****

**Client:** North Carolina Music Hall of Fame

**Title:** Increasing Local Awareness of North Carolina Music History

**Creator:** Nicole Stinson

**Overview:**

The North Carolina Music Hall of Fame is a museum that commemorates NC’s rich music history.

**Objective:**

The objectives of this campaign are to increase foot traffic to the museum’s brick and mortar location, as well as increasing local awareness of the museum, by April 2020 for the Spring 5K & Fun Run event. We will measure success by the number of visitor sign-ins, as well as the number of participants in pre-arranged museum tours or events held at the museum (for example, if a museum sponsor rented the museum for an event all persons in attendance would be counted as visitors).

**Target Audience:**

Our primary audience is women and men, ages 25-49, married, with children, an interest in leisure travel and an affinity for racing/motorsports (CC CVB Marketing Plan 2018-19):

Dan, 35, and Nancy, 32, have two young children- aged 8 and 10. Both Nancy and Dan work full-time during the week while their children attend public school. They care deeply about the things their children are being taught and feel obligated to teach their children what they can. Once a month, they like to treat their children to something fun and educational, and they are willing to travel to make it happen. A few times a year the family attends racing events, as it is the family’s favorite sport. Although, they prefer to find a place to take their kids that doesn’t cost too much and is in their community. They have made it a priority to get to know where they live so that their children feel rooted in their community (CC CVB Marketing Plan 2018-19; Sheng & Chen, 2012).

Our secondary audience is women and men, ages 25-34, with an interest in leisure travel and an affinity for racing/motorsports (CC CVB Marketing Plan 2018-19):

Sarah, 30, has a passion for country music and racing. She loves to walk down memory lane with the music she grew up listening to. She likes to find affordable and easy things to do in her free-time as a single woman in the city. Because she wasn’t born in North Carolina, she likes to venture into the local spots to learn new things about the culture and state. She likes to meet a variety of people and see new things. She collects music memorabilia because she loves the feeling of being near a part of history (CC CVB Marketing Plan 2018-19; Sheng & Chen, 2012).

**Key Consumer Benefit:**

The message we will send is that our North Carolinians have a music history and it matters. We can prove this by explaining music’s importance to them as individuals. We also want to communicate that there is fun for everyone at our museum.

**Reasons to Believe/Buy:**

Consumers will buy into our message because they want to feel like a part of the community. They are interested in what makes NC special, and are interested in seeing the history first-hand. It is also important to them that their children understand the NC identity and feel affiliated with it. In each advertisement we will explain to our audience what they can gain from visiting the museum

**Brand Voice:**

The brand tone for the campaign will be light and informative.

**Positioning Tagline:**

“Your heritage has a sound” and “Engage. Explore. Discover.”

**Other Mandatory Elements:**

The NCMHOF record logo, web address, physical address, hours of operation and phone number.

**References**

Sheng, C.-W., & Chen, M.-C. (2012). A study of experience expectations of museum visitors. *Tourism Management*, *33*(1), 53–60. <https://doi.org/10.1016/J.TOURMAN.2011.01.023>

CC CVB Marketing Plan 2018-19. (n.d.). Retrieved December 3, 2018, from <https://www.cabcocvb.com/what-we-do/marketing-communications/marketing-plan/>