FITCHBURG ART MUSEUM

PLANS BOOK 2016

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EXECUTIVE SUMMARY

FAM's last rebrand in the 1980's was meant to showcase the coming together of modern and traditional art, ideals and architecture in FAM. The brand succeeded in this regard but now FAM has new goals, like bringing the community together through art, and needs a new brand that will reflect this. The museum is able to stay relevant to visitors with their rotating New England Contemporary Artist exhibit, while also displaying consistency through their more permanent exhibitions. This provides visitors with diverse collections and gives everyone the opportunity to find something that interests them. The museum has also recently become fully bilingual, which shows FAM's dedication to include everyone in the community. This dedication creates a friendly and welcoming environment for all visitors. These are FAM's strengths and where our brand concept forms.

As of now, FAM has classes, exhibits and outreach programs to demonstrate their ideals separately. We will converge these ideals in a way that complements them and creates a harmonized environment which has a more meaningful impact on the community. Our brand connects education, inspiration and the community in way that will "advance mutual goals" and serve both the community and FAM. To reflect this full cycle of connectivity and involvement, you will notice that our branding designs often incorporate rings and circles to signify the ongoing effects that FAM has on its visitors. FAM's new media and advertising tactics will also take on their unique personality in a way that is recognizable through any medium.

FAM's mission is stated as becoming "a catalyst for learning, creativity, and community building." Our rebrand will achieve this goal through tactics that represent the ideas of inspiring creativity, accepting diversity and encouraging education. This will strengthen awareness and involvement from the community.

INTRODUCTION

It's fair to say that FAM is in a league of its own in many different categories. Its welcoming atmosphere is recognized once you walk through the doors. The building's structure pays homage to the industrial history of Fitchburg, Massachusetts. It seamlessly combines art of different styles in the same room without making you think twice about it. Since being appointed as Art Director in 2012, Nick Capasso and his staff have steered the museum's future toward becoming a model for high-society, and have recently focused on FAM's duties of serving the people. In essence, FAM has linked themselves with Fitchburg in a way unlike any other museum-city partnership in the state. Through rather unique stances, the Fitchburg Art Museum has declared its independence from typical approaches of museums, creating an opportunity to properly represent the city it resides in. The question is, how can the art museum's influence stretch throughout the city?

In most cases the answer to that question is hard to find, but for FAM the answer is woven into its feel-good personality. The Fitchburg Art Museum has huge potential for bringing together the diverse community because it understands its footprint in the city, and is constantly looking to improve upon it. It's refreshing for an art observer to know that FAM truly cares about the interest and wonderment of its audience. The permanent and revolving exhibitions display a broad array of art allowing the casual museum-goer the chance to roam free and stop at whichever piece speaks to them. After a day at FAM, that person may go home and start to paint themselves after the experience moved them. The Fitchburg Art Museum's groundbreaking approach and solutions to challenges reveal the influence the museum could have in connecting the community it resides in. Its encouraging to think that Fitchburg's future generation of artists, poets, creative thinkers and problem solvers can be influenced through a visit to the Fitchburg Art Museum.

It's not just a rebrand – more like a brand renaissance.



SITUATION ANALYSIS

This museum has a mission to be "a catalyst for education, creativity, and community building". FAM finds ways to encourage people within Fitchburg and the surrounding communities to visit and engage with art on display, as well as create an educational environment that is beneficial to all visitors. FAM partners with community establishments, such as schools, local businesses and clubs. They have also been working to expand their art collections and special exhibitions. An example of this is their partnership with regional artists which are featured frequently in the museum's rotating Contemporary New England art exhibitions. This trend attracts people from the greater Boston area, as well as smaller counties in Central Massachusetts to the museum. With this comes opportunity to respect local artist's work, and gives them a fresh and relatable perspective when viewing the art that culminates at FAM. As a way to accommodate as many people as possible, FAM has become a completely bilingual museum allowing the well-represented Latino community to feel welcome at FAM and fully integrate themselves within the art. These recent changes have allowed the museum to contend with some of the most prestigious museums in the state.



"FAM finds ways to encourage people within Fitchburg and the surrounding communities to visit and engage with art on display, as well as create an educational environment that is beneficial to all visitors."

STRENGTHS & GOALS

STRENGTHS

FAM stands above the rest as a unique museum because of the relationship it has with New England contemporary artists and offers a wide variety of art, educational programs and community outreach.

FAM's position in downtown Fitchburg allows for it to be accessible to the target demographic as well as being in the heart of the community.

Partnerships with nearby educational institutions provide an immediate target audience that is in line with one of our major brand focuses - education.

Fitchburg Art Museum's strong ambition sets them apart from other museums as they strive to take lead in growing and connecting the community with potential landscape shifting projects, including the housing of artists in the downtown area. This is an advantageous element when we compare it to our rebranding approach because our message can run parallel with the re-alignment of negative stigmas in the city.

When thinking of welcoming and inspirational places, you may think of friendly people that will go the extra mile. That is what FAM's staff brings to its visitors. From the director to the receptionist, they are committed to bringing the best of the art world to Fitchburg, Massachusetts.

GOALS

Strengthen FAM's ideas through our advertisements and brand. By reflecting FAM's exhibits, ideas, and programs through the brand and advertisements we will be able to reflect who FAM truly is allowing them to branch out to a larger demographic.

By strengthening the relationship between FAM and Fitchburg State University, our brand will help connect FAM to a larger portion of university students.

Throughout this rebrand, we intend to integrate the local businesses with FAM. This will be beneficial by giving businesses the opportunity to get their name out in the community. It also proves FAM's strong relevancy in the community.

Use FAM's brand to portray all of the benefits that are related to education. At the same time we will also eliminate the negative thought that a younger generation may have towards education.

Provoking new thoughts and challenges beyond art giving visitors a chance to get inspired and promoting change that can inspire a chain reaction throughout the community.

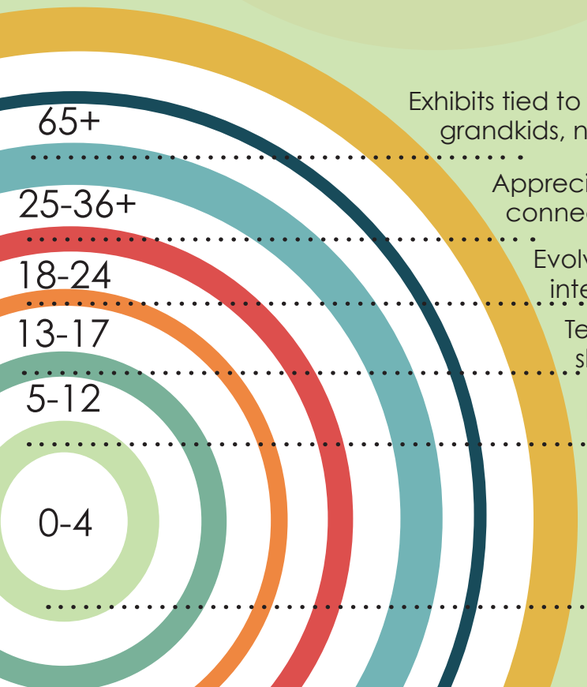
Use tactics to give FAM eccentric buzz that help them to branch out, strengthen, and expand their service to audiences in North Central Massachusetts, greater Boston and beyond.

TARGET MARKET PROFILE

One of the things that sets FAM apart from the rest is the fact that it is accepting of all ages. In some museums, visitors may get the impression that they need to be extremely quiet, or even keep their opinions about the art to themselves, but not at FAM. The Fitchburg Art Museum allows art to become a social experience with the potential to inspire all ages, races and genders. FAM strives to highlight specific goals for each individual target market.







Exhibits tied to their community, allows them to bring grandkids, nostalgia

Appreciation of art, allowing them to bring children, connect with others at that age

Evolving New England exhibits that might peak their interests.

Tears down language barrier while providing shared experience -> connection

Learning Lounge, dress up African exhibit

FAM is a comfortable environment for this age demographic, and welcomes families to bring their kids along for the experience.

BRAND CONCEPT

Our rebrand revolves around emphasizing the Fitchburg Art Museum as a place of harmony. Inspiration, education and community are the three elements within our brand that will complement each other in a way that creates a continuous rotation of chain reactions between FAM, the community, and art. By viewing the art at FAM, people may be prompted to want to make a similar statement or form of expression. In this way, FAM breeds creativity and encourages visitors to broaden their thinking and pass ideas along to others creating a chain reaction of intellectual and cultural growth. FAM's rotating contemporary exhibition, bilingual accommodation, and various classes and outreach programs represent FAM's core values on an individual level. Our concept of harmony will fuse FAM's pre-existing aspects in a new way that creates a multidimensional experience for the community and for FAM. It will also showcase the symbiotic relationship between FAM and the community and how they benefit each other. The impression that FAM leaves on each visitor and with each visit is endless.

Considering the partnerships between FAM and FSU, like our involvement in this rebrand, the museum is no stranger to the value of teamwork. This perspective is opposite of typical museums which believe they may stand without their direct communities. In order for a museum to impact its city they need all hands on deck. We're going to highlight this teamwork and give the community a brand to truly be proud of, one they want to preserve, and progress even further. The message of our brand conveys that community, inspiration and education are the base of FAM's mission. Whether you're passionate for education, inspiration, or you just want to be more involved with the community, this rebrand will effortlessly expose you to all three. Each element is an equal contributor to the balance of our brand, and everyone is able to take lead in his or her own unique experience.





BRAND IDENTITY











We visually represent our brand using circles to showcase how there is no end to the impact the museum and the community can have on one another. It is an ongoing cycle of inspiration, education and the community. Each element seamlessly flows into one another in a harmonious way. Education may promote inspiration which in turn may result in positive action in the community. Here the elements work together to give a meaningful impression. Our brand also emphasizes the involvement of everyone within the community. The various colored circles represent the diverse groups within the community and how they can all come together as one at FAM.

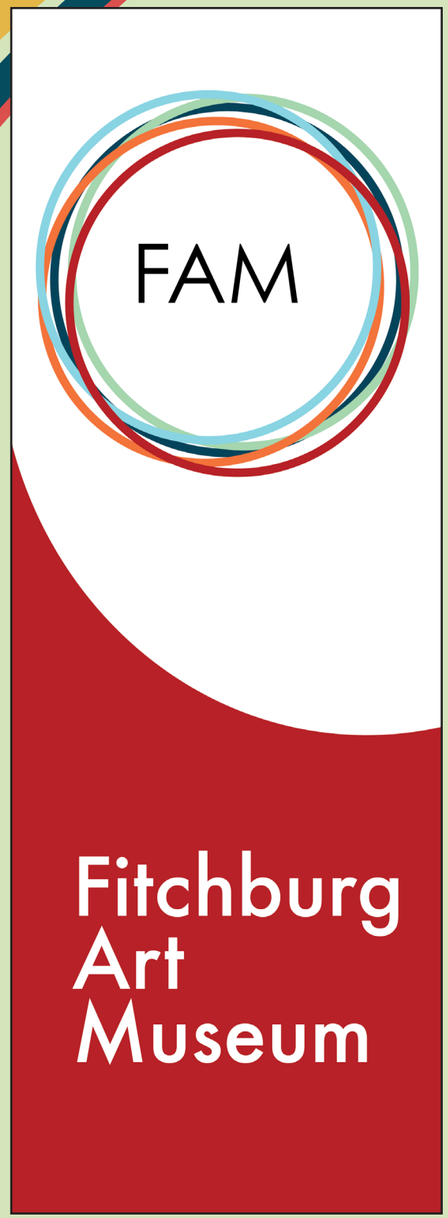
Symbolically a circle is all inclusive: everyone is on equal standing. Think of this concept in reference to a round table, there is no one focal point, everyone can see and talk to one another from the same point of view. We want to emphasize on this point in our brand, at FAM every visitor is given the same opportunity to learn, grow and connect. When looking at other museums, you will notice their logos are often square and seemingly exclusive. We chose to represent FAM with the circle reiterating that all are welcome as well as emphasizing the uniqueness of the museum through a logo design.

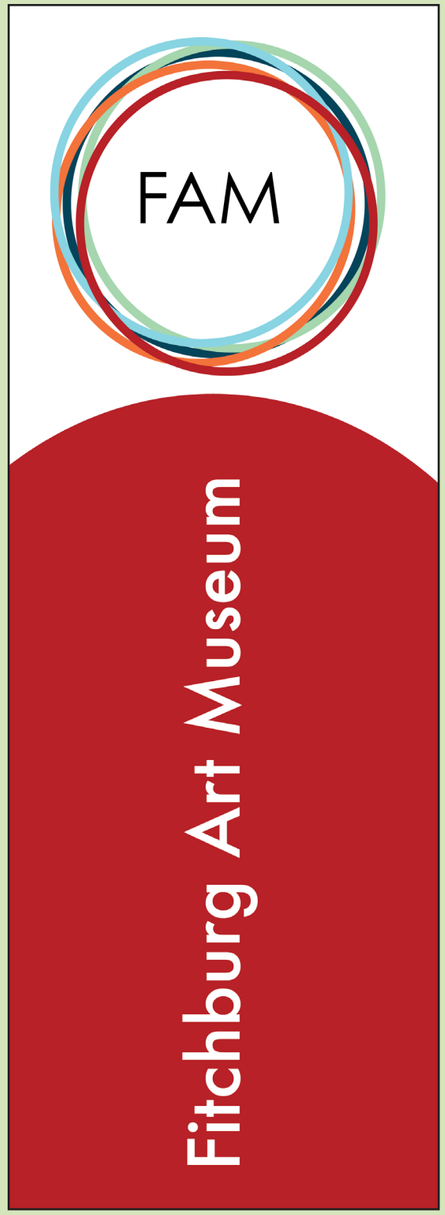
MEDIA TACTICS

All of our tactics will equally represent each brand element. The unification of the three elements will consistently be present across all tactics to reflect the idea of harmony. The particular media our tactics will take form in are used to effectively reach every age demographic. Social media platforms will be used to interact with millennials while print ads can reach an older audience. Our main objectives in the big idea of harmony can be found in all the ways we display the new brand. Throughout all media tactics we want there to be cultural fluency. We want to use different platforms to accentuate different aspects of FAMs culture. However, the same ethical culture should apply with all platforms.



SIGNAGE







To keep our rebrand cohesive, the museum's signage throughout the city needs an update. We will replace the signs and incorporate the new logo across all signage in the city.

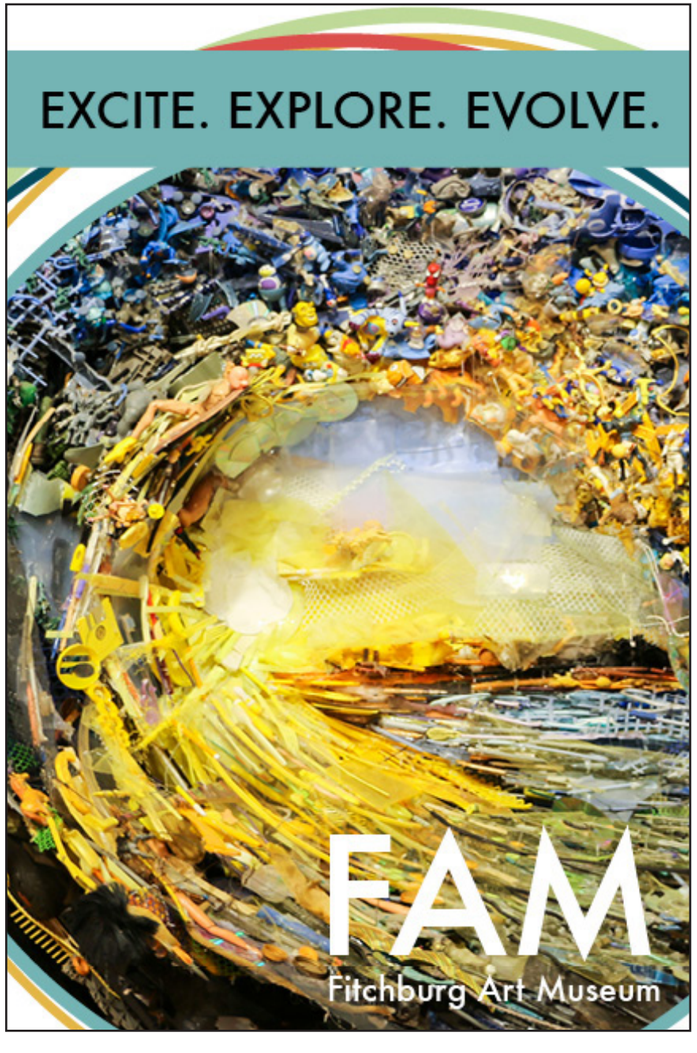


FLIER SERIES

We will create a flier series designed by Fitchburg State University students. This would not only strengthen the relationship between the museum and university but would display this partnership all over the campus and city. These fliers will encapsulate our brand message through the tag lines and design. They not only showcase the impact that FAM has on the community but represent all that the community can experience at FAM. The design also incorporates elements of our logo, further emphasizing the strong connection between this tactic and the message we want to send out. A new flier series will be made to promote each rotating exhibition.





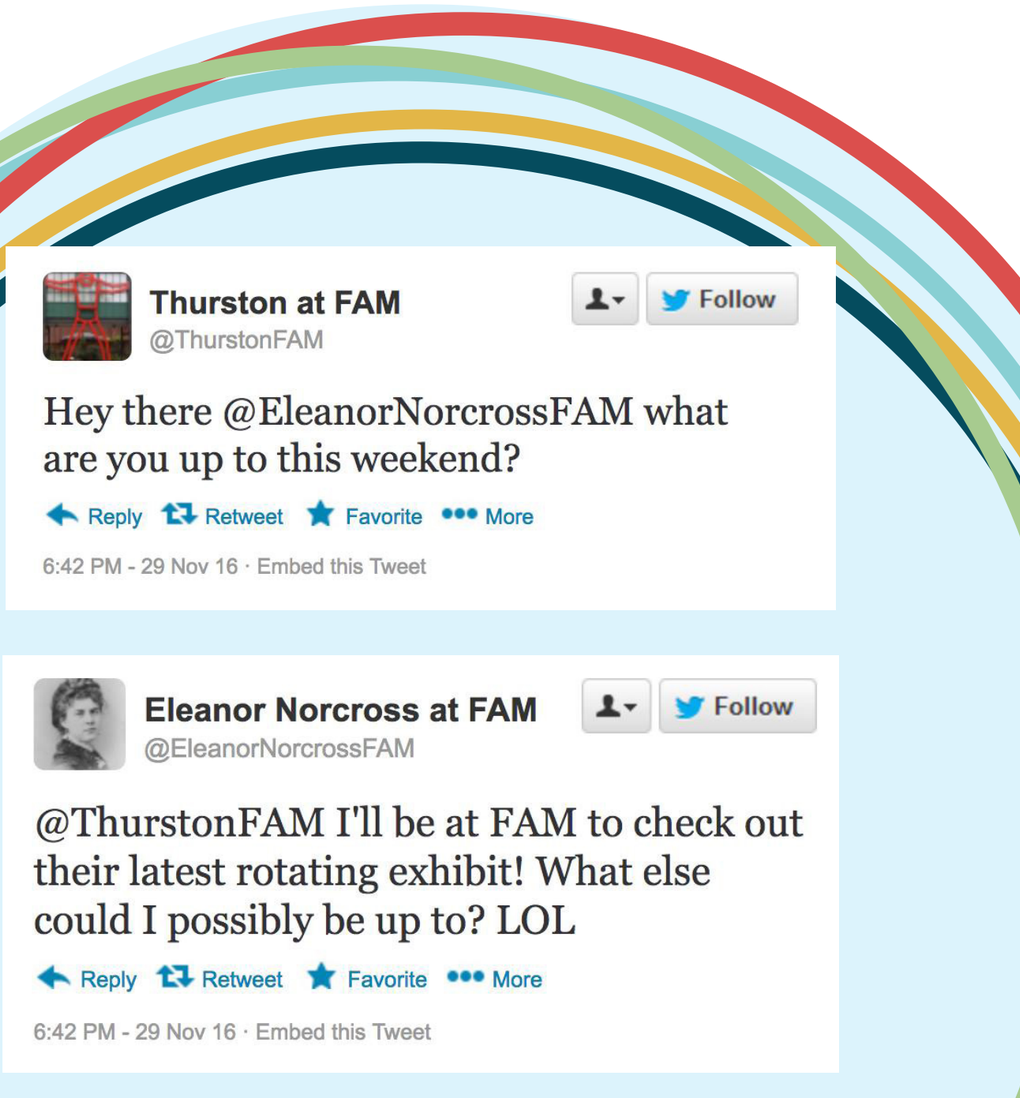


THURSTON AT FAM



We will promote Thurston as an iconic figure for the museum by consistently incorporating him in our brand tactics. Whenever people see the statue they will immediately associate it with FAM. Our plan is to place pictures of Thurston around the city: in business windows, telephone poles, and more. As people walk by and notice the pictures they will become more apt to find out what it is, bringing them to FAM. Through this tactic we want to showcase FAM's continuous presence in the city.

Twitter is a lighter, more laid-back social media platform. This is where we will voice the basics of FAM as an organization by updating our audience about what is going on at the museum. Like our previous tactic this platform will help us bring Thurston to life and build his reputation up as a part of FAM. The tweets will be from Thurston's point of view. This will give audiences a more personal connection with FAM and maintain the iconic reputation of Thurston. Also, using Thurston on Twitter to interact with Eleanor Norcross will preserve her importance to the museum.



SOCIAL MEDIA

In order to reach all demographics, social media will be important in our brand when marketing to younger generations. To connect further with our audience we will use Twitter, Snapchat, and Instagram to relate our message through our brand. We look to collaborate with FSU when using these platforms to build a stronger connection with the students. By sharing media content across platforms related to the university and the students, FAM's online presence will have greater success.

We will use Snapchat to turn a visit at FAM into an interactive experience for those who are not there. People can view what is going at the museum from wherever they are which will encourage them to really visit. It will also engage the visitor even more by taking videos and photos throughout the museum. Having a geofilter of the logo will attach a personal connection to the visitor as well, promoting the experience to the user's personal network.

Unlike Snapchat, Instagram posts will be saved, allowing users to reference back. This will give FAM the opportunity to reach a larger demographic. Through Instagram FAM will also be able to share its posts on Twitter and Facebook with one simple click allowing continuity through all social media platforms. Instagram is a large visual social media outlet giving a museum a greater advantage for advertising. Instagram has the option of attaching a caption under the photo opening up a door for hashtags and promotions.

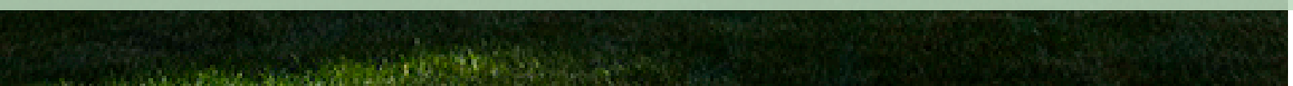








DECISION CRITERIA



Social media outlets such as Facebook, Twitter, and Snapchat are pivotal for establishing a business' online presence. Users tend to follow things that interest them, therefore FAM won't have direct competitors within these platforms, giving them the range to appeal to its audience. FAM will exhibit its unique nature and harmonize itself through social media by having direct interaction with the audience. Using these platforms will advertise to younger generations.

Not many museums have access to a top-caliber Film & Video program like the one at Fitchburg State University. The new brand will push FAM to utilize this partnership to its full capabilities, enabling the use of more video promotions and print advertisements in the path forward. Graphic design students can help creat posters, giving students fresh portfolio work and allowing FAM to have a bigger presence on campus. New posters and videos can be made every semester with a different group of design and film students.

Signage and ad space go hand-and-hand. When signage is done properly, it will pop around Fitchburg, creating stopping points for passing citizens, but is multi-purposeful because it can advertise for FAM and increase knowledge of how to get there. Ad space can be used in the common way with newspapers or radio announcements, which reduces the budget greatly if used often. This tactic has its merit in gaining a wider audience among older generations who are not on social media. In larger cities, these approaches are frequently used by competing museums. In a city like ours, it's about displaying the brand where the most eyes are to get the most out of the dollars spent.

We consider the priority list as being:

1.) Twitter, Instagram, Snapchat

2.) Flier Series

3.) Thurston at FAM

4.) Signage

CONCLUSION

The Fitchburg Art Museum has the potential of becoming a well-recognized staple of the community. What we've discovered throughout our journey is that FAM is one of a kind in its mindfulness to their community. This consideration rounds out their core ideals of education and inspiration. It's not so much these individual characteristics, rather the space in between - the harmony of the three - that pushes for a progressive solution in the path forward.

As these aspects continue to move toward an inclusive future, new challenges and obstacles will certainly arise. Once FAM embodies this new brand, they will continue to find solutions that place the people of Fitchburg into the focus with every decision. No other museum is doing it like the Fitchburg Art Museum. When it comes to the true power that a link between the community and museum can have - the surface has only been scratched. As we put a magnifying glass on the strengths of FAM, we recognize the groundbreaking approaches being taken here and prepare the brand to break even more of those barriers as it progresses further.

This brand of harmony will keep culture alive and truly represent the place that we are all proud of - a place for everyone.

MEET THE TEAM



Kyle



Kim



Kevin



Jackie

Steph





Megan



Amarah

Kelsey



