MOCA + WSOM

Ting-Ju Chang Chien | Dan Cuffaro | Cara Gilmore | Bernardo Orellana Heredia | Shao An Wang

2011 WSOM MGMT420 Buchanan Collopy
Problem 1: is the need to improve MOCA brand awareness and to better position MOCA in the marketplace.

Problem 2: is the imperative to create sustained audience growth.

Problem 3: is to aid in the planning of the technology-driven ‘Platform for Connectivity’
**Communication:**

- **Apps (T)**
  - virtual museum, calendar, digital art, art-making

- **Social Media (T)**
  - continuous new news

- **Instant Message (T)**
  - internal employee:employee

- **’Product Placement’ (T)**
  - preview building in films (virtual)

- **Construction Webcam (T)**
  - get people engaged

- **Billboards**
  - see art before arriving

**Experience/Interaction:**

- **MOCA Minor-League**
  - exhibitions of kids work - mobile or Pop-up MOCA

- **Kids Hide & Seek**
  - MOCA experience that allows kids to play/interact
  - bus stations, benches, etc that extend MOCA into the community

- **Street Art (T)**
  - MOCA sponsored graffiti (repaint bridge to Little Italy annually)

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- **’Product Placement’ (T)**
  - enable audience to Photoshop building into different places

- **MOCA Halloween**
  - creative costumes

- **Mobile MOCA**
  - bus with gallery that takes MOCA to different locations

- **MOCA Mocha**
  - coffee house tie-in: buys a moca, go to MOCA

- **Staff Rotation**
  - trade staff with other museums for knowledge sharing

- **Art + Kids Interests**
  - each exhibition have a math, science, music, sports, etc connection

- **Art + Public**
  - collaborate with an artist on site

- **Jeanne-Claude and Christo – like event**
  - piece that engages the community

- **Building Craftspeople (vs construction workers)**
  - build pride in the work/project among the builders

- **MOCA inside out (conceptual)**
  - everything outside the gallery is the gallery, everything in is not

**Product:**

- **MOCA housewares**
  - create a MOCA experience through objects

- **MOCA Kids Cards**
  - Art Squad version of Poke'mon or artists

- **MOCA Band**
  - Livestrong-like - Livecreative?

- **MOCA Kids Mail**
  - Mailings gear directly to kids addressed to them

- **MOCA street furniture**
  - MOCA momento - reminder and communication tool

- **Kids MOCA Mail**
  - Mailings gear directly to kids addressed to them

- **Club MOCA**

- **University Circle Arts District**
  - art walk that unifies artistic assets and promotes engagement

- **Artist in Residence**
  - could they design MOCA products?

- **Athlete + MOCA**
  - bring in local athlete with artistic ability to create (Vizquel/CIA example)

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**System/Social Change:**

- **Rethinking Art**
  - expand the definition (Guggenheim and motorcycles)

- **Everyday Art**
  - art in everyday things
Rolling Art (bus graphics)

Engage artists to create unique pieces of ‘moving art’ that engage the community and highlight MOCA.

- implementation cost: low | med | high
- uses current staff: yes | maybe | no
- dedicated real estate: no | maybe | yes
- increases brand awareness: yes | maybe | no
- grows audience: yes | maybe | no
- platform for connectivity: yes | maybe | no

score: 8

WSOM 2011 | Ting-Ju Chang Chien | Dan Cuffaro | Cara Gilmore | Bernardo Orellana Heredia | Shao An Wang

MOCA
Social Media

Bolstering MOCA’s social media presence by creating frequent new news and events exposure and fostering direct communication with current and prospective fans.

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uses current staff: yes | maybe | no
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score 12

TECHNOLOGY
Lilly, Cleveland Heights, OH

to me, contemporary art is fun and dynamic...and it makes me see familiar things in a new way.

i am sooo excited about MOCA opening in a few weeks!
**Billboard Art**

Engage artists to create unique pieces of ‘advertising art’ that provides an art experience prior to arrival and builds awareness of MOCA.

<table>
<thead>
<tr>
<th>Implementation cost:</th>
<th>low</th>
<th>med</th>
<th>high</th>
</tr>
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<tbody>
<tr>
<td>Uses current staff:</td>
<td>yes</td>
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</tr>
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<tr>
<td>Platform for connectivity:</td>
<td>yes</td>
<td>maybe</td>
<td>no</td>
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</table>

Score: 9 (left 2, middle 1, right 0)

*MOCA 2011 | Ting-Ju Chang Chien | Dan Cuffaro | Cara Gilmore | Bernardo Orellana Heredia | Shao An Wang*
THE Art Event

This Jeanne-Claude and Christo–like event involves commissioning a piece that engages the community and creates a bold, visible, inclusive experience. This is intended to create community ownership and create personal connections to MOCA.

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</tr>
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</table>

Score: 7

Megan +
MOCA Mocha

Buy a mocha, go to MOCA Collaboration with local coffee houses. By tying the word “MOCHA” to “MOCA” we create an emotional connection with potential MOCA users and increase brand awareness.

- implementation cost: low | med | high
- uses current staff: yes | maybe | no
- dedicated real estate: no | maybe | yes
- increases brand awareness: yes | maybe | no
- grows audience: yes | maybe | no
- platform for connectivity: yes | maybe | no

score 11

WSOM Team +
<table>
<thead>
<tr>
<th>Campaign Theme</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
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<tbody>
<tr>
<td>Messages</td>
<td>What is it?</td>
<td>Live with Art</td>
<td>The Opening</td>
<td></td>
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<tr>
<td>Social Media</td>
<td></td>
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<tr>
<td>Web</td>
<td></td>
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<tr>
<td>Billboards</td>
<td></td>
<td></td>
<td></td>
<td>$1,000 - $3,000 per billboard; 5 billboards + 7 installations = $70,000</td>
</tr>
<tr>
<td>Co-Branding</td>
<td></td>
<td></td>
<td></td>
<td>Invest summer exhibition budget in this initiative</td>
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<tr>
<td>Post Cards</td>
<td></td>
<td></td>
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<td>10,000 postcards printed for $600; $1,150 to mail 5,000 cards</td>
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<tr>
<td>Prints</td>
<td></td>
<td></td>
<td></td>
<td>up to $27,000</td>
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<tr>
<td>Radio</td>
<td></td>
<td></td>
<td></td>
<td>$1,000 for production per spot; $50 per spot airtime come to $10,000</td>
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<tr>
<td>E-Marketing</td>
<td></td>
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<td>1,000 - 2,500 personalized emails come to $350-550</td>
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<tr>
<td>Public Relations</td>
<td></td>
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<td>Cost of a salary for a Manager of PR</td>
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<tr>
<td>Opening Reception</td>
<td></td>
<td></td>
<td></td>
<td>$5,000 for catering and $270 for invitations for 500 guests</td>
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