporary) – Niagara Falls

Seniors:

Radio marketing for the Senior segment to be aired after news and weather reports to capture as much attention and retention as possible.

- 30-second radio ads to be played on local Ontario AM & FM stations in areas such as:
 - Peel/Halton County/Waterloo
 - 960 AM – CKNT (news/talk)
 - 1250 AM – CJYE (Christian)
 - 570 AM – CKGL (news/talk) – Kitchener
 - Chatham-Kent/Lambton County/Essex County
 - 92.9 CFCO-FM (country) – Chatham
 - 95.1 CKUE-FM (classic hits) – Chatham
 - 1070 AM – CHOK (variety) – Sarnia
 - Wellington County/Hamilton-Wentworth/Niagara
 - 1460 AM – CJOY (oldies) - Guelph
 - 900 AM – CHML (news/talk) – Hamilton
 - 89.1 CKYY-FM (country) – Welland

Public Relations Strategy



Collaborating with influential people through social media. All types of media coverage rely on a specific strategy which is third party credibility. Having individuals who have status in the virtual world can be a positive as these selected people will be telling their followers why they like our product. This is a fantastic way to build credibility. Content partnership is a highly effective tool in PR if the influencers style, audience, and aesthetic all align with our brand and our objectives moving forward. The key takeaway is the use of social media. It allows us to improve our brand awareness and actively connect within our network. Utilizing social media tools to monitor what people are saying about our product in real time and ultimately so we can act appropriately.

Steps we would take to prevent a crisis:

1. Continually assess the extent and potential impact of our risks and secure our vulnerabilities. Knowing what might go wrong is a crucial element to prepare for any type of crisis.
2. Train our team. Running through mock crisis scenarios to solidify communication and establish the way we all should act in each situation.
3. Having a comprehensive social listening tool that allows us to keep track of what people are saying about a particular situation. Checking our keyword queries on a regular basis, ensure alerts and data are also aligned to our existing platforms to centralize monitoring and response.

Protecting our Brand in a Crisis

1. Assess Risks
2. Determine the business impact. Ex. Delayed sales or Lost income
3. Plan the response. Ex. Determine Communication strategy
4. Solidify the plan. Having also emergency contacts just encase of.
5. Review – Post crisis assessment

After-the-sale strategy



- For every new purchase of the product, we will ask them for their email for future discounts, this way we have a database of emails from customers and will be able to track how often will they buy the puzzles and visit the museum
- On the email is where we can send the customers their exclusive discounts and articles about the museums which encourages them to visit the museums.
- One way to ensure the customers remain loyal and happy for the long-term is to give them discounts (in the form of coupons) to other puzzles after they solved their puzzle.
- Another way to keep our customers loyal and happy is to give them exclusive access to future upcoming new puzzle releases
- We could also keep them happy by giving the customers first access to the new exhibits in the museums.

Effectiveness of marketing activities



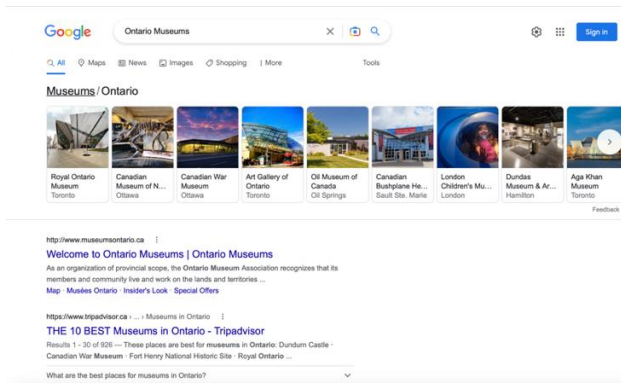
- **PPC & SEO/SEM Metrics**
 - **Google Analytics**
 - Allows for tracking of most-visited sites & pages
 - Reveals conversion and retention of potential customers to OMA museums/the OMA x GBC puzzle
 - Highlights bounce rate (how long individuals are staying on each page) to determine where to reinforce efforts and what is/is not working
 - **Google AdWords**
 - Reveals number of visits to the puzzle or affiliated links via PPC ads
 - Monitors clicks, impressions, goal completion, revenue, and ROI
 - Demonstrates effectiveness of keywords used in campaign, as well as additional keywords that are performing well with the target audiences
- **Radio Metrics**
 - **Google Analytics**
 - Monitor page visits & conversions in minutes/hours after radio ads air
 - Measure sales and interactions prior to ad airing, and again post-airing
- **Social Media**
 - While using our main social media pages (Instagram, Facebook, TikTok) we will utilize the insights tool to measure key metrics such as total impressions, interactions with our posts such as likes. We will also be utilizing paid advertising on major streaming platform YouTube, which can be gauged with metrics such as the length of time our viewer watches the ad before skipping, or if they continue to our official website.
- **Sales Data**
 - We will track sales generated from our marketing campaign. For example, we will track sales that stem from social media advertising, email advertising, and coupon redemptions. We can use this data to see which method is most effective and allocate more of our budget to the method to receive more conversions

How will we adjust to improve



We will maintain relevance by staying current and adapting with effective marketing strategies. By diversifying our presence throughout our various media outlets and work on providing rich and interesting puzzles to the various museums under the OMA. We will continue to monitor our competitors' activities, working towards collaborating with various museums and expand beyond museums someday to maximize our reach. Most importantly of course being consistent as a brand, posting consistently on social medias and using our other media such as email, print and radio, we can increase engagement with the OMA x George Brown College puzzle project.

Appendix:



Google Search Results – 1.0

ontario museums
museums ontario
hamilton museum of steam & technology
museums near me
ontario museum
crawford lake iroquoian village
bradley museum
rom toronto
spadina museum
9350 markham road
rom museum
spadina house
dundurn castle
iroquoian village
ken seiling waterloo region museum
maple syrup museum of ontario
bushplane museum
museums scarborough
rom
museum kitchener

Top Keywords – 1.2

- Works with project managers and team members to provide professional recommendations for concept, design, art direction (if asked by Visual Director/Senior Art Director), production, print buying, and monitors quality control
- Defines design criteria
- Responsible for print and prepress service specifications, approvals (signed off by Visual Director) and quality control, along with Project Management team
- Selects and recommends graphic and photographic materials, researches the latest in print and packaging techniques, sources trends
- Assist in preparing development creative packages under direction of the Sr
- Email daily communication to vendors as needed
- Support development team by preparing necessary visual tools
- Identify trends that would create the need for specific solution garments-i.e
- To independently create effective, professional, and well designed B&W and full color print/online advertisements and websites for advertisers using a variety of art elements, font styles and techniques, which display a good sense of design, color and composition
- To work effectively with salespeople and advertisers to maximize service to accounts

Creative Director Job Responsibilities – 1.3

- Designing, producing, and managing interactive online content, including email templates, social media, and promotional artwork, and informative ebooks.
- Preparing briefs for each project and presenting design ideas to all the relevant stakeholders.
- Collaborating with the e-commerce and marketing teams to ensure that all designs align with the brand image, while also meeting usability and website standards.
- Ensuring consistency in designs and content across all company platforms.
- Transforming wireframes into intuitive user interfaces.
- Reviewing product positioning and online marketing content to identify room for improvement.
- Working with the IT department to oversee the smooth implementation of new content.
- Providing advice and guidance on the aesthetic for campaigns, projects, and promotional events.

Digital Designer Job Responsibilities – 1.4

A distribution manager's daily responsibilities can include:

- Supporting purchasing managers to achieve optimal re-ordering systems
- Coordinating computer systems with suppliers to implement a just-in-time inventory system
- Overseeing inventory security
- Ensuring the safe transport of product (i.e. that perishables are shipped in a refrigerated environment)
- Partnering with suppliers to develop optimal packaging, storage and labeling to support efficiency in inventory handling and storage
- Creating, implementing and managing strategies and processes to guarantee all product, incoming and outbound, is sent and received on time
- Overseeing forecasting and information flow
- Measuring processes and adapting strategies
- Training employees who receive, store, test or ship products
- Developing and implementing warehouse safety and security programs
- Examining vehicle fleets, warehouses and equipment, and scheduling any necessary maintenance or replacements
- Championing a culture of measurement

[Distribution Operations Manager](#) Job Responsibilities – 1.5

Typical duties of media planners include:

- meeting clients to understand their advertising strategy and building up a picture about their target audience
- analysing and researching the target audience's character, purchasing and media habits
- maintaining contacts with media owners, ensuring statistics, circulation and viewing figures are up to date
- advising the creative team and clients about the most effective media combination
- considering appropriate timings of media activities, based upon usage patterns and seasonal factors
- presenting media proposals, including timings and cost breakdowns, helping clients to reach a final decision about their future advertising strategy.

Larger media agencies usually separate the planning and buying roles, although some creative agencies may combine them. Media buyers liaise constantly with media owners, negotiating and buying media space. This can involve:

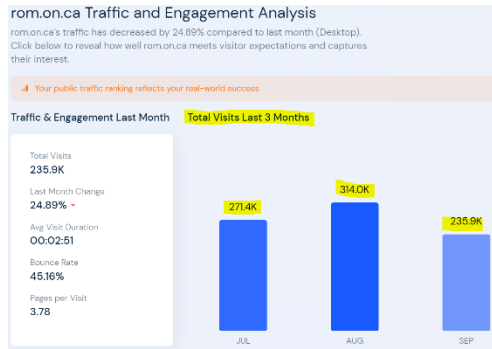
- obtaining the best advertising rates that fit with the agreed media strategy
- presenting alternative options to the media planner and client
- adjusting media schedules in response to the latest audience figures
- managing budgets and maintaining advertising spend records
- monitoring and updating clients on the effectiveness of campaigns.

[Media Planner and Buyers](#) Job Responsibilities – 1.6

Responsibilities

- Understand and shape the company's strategy and mission
- Develop plans to materialize strategy and analyze business proposals
- Research competition to identify threats and opportunities
- Assess the company's operational and strategic performance
- Align processes, resources-planning and department goals with overall strategy
- Provide support and insight into significant organizational changes (e.g. shift in strategic focus, mergers and acquisitions)
- Educate senior executives in making effective decisions
- Construct forecasts and analytical models
- Monitor and analyze industry trends and market changes

[Business Strategy & Planner](#) Job Responsibilities – 1.7



▪ [rom.on.ca Traffic and Engagement Analysis](#)

Keywords	Monthly search volume	Top of page bid (low range)
coolmath4kids games	301,000	\$0.60
ninja kids	40,500	\$0.07
games for kids	27,100	\$0.13
pbs kids games	22,200	\$0.86

[Keyword results for "Games for Kids"](#)

Keywords	Monthly search volume	Top of page bid (low range)
kids activities near me	14,800	\$0.64
indoor play ground near me	12,100	\$0.58
things to do with kids near me	6,600	\$0.60

[Keyword results for "kids activities near me"](#)

Keywords	Monthly search volume	Top of page bid (low range)
parents	22,200	\$0.43
parenting	22,200	\$0.55
mosaik parents	9,900	\$0.00
single mom	8,100	\$0.49

[Keyword results for "parents"](#)

Keywords	Monthly search volume	Top of page bid (low range)
canadian puzzles	5,400	\$0.29
canadian jigsaw puzzles	1,000	\$0.34
ravensburger canadian collection	140	\$0.32

[Keyword results for "Canadian puzzles"](#)

Keywords	▲ Monthly search volume	Top of page bid (low range)
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museums near me	14,800	\$0.50
art gallery near me	3,600	\$0.60
art museums near me	880	\$0.50

[Keyword results for "Museums near me"](#)

Keywords	▲ Monthly search volume	Top of page bid (low range)
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made in canada	2,900	\$0.24
made in canada store	110	\$0.20
food products made in canada	70	\$0.50

[Keyword results for "Made in Canada"](#)

Keywords	▲ Monthly search volume	Top of page bid (low range)
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things to do in toronto	74,000	\$0.16
things to do in toronto this weekend	27,100	\$0.19
places to visit in toronto	9,900	\$0.17

[Keyword results for "things to do in Toronto"](#)

Keywords	▲ Monthly search volume	Top of page bid (low range)
----------	-------------------------	-----------------------------

game night	6,600	\$0.00
night game	4,400	\$0.06
gamenight	480	\$0.00

[Keyword results for "game night"](#)

Keywords	▲ Monthly search volume	Top of page bid (low range)
----------	-------------------------	-----------------------------

things to do with friends	2,400	\$0.44
fun things to do with friends	1,600	\$0.48
things to do with your friends	720	\$0.48
places to go with a friend	590	\$0.49

[Keyword results for "things to do with friends"](#)

How much does it cost to send 500 pieces of direct mail?

To send 500 pieces of direct mail will cost around \$1,010.00.

Here's how it breaks down for a **personal mail campaign**:

- Set up fee – \$85.00
- Database cleaning – \$65.00
- Design – \$125.00
- Printing (8.5 X 11, colour, single sided + #10 envelope) – \$277.50
- Processing (\$0.17 per piece) – \$85.00
- Finishing – \$85.00
- Delivery – \$35.00
- Postage (\$0.505 per piece) – \$252.50

Direct Mail Cost Breakdown:

<https://www.onetoonemailing.ca/direct-mail-costs/>

Total – **\$1,010.00**

Participating Newspapers

Zone 1 - 5 Newspapers for \$189.28 Circulation 38,076

Amherstburg River Town Times
Essex Free Press
Leamington/Wheatley/Kingsville
Southpoint Sun

Ridgetown Independent News
Thamesville Herald

Newspaper ad cost breakdown:

<https://www.ocna.org/rates-info>

Zone 2 - 6 Newspapers for \$295.96 Circulation 34,167

Dorchester Signpost
Exeter Times-Advocate Weekender
Middlesex Banner

Port Dover Maple Leaf
Strathroy Middlesex Age Dispatch
West Lorne West Elgin Chronicle

Hootsuite paid advertising for social media- [Hootsuite pricing for paid social media ads](#)

Seniors tend to use Facebook more than Instagram: - [Seniors usage of Facebook to Instagram](#)

WebFix - <https://www.webfx.com/email-marketing/pricing/>