GROW YOUR BRAND THROUGH STORYTELLING

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Director of Communications

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WHAT IS BRAND STORYTELLING?
Stories are **scientifically proven** to get a person’s attention.
BRAND STORYTELLING

- Uses narrative to connect your brand with your audience
- Connects your institutional values to your audience’s values
- Incorporates the bigger story into marketing strategy
WHO IS OKLAHOMA CONTEMPORARY?
ABOUT US

Oklahoma Contemporary is a multidisciplinary contemporary arts organization, providing a catalyst for the exploration of creativity and contemporary practice through a program of groundbreaking exhibitions, performances and educational programs.
A MORE STORYTELLING TAKE

We provide a way for visitors to explore arts and creativity, with their heads and with their hands: in our galleries, in our classrooms and at our performances and events.
OUR BRAND STORY
Percentage increase in followers of Oklahoma Contemporary on social media from FY16 to today:

- **Facebook**: 87%
- **Twitter**: 48%
- **Instagram**: 495%
ANNUAL ATTENDANCE FY16-19

OVERALL INCREASE FROM FY16-19: 663%
We've seen huge increases in media coverage as brand awareness grows.

Despite having no programs or exhibitions for half of 2019, we still see strong representation in media.
As we embrace storytelling methods across departments, not only do we see increase in brand awareness, we see new donors and revenue, too.
HOW TO
TELL YOUR
BRAND’S STORY
EXERCISE:
In 3–5 words:
Who are you?
What are your values?
What makes you unique?
OKLAHOMA CONTEMPORARY

Accessible.
Inclusive.
Educational.
Creative.
EXERCISE:
How do you represent those values in a sentence or two?
In images?
OKLAHOMA CONTEMPORARY
Multidisciplinary arts organization that wants you to explore your creativity and find your spark. All are welcome here.
EXERCISE:
How do you showcase your values in a social media post? Advertisement? Press release? Fundraising ask?
ART IN A NEW LIGHT

Experience contemporary art and creativity in a new and unforgettable setting.

Doty Glasco, Valley of the Sun, 2019. Photo courtesy of JR Doty.

OPENS MARCH 13

oklahomacontemporary.org
Free admission
NW 11th and Broadway, Oklahoma City
BRIGHT GOLDEN HAZE

INAUGURAL EXHIBITION OPENS MARCH 13

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Doty Glasco, Valley of the Sun, 2019. Photo courtesy of JR Doty.

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Art speaks
Oklahoma-born artist Tatyana Fazlalizadeh will open a new exhibition, Oklahoma Is Black, at Oklahoma Contemporary on Friday.

By MIRAYA GARCIA

Oklahoma Contemporary Arts Center / provided
Tatyana Fazlalizadeh’s new exhibition, Oklahoma Is Black, runs Friday-May 19 at Oklahoma Contemporary Arts Center.

As viewer Tatyana Fazlalizadeh’s art is to be confronted. Intense gaze stare out from her of patterns onomatopoeic pointy scenery which not only a canvas or wall but within the world, proclaiming their existence despite the hostility that might be directed at them.

Fazlalizadeh’s artwork often addresses topics like racism, sexism and oppression through bold, evocative artwork. Her new exhibition, Oklahoma Is Black, opens Friday at Oklahoma Contemporary Arts Center, 3000 General Pershing Blvd., oklahomacontemporary.org, 405-521-5000, free.

“I think it’s important to address those issues because they’re incredibly significant and important to not only my life because I’m a black woman,” Fazlalizadeh said, “but they’re important to our country and our world and our society in general. I don’t think that those issues that face black and brown people or queer people or women are issues that are isolated and only affect them. They affect everyone.”

She has described the Oklahoma Is Black exhibition as a love letter to Oklahoma City’s black community, a poetic homage to the city’s northeast side, where she grew up. She worked with many individuals about their experiences and will incorporate those interviews into video and audio segments her art.

“For me, trying to express an emotion brook, it’s an emotion, a leadership and a very gentle sweetness that’s in perception of black life in Oklahoma,” Fazlalizadeh said.

Fazlalizadeh recognized that Oklahoma’s black history is rich and the communities are
The students, artists and educators we serve tell our story best.

A veteran who saw major combat in Vietnam calls his ceramics classes “therapy” that have saved his life.

A world-renowned artist we exhibited last year, Melvin Edwards, told us that he has never felt more supported in his 50-year career than by our staff at Oklahoma Contemporary.

A teacher in our Art for Every 5th Grader program says that after losing arts classes in schools, she “wouldn’t know how best to introduce art to the classroom” without the curriculum we provide free of charge to her school.
SOCIAL PLATFORMS

- Know your audience on each platform
- Collaborate
- Be the informed voice
- Live-share content
FINDING STORIES THAT REPRESENT YOUR BRAND
TATYANA FAZLALIZADEH:
A STORYTELLING EXHIBITION
FAZLALIZADEH STORIES

- All text, from an opening invite to wall copy, celebrates her upbringing in Oklahoma City.

- Comms did a deep interview with the artist. Led to:
  - press release that reads as feature story
  - Q&A for staff education
  - Quotes for social and digital
- Gathered photos and videos of her install for social and media
- Hands-on Learning Gallery activity gave great social content
- Deep, deep visitor engagement, in person and online
- What did it say about our brand?
  • Accessibility and inclusivity
  • In-depth look at contemporary art
EXERCISE:
Brainstorm ways to find brand stories.
WHAT CAN YOU DO?

- Interview key stakeholders
- Surveys
- Use your space for conversation
- Social-media engagement
- Anecdotes
SHARING STORIES:
Increase reach via partnerships
Partner with organizations who have similar values and goals. They will help you tell your story to a new audience.
WHO ARE YOUR PARTNERS?

- Common goals
- Shared interests
- Audience overlap
- Complementary resources
- “A rising tide carries all boats.”
PARTNER PROJECTS

- Metropolitan Library System helps citizens discover culture in OKC

- Vinyl installations advertise Oklahoma Contemporary and OKC Downtown Library programs

- Installation is themed to current exhibition and accompanied by artmaking projects for all ages

- Downtown library staff manage activities and add reading materials
OUTCOMES AND BENEFITS

- Cultivates relationship with downtown audience
- Vinyl installation seen by 22,000+ per month
- Ongoing brainstorming and resource sharing
- Inspired hip-hop history class
SO WHAT DID YOU LEARN TODAY?
Your story is your marketing strategy.
Your story is your marketing strategy.

Your story builds your brand.
Your brand engages your audience.
Your brand engages your audience.

Your engaged audience gives you new stories.
QUESTIONS?