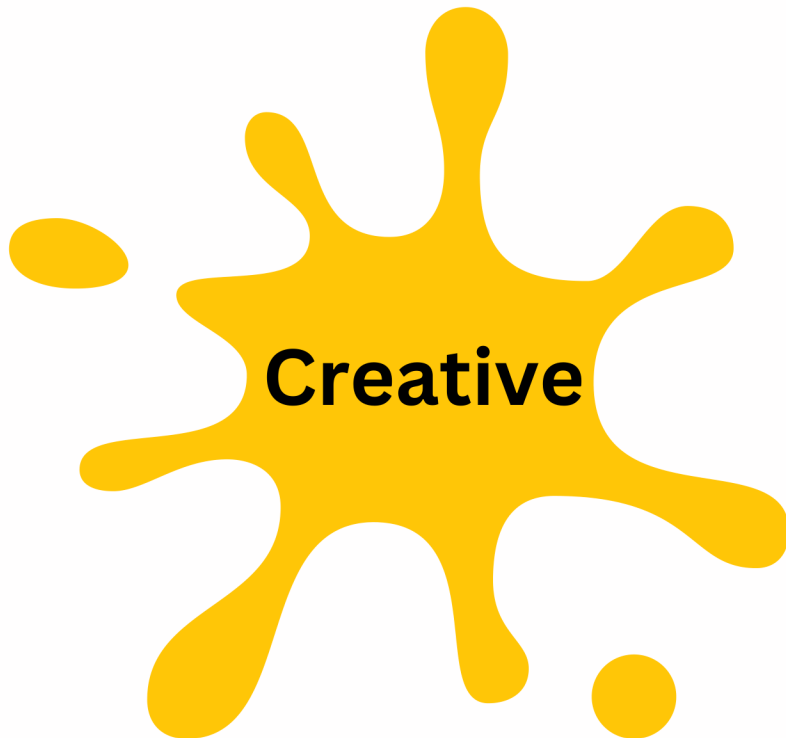


LUBBOCK IN A NEW LIGHT

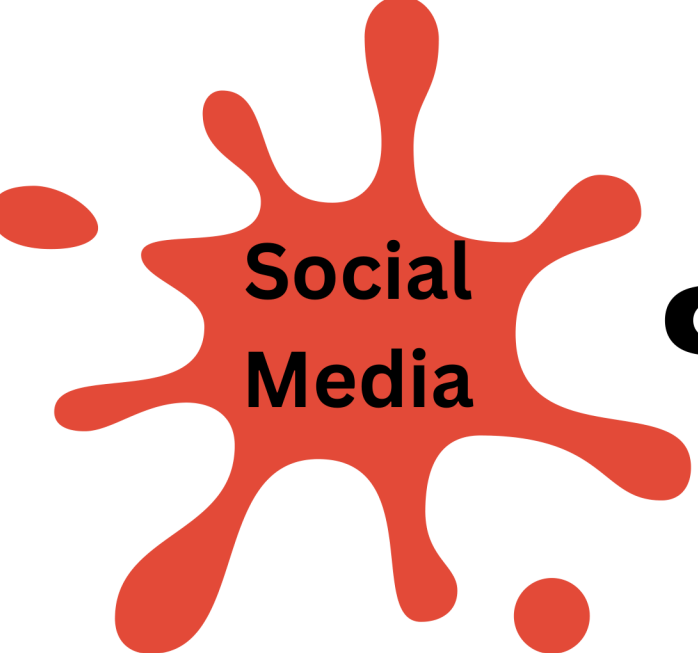
**JG
LAB**



**GABRIEL
SEDILLO**

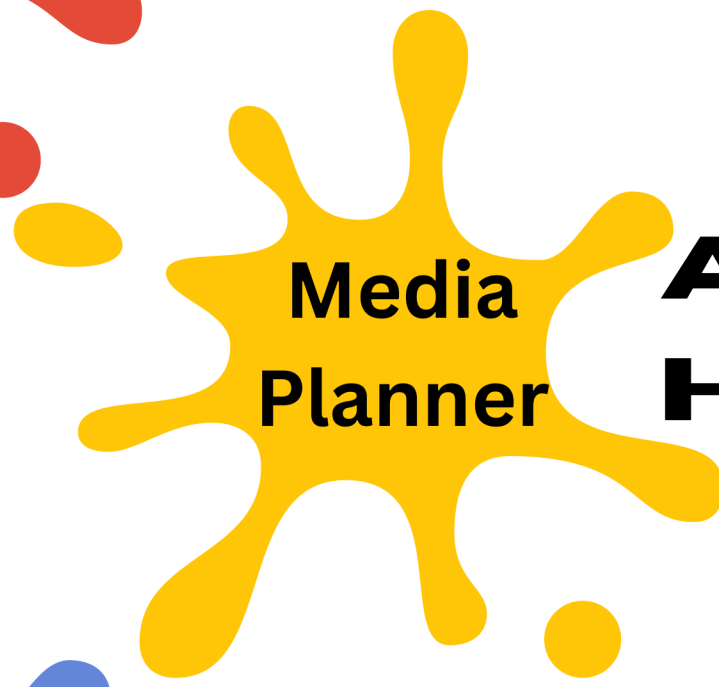


LEXI EISE

A red, irregular splat shape with several pointed edges and a few smaller satellite dots.

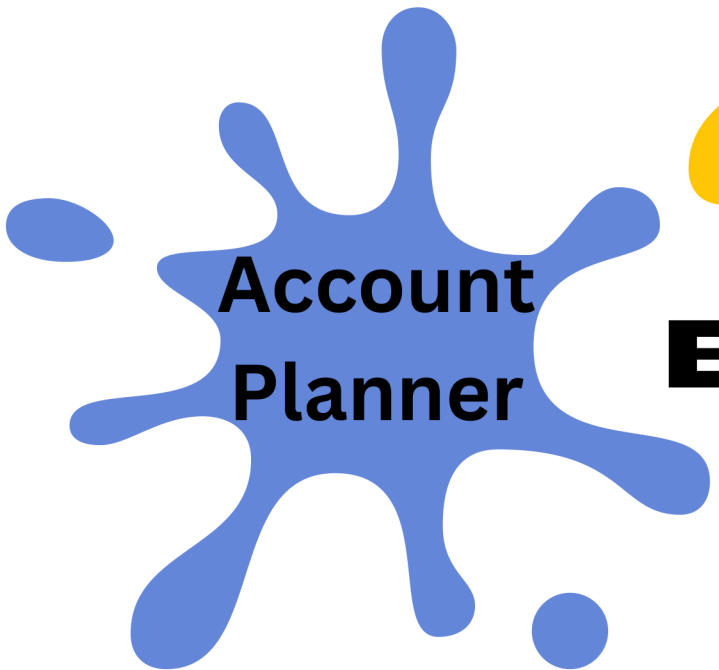
**Social
Media**

CAITLIN HILL

A yellow, irregular splat shape with several pointed edges and a few smaller satellite dots.

**Media
Planner**

**ALEJANDRO
HERNANDEZ**

A blue, irregular splat shape with several pointed edges and a few smaller satellite dots.

**Account
Planner**

BLAKE MOONEY

EXECUTIVE SUMMARY

In 1997, the Lubbock Regional Arts Center first opened its doors to Lubbock and surrounding communities, with a primary goal to establish an arts and entertainment district in the downtown area. Later on, in 2004, the center was renamed in honor of its co-founder, and LHUCA - The Louise Hopkins Underwood Center for the Arts was born. Since then, LHUCA has strived to engage the Lubbock community through various programs and events, while serving as a driving force behind the city's downtown revitalization efforts. LHUCA's mission statement, "To cultivate and celebrate all the arts by inspiring creativity and engaging with the community," has been a guiding principle that has led to their success over the years. One callout is First Friday Art Trail (FFAT), which draws over 3,000 people within the Lubbock community to the LHUCA campus each month. Presently, LHUCA seeks to increase brand awareness and establish a consistent audience throughout all its programs and events.

Through our campaign, Creative Group Lab (CG LAB) will begin by conducting an assessment of the target audience's current attitudes and behaviors towards LHUCA. We will then identify any disconnect that may exist between FFAT's audience and LHUCA, and ultimately develop a strategy that will connect FFAT's achievements to all other programs and events hosted by LHUCA. Additionally, we aim to establish a cohesive brand image while celebrating the past 25 years of LHUCA's success.



TABLE OF CONTENTS

04

RESEARCH
METHODS

05

PROBLEMS &
OPPORTUNITIES

06

MARKETING
OBJECTIVE

08

MARKETING
STRATEGY

12

TARGET
AUDIENCE

14

BIG
IDEA

16

LHUCA BRAND
EXPANDED

18

FIRST FRIDAY
ART TRAIL

20

SOCIAL
MEDIA

22

CONTENT
TEST

23

MEDIA PLAN

24

BUDGET

25

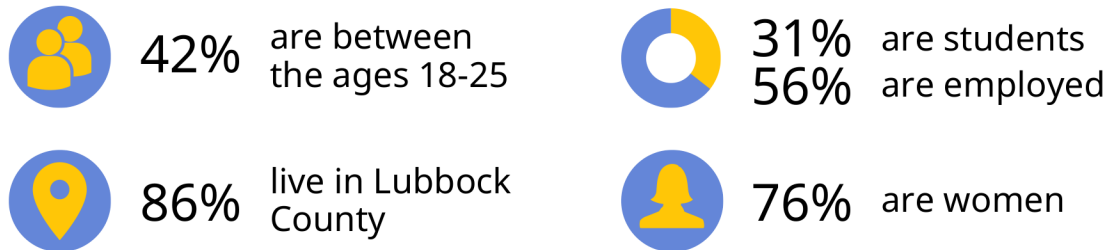
EVALUATION



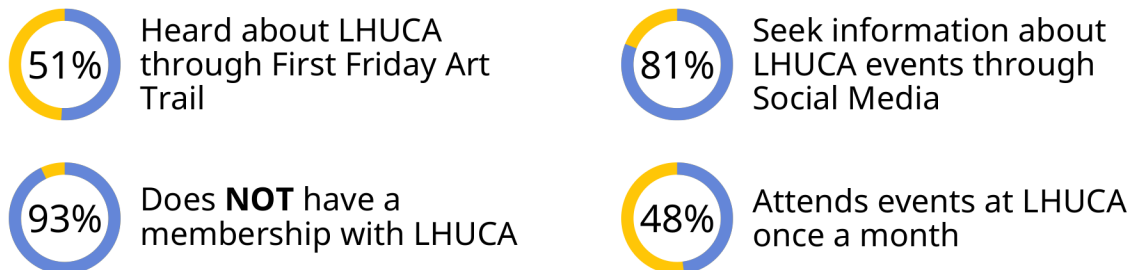
SURVEY RESULTS

Through our 20-question survey, we collected 302 responses over 10 consecutive days (February 27th - March 8th, 2023). Our survey was designed for respondents that were already aware of LHUCA. We wanted to gain a better understanding of the current target audience along with their habits and involvement with LHUCA. We wanted to discover if there was a disconnect between consumers and brand, and what exactly was causing it. Here's what we found:

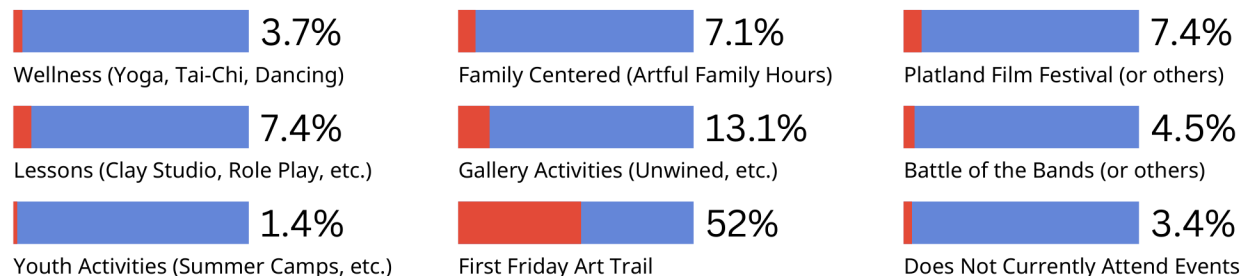
DEMOGRAPHIC INFORMATION



CURRENT INVOLVEMENT WITH LHUCA



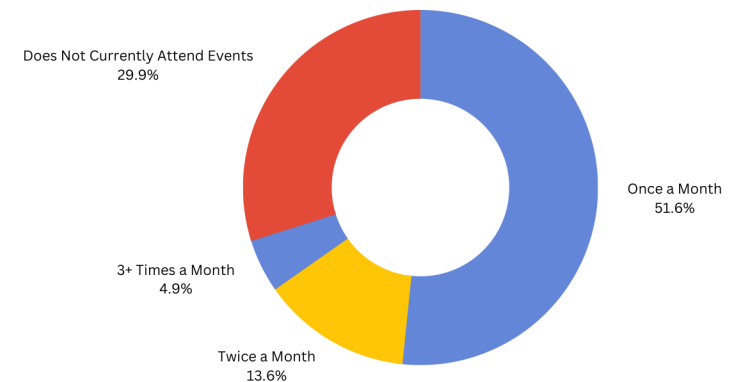
By Program:



INDUSTRY RELATED



How often they attend art-inspired events in the Lubbock Community:



Top 2 reasons that prevents them from attending LHUCA events

- 1 Lack of Awareness
- 2 Timing Conflicts

RESEARCH

40

INTERVIEWS AT FIRST FRIDAY ART TRAIL MARCH 3RD, 2023

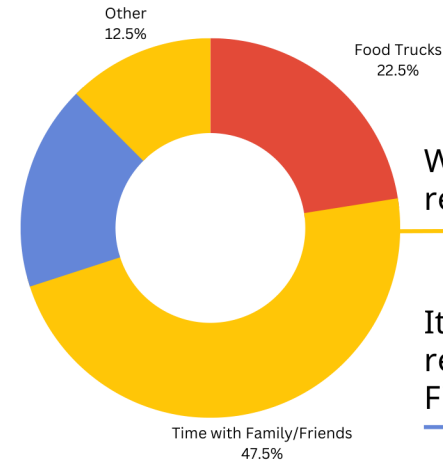
OBJECTIVES

- Gather more demographic information about the attendees of First Friday Art Trail & LHUCA's audience.
- Gain knowledge about the thoughts and attitudes around FFAT and LHUCA.
- Understand FFAT's audience awareness about LHUCA and its other programs/events.

FINDINGS

Attendees of First Friday Art Trail generally have positive thoughts and attitudes around the event. However, more than half (60%) of attendees don't know who organizes/sponsors the event leading them to not be aware of other LHUCA programs/events. There is a disconnect between the Lubbock Community and LHUCA.

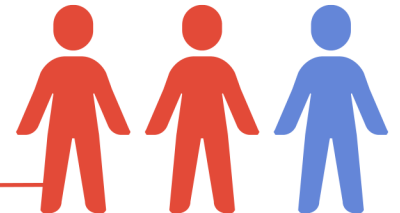
Something to Do in Lubbock
17.5%



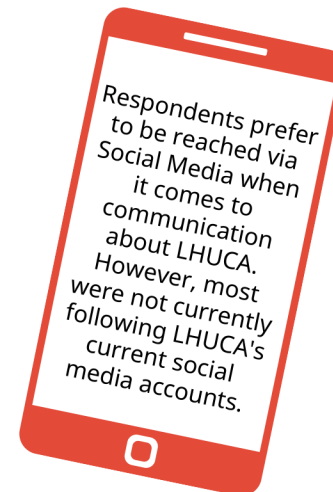
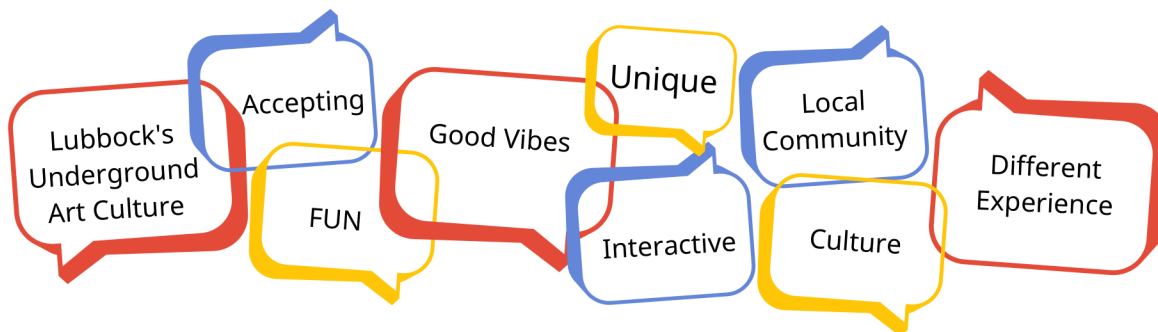
What motivated respondents to attend FFAT:

It was 16 out of the 40 respondents first time at First Friday Art Trail

2/3rds of respondents were **NOT** aware of other LHUCA programs/events



"How would you describe FFAT to a friend?" Responses:



PROBLEMS & OPPORTUNITIES

PROBLEMS

Lack of Brand Awareness within LHUCA's target audience and Lubbock community.

LHUCA struggles with brand cohesiveness for its programs/events.

The Audience assumes that there is not much to do in the Lubbock Community - it lacks unique experiences.

OPPORTUNITIES

Base individual logos for LHUCA programs/events on the current logo to enhance brand recognition, similar to Amazon's approach.

First Friday Art Trail can help LHUCA expand brand recognition to new and current audiences.

Showcase all of LHUCA's programs and events to all groups of people and how they can fit all interests.



MARKETING OBJECTIVE

S LHUCA strives to increase brand awareness by being more understood as a whole while bringing the Lubbock community together for the arts.

M There will be an increase in attendance (keep an attendance log) in all other programs/events sponsored by LHUCA.

A By an increase of social media presence in a more organized way while creating a recognizable brand image.

R Use the increase of LHUCA's social media presence to ultimately maintain a cohesive brand image between all the amenities it offers.

T August!



MARKETING STRATEGY

PRODUCT: There will be no change in the product (events/programs), but a change in how the audience views LHUCA's events & programs.

PRICING: First Friday Art Trail should remain free to the public. This allows at least one time a month when anyone can view LHUCA free of charge. Prices should be kept low for memberships, renting, or other events that do charge.

PLACE: There will be no change in distribution.

PROMOTION: Curated for both males and females. Age is dependent upon the event being used. This can be ages 15-under, 18-35, 35-65, 65, and up. The demographic will be family oriented in order to not single out a specific segment.

MARKETING STRATEGY

ADVERTISING

To establish LHUCA as the top-of-mind brand when the community wants to “Experience Lubbock in a New light”

PUBLIC RELATIONS

The use of their social media platform can be heavily used within their PR in order to display the new events or previous events offered. This could be done by a weekly post on their social media platforms that either brings awareness or brings remembrance to LHUCA events. Over time, the use of this repetitive information such as what LHUCA has to offer will allow the consumer to understand the brand better as a whole.



MARKETING STRATEGY

EVENT MARKETING

Consumer Events: “audience build” by hosting complementary events that attract larger crowds. This will benefit both them and the consumer, as well as existing members.

MARKETING STRATEGY

DIGITAL AND SOCIAL MEDIA MARKETING

Website (email): Utilize the recurring newsletter to update the members on newly added/previous events the LHUCA is hosting.

Digital Advertising: Use of digital media platforms such as Hootsuite to organize a set schedule for the social media graphics to be posted. This will ultimately help monitor the effectiveness of their platforms.

Social Media: LHUCA's Instagram presence is slim to none and needs to be in full effect. A large number of LHUCA and First Friday Art Trail attendees are college students or young adults, and Instagram is an asset they are not utilizing to its full potential to reach them. Highlight reels, informative stories, enter-to-win posts, polls, etc. As for LinkedIn and Facebook, digital flyers and hyperlinks will best suit their more mature audience.

MARKETING STRATEGY

DIGITAL AND SOCIAL MEDIA MARKETING

MOBILE MARKETING

Persona Development: Updating social media bios, tying in a slogan, and pasting their logo on everything for brand recognition.

Content Creation: Up-to-date informative short video about who LHUCA is and what they offer to the public. Short video montages of their events would also give outsiders an insight into what it looks like to be a part of.

MISCELLANEOUS

Merchandising: Since FFAT attracts such a large number of attendees, this would be a great place for LHUCA to do tabling for each of their other programs. This will build awareness and could be an opportunity for the audience to sign up.

Rational: Pursuing a more aggressive social media combined with the slogan of "Lubbock In a New Light" will help LHUCA increase their brand awareness while increasing attendance for their other programs and services.



TARGET AUDIENCE

CG LAB plans to target the Lubbock, TX community.

We want to target people that already attend the First Friday Art Trail. The people we are targeting are between the ages 17 and under, and 18-65+.



LUBBOCK IN A NEW LIGHT



×

LHUCA
LOUISE HOPKINS UNDERWOOD
CENTER FOR THE ARTS

BIG IDEA

Over the past 25 years, LHUCA has been dedicated to creating a vibrant arts community in Lubbock. However, we have discovered that our audience is looking for a fresh perspective. Our new slogan, "Lubbock In a New Light," aims to dispel the stigma that Lubbock lacks opportunities to experience the arts in innovative and exciting ways within their own community. Through conversations with our target audience, we learned that they appreciate First Friday Art Trail for its unique, underground, and local feelings while also being full of different cultures, which they believe are not available elsewhere.

With our new slogan, we aim to break down the barrier that suggests that these experiences can only be enjoyed once a month. Instead, we want to highlight how LHUCA provides endless opportunities for our audience to explore new and diverse cultural experiences. Our slogan speaks to a broad audience, including families, college students, Lubbock locals, and people of all interests. By broadening our audience's perspective and showcasing how LHUCA can help them view "Lubbock In a New Light" we can provide unique experiences that cater to each individual group's interests through all various events and programs organized by LHUCA.

**SO, ARE YOU
READY TO
SHOWCASE
LUBBOCK IN A
NEW LIGHT?**

THE CLASSIC LHUCA BRAND



LHUCA has used their current logo for almost 20 years and we do not see a need for a complete rebranding. However, to create a more cohesive brand that is easily recognizable to the Lubbock community, we have expanded the classic LHUCA logo to encompass all of LHUCA's programs and events. To the left, you can see four logos we have created for some of LHUCA's programs and events. Each of these logos uses the original LHUCA style, but with the added aspect for each program/event/ By using these logos across all social media platforms for promoting each individual event/program, as well as incorporating them into all merch and event takeaways, we can create a strong association between LHUCA's brand and each program/event. This will help the Lubbock community become aware of LHUCA's brand beyond just the First Friday Art Trail. This will ultimately clean up the confusion between LHUCA and all their programs and events they have to offer.

EXPANDED

LHUCA
Battle OF THE BANDS

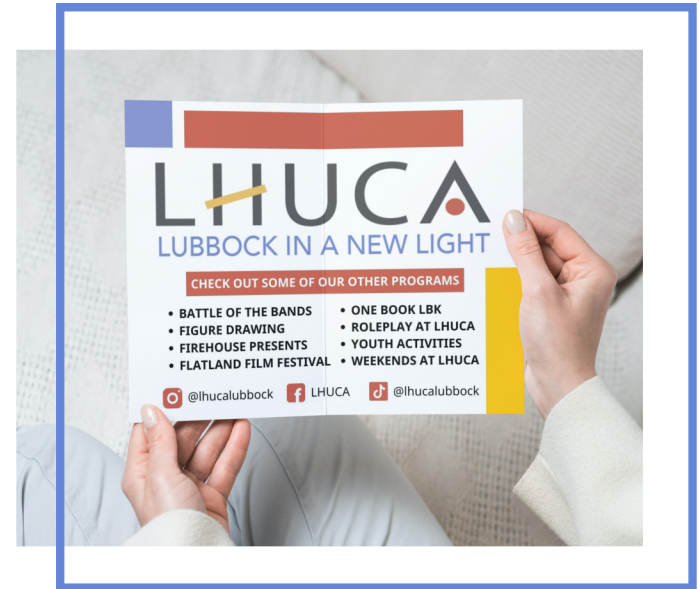
LHUCA
Yoga IN THE GALLERIES

LHUCA
Flatland FILM FESTIVAL

LHUCA
Un(wine)d WITH THE ARTS

FIRST FRIDAY ART TRAIL

First Friday draws in 3,000 to 4,000 members of Lubbock community to the LHUCA campus each month. This is the perfect event to expand LHUCA's audience while creating a cohesive brand. We created a new First Friday Art Trail Logo that bounds LHUCA's brand to the event. Next we created mockups that will help spread LHUCA's brand across First Friday Art Trail. A-Frame signs placed outside every building/space will help the audience navigate around the campus. Flyers would help spread awareness of other LHUCA programs/events. The Lubbock community will easily become aware that FFAT is an event by LHUCA.



FIRST FRIDAY ART TRAIL

AUGUST 4TH 2023



As LHUCA wraps up their 25th anniversary year, we believe that the August 4th First Friday Art Trail would be the perfect opportunity to introduce the Lubbock community to our campaign "Lubbock In a New Light". While the general principle of First Friday Art Trail would remain the same, including food trucks, live music, and good company, we would use this FFAT to reflect on and celebrate the past 25 years while revealing what the next chapter of LHUCA would look like. This new chapter would be full of different experiences, allowing our audience to view Lubbock in a new and exciting light. This event would provide an excellent platform to showcase LHUCA's new branding strategy and slogan, while celebrating the organization's achievements and future plans.

Branded Items Giveaway



Give out flashlights to people who attend First Friday Art Trail encouraging them to experience Lubbock in a New Light.

Glow Bracelets

Have a designated pickup for LHUCA branded glow bracelets in the LHUCA Main Building

Logo Projections

Use projectors to broadcast LHUCA's new FFAT logo throughout the campus

Program Spotlight

Use each FFAT moving forward to showcase one Program/Event each month.

Lantern Ceremony

Have a lantern floating ceremony to reflect on the past 25 years and let the lights shine from downtown Lubbock.

Photo Opp.

Create an interactive photo opportunity to share across socials



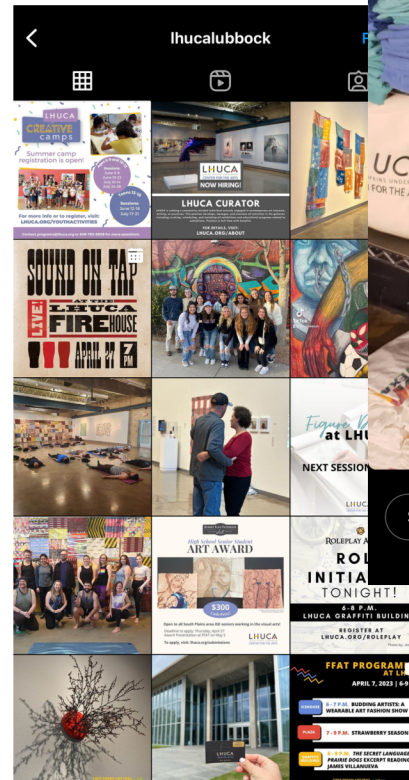


SOCIAL MEDIA

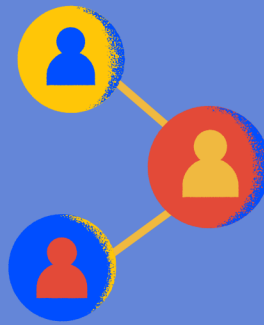
INSTAGRAM

Social media has become a critical element of the digital age due to its pervasive influence on how people consume and disseminate information, connect with others, and engage with brands and businesses. LHUCA does not have the strongest online presence, hence being active on key social media platforms will help engage consumers and attract new audiences.

Instagram is a critical aspect in reaching new and existing audiences by putting out frequent posts, stories, and interactive content.



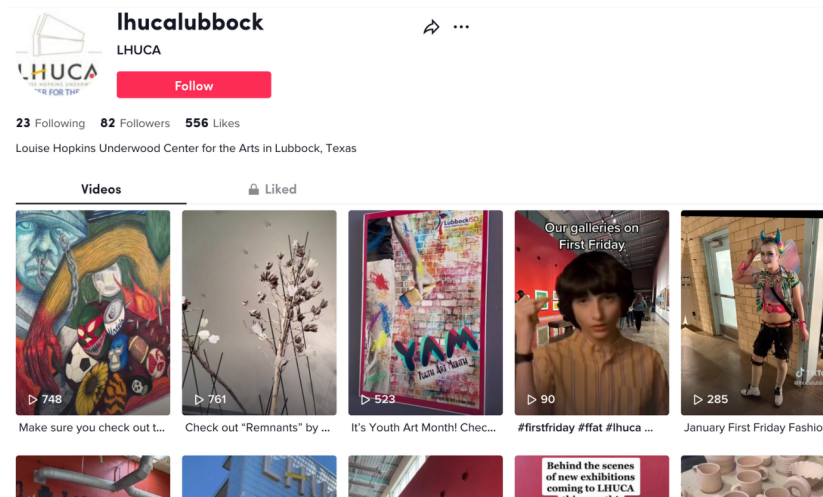
SOCIAL MEDIA



FACEBOOK/TIKTOK

Facebook is LHUCA's most successfully utilized social media platform. However, in order to reach a broader and younger audience, TikTok is another key platform to take advantage of.

Keeping up with trends as well as sharing short videos of classes, events, and artwork via TikTok would be a valuable addition to LHUCA's online presence.



CONTENT TEST

INSTAGRAM-FOCUSED

Planoly is free social media management tool that will significantly assist LHUCA in planning, scheduling, and managing their Instagram content, which is their weakest platform. With the implementation of Planoly, the LHUCA team will be able to plan out month to month content and be able to balance their time efficiently among all social media platforms.

The screenshot displays the Planoly website interface. At the top, the navigation bar includes the Planoly logo, links for Solutions, Resources, Pricing, and About, along with a 'Log In' button and a 'START FREE TRIAL' button. The main content area features a large 'ANALYZE' section with a date range selector (FEB 27, 2020 TO MAR 05, 2020) and a 'show stats' button. Below this, there are two columns of analytics: 'TOP 5 liked' and 'TOP 5 commented'. To the left of the 'ANALYZE' section is an 'overview' table comparing 'LAST' and 'PREVIOUS' periods. The table includes rows for Posts, Likes, Comments, Likes per Post, Comments per Post, and Follower Gain/Loss. A 'WEEK MONTH YEAR' selector is positioned below the table. A blue arrow points from the 'ANALYZE' section to the 'overview' table. At the bottom right, there is a 'TRY FOR FREE' button.

overview	LAST	PREVIOUS
POSTS	609	609
LIKES	281167	286191
COMMENTS	10041	7463
LIKES PER POST	462	470
COMMENTS PER POST	17	13
FOLLOWER GAIN/LOSS	40439	31691

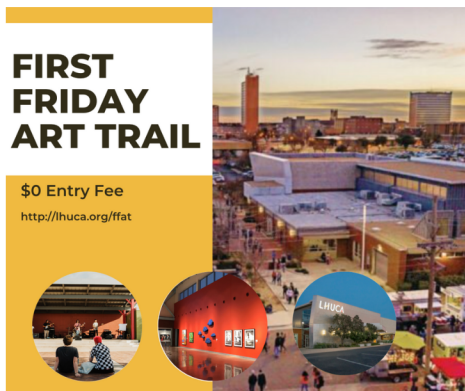
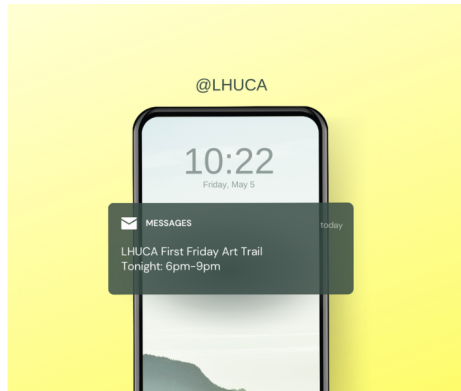
Optimize Your Social Content

PLANOLY's advanced analytics allow you to easily track what's working and what's not. Analyze saves you time to focus on what matters most - how you'll apply your learnings.

- Access historical engagement data to inform your future posts
- Understand who your audience is with advanced follower insights
- Respond to followers all in one place using our comments manager
- Drive traffic anywhere you want with a single link in bio, using Linkit
- Monetize with easy checkout solutions using Sellit

TRY FOR FREE

POSTS TO INCORPORATE



MEDIA PLAN

SEASONALITY

LHUCA offers programs on almost a weekly basis with FFAT being the headliner every month. In order to effectively reach our target audience and expand beyond that, a year-round schedule should be implemented. A greater emphasis on Instagram and TikTok will help engage with a younger audience by taking advantage of the short-form video trend while maintaining the current status on Facebook and the newsletter.

CONTINUITY VS. FLIGHTING

To make the most out of the proposed year-round schedule, we will be using both continuity and flighting methods also known as the pulsing method. A continuous schedule of posts on social media will highlight LHUCA's lesser-known programs with more posts leading up to and during FFAT. Boosting posts for the months of May, June, and September will help bring more attention to Battle of the Bands and Flatland Film Festival. This will be a smart strategy because it will provide continuous content for the target audience

BUDGET

Media	Vehicle	May	June	July	August	September	October	November	December	January	February	March	April
Social Media	Instagram	\$				\$			\$	\$		\$	\$
	Facebook	\$				\$						\$	
	TikTok	\$				\$			\$	\$		\$	\$
Giveaways	Branded Flashlight						\$						
	Branded Glow Bracelets							\$					
Events	Sky Lantern				\$								

- This budget covers the entirety of the year with more emphasis put on months surrounding other major events at LHUCA besides FFAT.
- For giveaways, each interval will feature 250 branded flashlights for \$465 and 500 branded glow bracelets for \$295.
- Each social media block is for paid promotion at \$25 for each spot.
- The sky lanterns are 450 for \$375.
- Total Budget: \$1510

EVALUATION

1

Track if objectives were effectively met.

2

Evaluate the number of visitations from First Friday Art Trail and other events

3

Create a survey to track the number of attendees from First Friday Art Trail and other events.

4

Keep track of attraction on main social media platforms through follower count, engagement, and conversion rate to the LHUCA website.

5

Organize a focus group that evaluates the overall campaign from start to finish.

OUR MISSION

“

At the Creative Group Lab, we strive to empower individuals to unleash their creative potential by continuously coming up with innovative and trendy ways to engage a target audience.

”



