



The Challenge:

Cultural and non-profit organizations—caught in a downward spiraling economy and working in isolation to each other—necessarily perpetuated fragmented media buying, some on very slim budgets, without the clout to make a dent in the cost of media or in the consumer psyche.

And yet, proposing a collective, cooperative approach was more than a game-changer; it represented a loss of autonomy, not initially welcomed by the sector, even if it brought exponentially more media value to each participant organization.



The Audience:

The ultimate target audience is potential arts patrons—in established, overlapping drive markets—of 15 arts organizations participating in a cooperative pilot program between the Brevard Cultural Alliance (BCA) and the Space Coast Office of Tourism (TDC).

The Strategy:

Bring together a pilot group of core cultural and entertainment providers into **A GAME-CHANGING FRAMEWORK** under a **NEGOTIATED MEDIA BUY** to maximize exposure for the arts in higher-value media **ACROSS KEY DRIVE MARKETS**.

Build **AN ARTS BRAND** and advertise combinations of offerings related by either **GEO-CLUSTERS** or overlapping timeframes to power up the cultural sector's pull as either a prime destination or significant factor in **VISITOR EXTENSION** or **RETURN**.

Emphasis was placed on shared slots, thus often creating advertising that highlighted three or more **NEXT BIG EVENTS**, often **DOING DOUBLE OR TRIPLE DUTY** with the media money.

The Results:

Because templates were developed once and customized with new information, dates and details, creative costs for new events and timeframes quickly diminished as a portion of the overall budget, allowing even more of the dollars to go back into direct media buys.

LESS FRAGMENTED and **MORE STRATEGICALLY QUALIFIED** media selections created stronger exposure per media channel for **A STRONGER COLLECTIVE PRESENCE** and **BETTER MIND-SHARE**.

OPENS FEB 13

Cheetahs at the Zoo

Sleek & Elegant • Don't Miss Them

www.artsbrevard.org

the next *Big* event **FEB & MARCH**

Modern Military Fly-bys & Demos
Strafing Runs • Dogfights • Vintage Warbirds

TICO WARBIRD

2010 AIRSHOW

MARCH 12, 13 & 14

Ticket Derby

Space Coast Regional Airport www.vacwarbirds.org

Navel Gazing
Fresh-squeezed artist interpretations of Florida
Opens Jan 30 www.brevardartmuseum.org

Strawbridge Art League's Vision 2010
Exhibition Opens Feb 7 • Henegar Center

Cheetahs come to the Zoo

Victorian Valentine's Day
Tee in the garden, bingo, croquet on the lawn
Historic Rossetter House
Wear your finest Victorian Hat.
February 14 @ 2pm www.rossetterhousemuseum.org

Brevard Cultural Alliance and Space Coast Office of Tourism

the next *Big* event **FAST & FANCY FREE**

CHEETAHS **BUTTERFLIES**

Exit 191 www.artsbrevard.org Brevard Zoo

the next *Big* event **JAN 30-APRIL 11**

Navel Gazing
Brevard Art Museum

A Cooperative Marketing Initiative of
Brevard Cultural Alliance and Space Coast Office of Tourism

the next *Big* event **JAN 27-FEB 1**

Space Coast Birding & Wildlife Festival

Starts at BCC/Titusville but takes you into the wilds

the next *Big* event **JAN 27-FEB 1**

Space Coast Birding & Wildlife Festival
BCC/Titusville