

Digital Media Proposal prepared for The Portland Children's Museum

Prepared by: Emily Moore

Executive Summary

To generate both awareness and conversion for the Portland Children's Museum, you will need assistance with your online advertising. My digital media agency will provide the necessary research and tactics to get the buzz you need. Particularly, I will help you increase your summer ticket purchases from May 1st to August 31st. While you have targeted parents of children aged 2-11 in the past, my research suggests you should particularly advertise to the parents of children in elementary school. This tighter age range, of children 6-11, is a much more concise target. Additionally, based on Portland's primarily white population, I suggest you attempt to target solely white parents.

My media recommendation is the most cost-efficient technique to reach the maximum number of impressions across all digital platforms: social media, google search, websites, and streaming services. Your advertising objective to deliver at least 7 million impressions is not only very doable for me, but I can generate nearly double that desired number of impressions while remaining under your budget.

Audience Profile

After extensive secondary research, I was able to render a clear profile of the target audience that I deemed most appropriate for you to target. Since Portland is 72.1% white (Census), you should prioritize reaching white parents. The population of Portland is primarily 25-54-year-olds with the highest density of 30-34-year-olds (Census). White parents/guardians of children aged 6-11 are 211% more likely to be 34-44 years old and 57% more likely to be 25-34 years old (MRI). With all this in mind, I estimate the age range of the parents you will target to be between 25 and 44. Of all levels of education, most enrolled students in Portland are between kindergarten and 12th grade, with the majority being in elementary school (Census). These kids' age range is 6-11. Overall, I was able to narrow your target audience for effective reach while ensuring that this is a large enough market. This will result in very high ticket sales.

I will not cut the geographics of your audience off at just Portland though. Families are willing to drive some distance to entertain and bond with their children. In 2023, 84% of parents agreed that “it's worth paying for family outings that expose [their] kids to new experiences” (MINTEL). Thus, a family excursion is worth the gas money to parents. By limiting your audience to only Portland, you are excluding 20% of the county's population that is willing to make the drive to your Museum (Census). This is why we suggest you extend your advertising campaign to all of Multnomah County. This would include the cities of Portland, Gresham, Troutdale, Fairview, Wood Village, Maywood Park, Dunthorpe, and Orient (Wiki). If you select my media plan and it is a success, I recommend duplicating this campaign on a larger scale in the future by expanding it to the entirety of the Portland metropolitan area. This would include Multnomah County but would add its' 6 neighboring counties that have around 1.7 million total residents (PDX).

In terms of psychographics, your audience is adventurous and family-oriented. Politically, they are 15% more likely to describe their outlook as ‘middle of the road’ (MRI). In terms of their self-image, they are 19% more likely to consider themselves good at convincing others to try new things and 23% more likely to consider themselves daring and adventuresome (MRI). They value spending time with their family and investing time in their children's growth. These parents are 28% more likely to agree that family life is the most important thing to them and are a whopping 365% more likely to belong to their child's school's PTA (MRI). Thankfully, these traits of high involvement represent the type of person who would convince their kids to go on a new, fun excursion like a trip to the children's museum.

Your audience's buying motivation, buying styles, and media preferences are also very notable. They are avid social media users; they are 45% more likely to get their news from the internet (MRI). They also are 27% more likely to use the internet to help them plan and book travel (MRI). They aren't always on their phones, though. Your audience is 32% more likely to like websites that show local information (MRI). So, they look for local news on their computers as well. On the other hand, television is not their favorite media type. They are 23% more likely to avoid watching television commercials and 48% less likely to rely on TV to keep them informed (MRI). Although they are 31% more likely to go

online to find out more about something interesting they saw on TV, they are still 20% more likely to agree with the statement, “I spend less time watching television because of the internet” (MRI). With all this in mind, they are also more receptive to digital advertising. They are 28% more likely to agree that advertising helps them choose products to buy for their children (MRI). Overall, social media and programmatic advertising are the top two digital media types that your audience uses to help them make purchasing decisions for their kids.

Media Recommendation

Without neglecting any single media types, I recommend social media and programmatic banner/video ads be your top priorities.

The age group of the audience’s children, 6-11, is the age range that dads find hardest to connect with (MINTEL). This is because they are now in elementary school, so they spend less time at home and are becoming more independent. This creates a divide in their communication. Luckily, this is an opportunity for you to provide a solution: make dads feel needed by providing an activity for them to connect with their kids through a family-friendly activity that assists their learning (MINTEL). The best way to do so is through social media advertisements; 99% of dads are social media users. Facebook, YouTube, and Pinterest are the best platforms to reach young parents. Your audience is 12% less likely to use Twitter (MRI). Facebook is used by both parents, YouTube is primarily used by dads, and Pinterest is primarily used by moms (EMarketer). On these platforms, I recommend a combination of behavioral, geofencing, and lookalike targeting. This means targeting users who are flagged as having interests in children's clothes, toys, games, crafts, or activities. For YouTube ads, you can geofence your audience through a 5-mile radius around Multnomah County elementary school districts. For Facebook, you can target users who are in parent-related groups or have mutuals with your Facebook account.

According to EMarketer, the daily internet usage of Mothers in 2023 was nearly double the time they spent watching TV (EMarketer). As previously mentioned, your audience does not care for television ads. To the extent that they are 63% more likely to subscribe to Hulu’s no-ad version (MRI). Thus, running ads on Hulu would be a waste of your budget. Nonetheless, watching television as a family is still

a popular pastime, so we can't completely neglect it. This is why Disney+, a platform popular among people with children, would be a better fit. Your audience is also 30% more likely to subscribe to Amazon Prime Video (MRI), so we suggest this streaming service as well. For these two, I suggest using contextual targeting on family-friendly TV shows/movies.

As stated earlier, young parents think the internet is a good source for local information. The targeting strategies I suggest for programmatic are a combination of contextual, behavioral, and the same previous geofence. For a contextual tactic, Target would be a great website to place a banner ad on because your audience is 77% more likely to order online from them (MRI). Walmart and Kohl's are two other popular online shopping websites among your audience that you could also utilize. A great behavioral ad placement tactic would be to use cookies to target parents who bought zoo or aquarium tickets in the last 30 days. 44% of families went to a Zoo in 2023, so you could convert them to visit your museum (MINTEL). Finally, for SEO, the keywords I think would be the best bids are family outings, family activities, children's museum, kids' museum, family bonding, and summer activities.

Budget Breakdown and Timing

All the advertisements in this campaign will run May-Aug, except for SEO. Most of your budget, \$32,000, will go towards social media. This is because it is the most effective in reaching your audience, plus it is one of the most cost-effective options. As stated earlier, your audience mostly turns to social media for information.

\$15,000 of your budget will go to digital video/programmatic ads. This is because they are also very cost-effective and successful in reaching your audience as discussed earlier.

I limited the amount spent on Connected TV because this campaign will be run in the summer when people aren't watching as much TV. Also, it is expensive and not the most effective for your audience, so we would want to budget it tightly. That is why I limited the budget to only \$500 for connected TV.

Once again, I did not want to completely neglect SEO, but I wanted to prioritize getting the most impressions possible and SEO does not contribute to that. Your audience turns more toward Pinterest and other socials for inspiration for Children's activities. Young parents see Google and other search engines

as outdated for those kinds of things. While our research shows this, it could still be beneficial for your website to be sponsored. So, we decided to bid on keywords for only one month, in June, and for only \$2,000. If SEO is more successful than predicted, you can always extend its timeline or bid on more keywords.

Conclusion

This plan is the most likely to increase ticket purchases for the Portland Children's Museum. This is because I decided to expand your geographical range, double your desired impressions, and prioritize targeting your audience in the spaces where they digitally spend time and seek guidance on activities with their children. Again, I managed to do all of this under your budget.

References

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