ACHIEVING ENGAGEMENT WITH MULTICULTURAL AUDIENCES

A Tactical Guide
Ceci Dadisman

Digital Marketing Manager at FORM

Former Director of Communications at Palm Beach Opera

15 years of experience working with arts & culture and nonprofit organizations
First, let’s talk about your communications ecosystem.
Today’s Landscape

- 1982: 39.0%
- 1992: 41.0%
- 2002: 39.4%
- 2008: 34.6%
- 2012: 33.4%
<table>
<thead>
<tr>
<th></th>
<th>2012 U.S. population</th>
<th>Any benchmark arts activity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Millions</td>
<td>Percent</td>
</tr>
<tr>
<td><strong>ALL ADULTS</strong></td>
<td>235.0</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>113.1</td>
<td>48.1%</td>
</tr>
<tr>
<td>Female</td>
<td>121.9</td>
<td>51.9%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>235.0</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Race/ethnicity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic</td>
<td>35.0</td>
<td>14.9%</td>
</tr>
<tr>
<td>White</td>
<td>155.7</td>
<td>66.3%</td>
</tr>
<tr>
<td>African American</td>
<td>26.8</td>
<td>11.4%</td>
</tr>
<tr>
<td>Other</td>
<td>17.5</td>
<td>7.4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>235.0</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Barriers to Cultural Participation

1. It’s not for someone like me
2. I didn’t think of it
3. It’s inconvenient
4. I couldn’t find anyone to go with
5. Its value is not worth the cost
Establish Outcomes
To communicate effectively, we must establish *targeting, messaging*, and desired *outcomes*.
Let’s democratize our communications.
Eliminate jargon and org speak.

Focus on the patron experience and impact.
Salvador Dalí
Spanish 1904–89

The persistence of memory
1931
oil on canvas

Given anonymously, 1934

In *The persistence of memory*, hard objects become inexplicably limp within a bleak and infinite landscape, while a metal watch attracts ants like rotting flesh. Salvador Dalí painted his fantastic visions with what he called 'the most imperialist fury of precision', giving the representations of dreams a tangible and credible appearance. Some literal reality is included too: the monstrous fleshy creature draped across the painting's centre is an approximation of Dalí's own face in profile, and the distant golden cliffs evoke the coast of his native Catalonia.

For kids

This small painting is one of the best known pictures in the history of modern art. In the background you can see the ocean – the cliffs are like those in Cadaqués, a town in Spain where the painter, Salvador Dalí, grew up. When you take a closer look, you will see some strange objects in the foreground – clocks that seem to be melting, ants swarming over a gold fobwatch and something that looks like a face draped over a small ridge on the ground. Salvador was a member of a group of artists called the Surrealists, who wanted to make pictures that were like their dreams.

Do you remember your dreams?
When you **ASSUME**, you make an **ASS** out of **U** and **ME**.
What Ballet Austin found when they stopped assuming and started getting real.

We unknowingly create barriers through our most fundamental communications.
We can’t rely on *anecdotal data* to make big decisions.
Create a Plan
Remove siloed communications. Like, for realsies. I’m serious. I mean it.
Relevance drives response.

Response drives revenue.

— Lee Gallagher
Right Message
Right Person
Right Time
Right Channel
Using storytelling to create meaningful engagement with current and potential audiences.
Comms Channels
Who are the **people** we are trying to reach?
If you talked to people the way advertising talked to people, they'd punch you in the face.

@hugh
Make a concerted effort.

- Use data to determine who your core audience really is.
- Identify the demographic makeup of your community.
- How can you reach out to groups who are underrepresented in your audience?
CASE STUDY

PALM BEACH OPERA
DO SOMETHING DIFFERENT:
DISCOVER OPERA

PURPOSE
Create a diverse opera audience

PRIMARY FUNDER
Community Foundation for Palm Beach and Martin Counties
Initiative \textit{parameters}

3 year campaign

Significant Community Impact

Evaluative Measures
- Surveys
- Targeted Marketing Campaigns
- E-Marketing Analysis
- Social Media/Web Statistics
Education programs

- Concerts in the Classroom
- Story Time Series
- Opera Discovery Concerts
- Children’s Performance
- Opera: Our Story
Ticket sales

- Ticket Codes
- #MeetMeAtTheOpera
- Targeted Collateral Drop-Offs
- Marketing Partnerships
- Digital Marketing
Special programming

- What to Wear to the Opera
- An Afternoon with Musa Ngqungwana
- MLK Breakfast
- An Evening with Black Artists
- Crossings: Two Traditions. One Musical Heritage
Authentic community partnerships

- Spady Cultural Heritage Museum
- Alpha Phi Alpha Fraternity
- Ebony Chorale of the Palm Beaches
Key takeaways

- Use your resources
- Failure informs
- Community partnerships are key

AUTHENTICITY MATTERS.
Kristie Swink Benson

Director of Communications
High Museum of Art, Atlanta

Public Relations | Marketing
Creative Services | Web + New Media | Database Management
“What happens if the High becomes the one place where all Atlantans feel comfortable coming together?”

-Rand Suffolk, Nancy and Holcombe T. Green Jr., Director
The High Museum of Art announces arrival of new director, Rand Suffolk.

The HMA staff starting listening to their audience. Working with Alexander Babbage, a number of surveys were conducted to understand visitor behavior related to their museum visit.

HMA announced change in admission ticket prices. From tiered cost structure to one-price structure to $14.50 for ages 6 and up.

HMA changed the makeup of its exhibition schedule to reflect equity in the way artists were being presented.

HMA featured in ArtNews: How the High Museum tripled its non-white audience in two years.
GROWTH

COLLABORATION

INCLUSIVITY

CONNECTIVITY
COMMUNITY FEEDBACK

- The High Museum was known for **what it is** not **what it does**
- High Museum was considered **exceptional** not **essential**
- Communications was relegated to **certain types of exhibitions/events**
- There was **no brand presence** in my community
- I rarely see **my image** reflected in your marketing
SHIFTING OUR THINKING

Equity

Blockbuster Exhibitions

Target Marketing
SHIFTING OUR THINKING

HMA FY16 Communications Budget Breakdown

- Communications Expenses: 21.6%
- Exhibition Marketing: 78.4%
Motivators to participation
Art/design museum

- Learning something new: 83%
- Experiencing new things: 83%
- Interest in the content: 81%
- Having fun: 78%
- Broadening my perspective or worldview: 78%
- Relaxing or feeling less stressed: 76%
- Feeling inspired: 76%
- Supporting the cultural world: 71%
- Feeling transported to another place: 67%
- Feeling welcome: 66%
- Interacting with friends and/or family: 65%
- Feeling like it gives life a deeper meaning: 64%
- Connecting to my community: 54%
- Being able to go by myself: 53%
- Having grown up participating in it: 50%
- Bettering my health/well-being: 50%
OUR MARKETING MENTALITY

★ Have fun
★ Visuals are our strongest asset
★ Tell visitors what they will experience vs. what they should like
★ Share all that’s interesting about our artwork, programming and offerings
★ Be our own internal news outlet
Enjoy free admission and special programs from 1 to 4 p.m. on the second Sunday of each month.
GROWTH

HIGH MUSEUM OF ART
FRIDAY JAZZ
SEPTEMBER 20, 6-10 p.m.
FEATURING NELSON RAMOS
GET TICKETS»

1,571*
GROWTH

HIGH MUSEUM OF ART ATLANTA

Frequency Friday
Featuring OneBeat
October 4, 6-9 p.m. GET TICKETS

767*
High Museum of Art
Stories from the High Museum of Art in Atlanta

A Rare Self Portrait of Romare Bearden: September Collection Highlight at the High
What can we learn about Bearden’s process and influences just by looking at this work? As it turns out, a lot.

At This Competitive Curatorial Showdown, Which Artwork Will Make the Cut?
At Collectors Evening, curators vie for votes to determine which new artwork will be added to the High’s collection.

WATCH: Curator Michael Rooks on Highlighting Atlanta Artists’ Perspectives on...
Michael Rooks brought together artists whose intimate drawings explore the complexities of cultural identity in our city.

Meet the Interns: Kwesi’s Behind the Camera, Jenn’s in the Woodshop, and Margie’s...
Hear from the High’s 2019 interns and learn how you can get involved next year.

35% Increase in views
INCLUSIVITY

#MuseumMadness

- Social campaign highlighting permanent collection
- Interactive: social followers will vote each round
- Timely: end of March, during March Madness

1. Followers will vote on our Instagram stories for their favorites.
2. The day after voting we will share the winners that will advance to the next round.
3. Repeat until all rounds are complete.
4. Will follow up on #MuseumMadness with posts featuring the winning artworks.
INCLUSIVITY

#MuseumMadness

Results:

- Over **4,200** participants per round
- **25% higher engagement** than usual on our Instagram stories
- **Insights** to our followers' preferences
  - Winner: Claude Monet
  - Photography was very popular
CONNECTIVITY

- Qualitative and Quantitative Date
- **10,000 users** since February 14, 2019 launch date
- **69 countries**
DO

LISTEN TO YOUR AUDIENCE AND MAKE ADJUSTMENT

COMMUNICATE OFFERINGS OFTEN
SHARE, SHARE, SHARE

MAKE YOUR BRAND VISIBLE

DON’T

DON’T ASSUME YOU KNOW WHAT YOUR AUDIENCE THINKS/FEELS ABOUT YOU

DON’T LIMIT YOUR COMMUNICATION TO ONCE OR TWICE A YEAR

DON’T PLAY PEEK-A-BOO WITH YOUR BRAND
Questions?

Don’t be shy!
WE DO GREAT WORK FOR THE GREATER GOOD

We are a digital-first creative agency for arts + culture and nonprofits. We help organizations thrive through strategy and design.

We are interdisciplinary zealots dedicated to blending creativity and code, philanthropy and commerce. We love what we do, and we love what our clients stand for. We are collaborative, inventive, inspired.

We connect our clients with current and undiscovered patrons through integrated websites, digital marketing, print design, and new technology.

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