

GRADY COLLEGE OF JOURNALISM
& MASS COMMUNICATION

Spring 2023

The Georgia Museum of Art

ADPR 5950/7950



Research Summary

- ▶ Two Focus Groups / One Interview
- ▶ Survey – 405 Respondents
- ▶ Four Visits to Museum
- ▶ Secondary Research



Main Findings

1. Awareness (Physical Location & Digital)
2. Attendance
3. Funding



Our Goals



Goal # 1

To increase brand awareness among the UGA student population.



Goal # 2

To increase fundraising.



Goal # 3

To increase attendance from the UGA student population at the GMA.



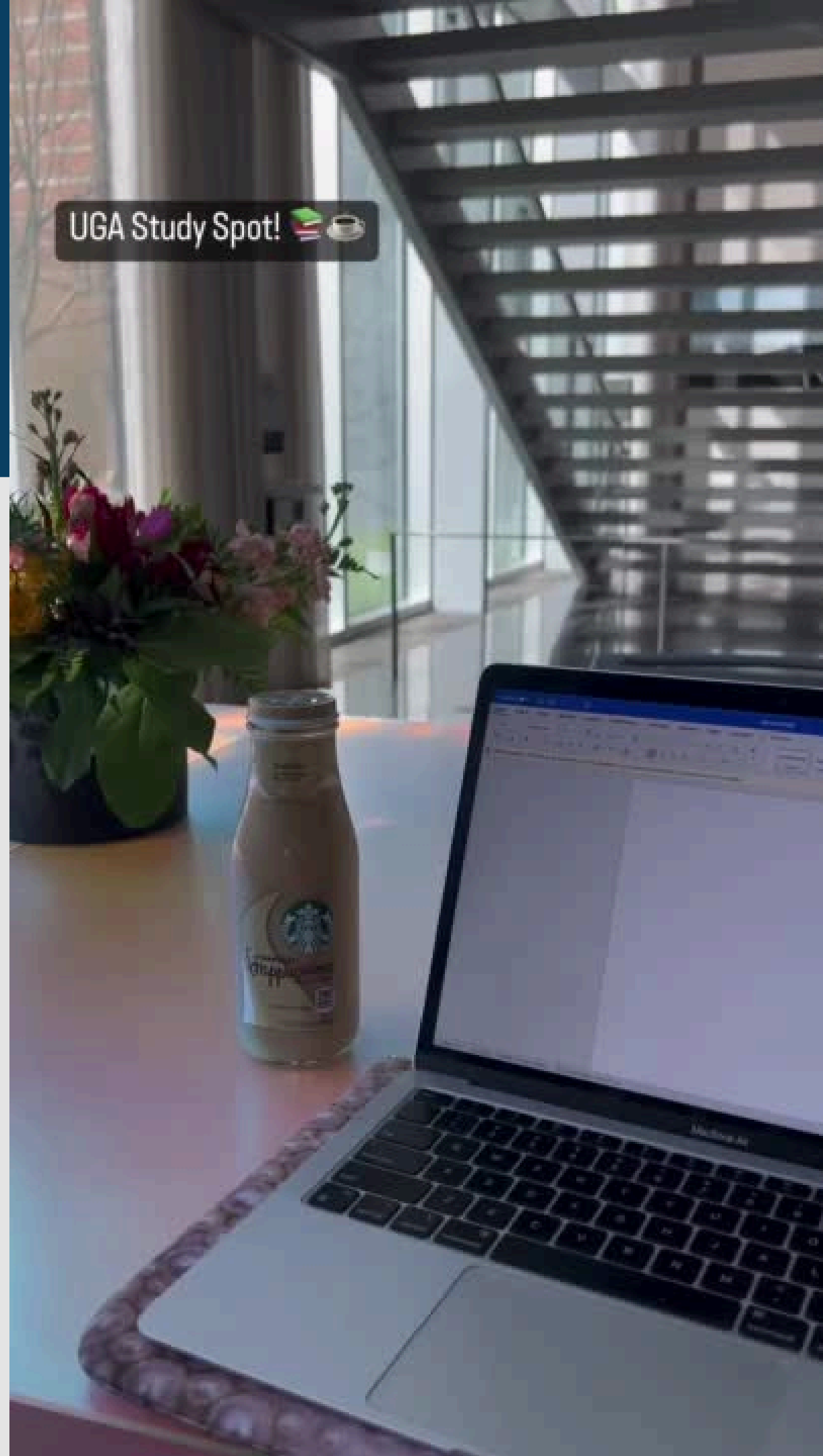
GOAL 1

GOAL 1

Post Instagram Reels more frequently.



UGA Study Spot! 📖☕





GOAL 2

GOAL 2

Implement a Bingo-style fundraiser on Instagram through the GMOA Student Association.



Bingo Fundraiser!

Help me raise \$75 to celebrate the 75th Anniversary of the Georgia Museum of Art!

\$1	\$1	\$1	\$1	\$1
\$2	\$2	\$2	\$2	\$2
\$3	\$3	\$3	\$3	\$3
\$4	\$4	\$4	\$4	\$4
\$5	\$5	\$5	\$5	\$5

VENMO:

Tag us (@gmoastudent) + a friend:

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\$1	\$1	\$1	\$1	\$1
\$2	\$2	\$2	\$2	\$2
\$3	\$3	@rachel.egann	\$3	\$3
\$4	\$4	@jessicarao	\$4	\$4
@emily_sorrow	\$5	\$5	\$5	\$5

VENMO:

Tag us (@gmoastudent) + a friend:



GOAL 3

GOAL 3

Host a date night for UGA students on the first Thursday of every month.

The Georgia Museum of Art
STUDENT DATE NIGHT

BRING YOUR PARTNER OR FRIENDS FOR A MAGICAL NIGHT AT THE MUSEUM.
ADMISSION IS FREE FOR STUDENTS & INCLUDES LIGHT FARE, DRINKS & VIEWING THE ART!

WHEN?
EVERY 1ST
THURSDAY
OF THE MONTH

6PM-9PM

WHERE?
THE GMA
90 CARLTON ST
ATHENS, GA 30602

FREE ADMISSION!

SIGN UP HERE!



**FOLLOW US ON INSTAGRAM
FOR MORE INFORMATION**



@GEORGIAMUSEUM



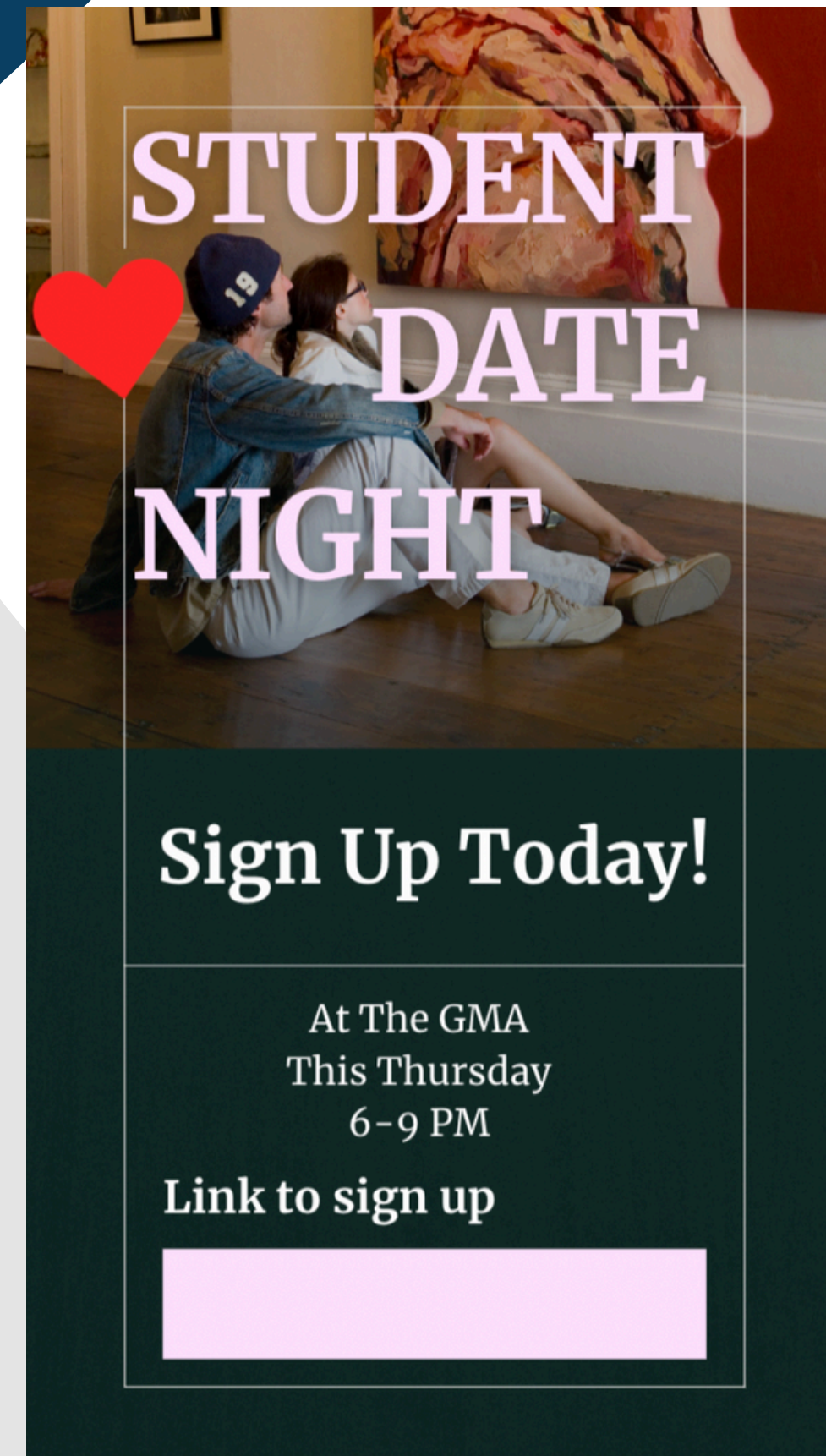
GOAL 3

Host a date night for UGA students on the first Thursday of every month.

Sample post



Sample story



Budget

Goal 1 total: \$999.87

Goal 2 total: \$45.78

Goal 3 total: \$505.64

Overall total: \$1551.29

Budget

Totaling all the costs for Goal 1

G-O-T	Item	Cost	Quantity	Total
Goal 1, Objective 1, Tactic 1	Canva Teams Subscription	\$14.99/month or \$149.90/year	1	\$14.99 or \$149.90
Goal 1, Objective 2, Tactic 1	11 x 17 Black & White cardstock posters	\$0.24	60	\$14.40
Goal 1, Objective 2, Tactic 2	Folding Table	\$40	1	\$40
Goal 1, Objective 2, Tactic 2	Buttons	\$0.30	50	\$15
Goal 1, Objective 2, Tactic 2	18x24 poster paper	\$2.49	1	\$2.49
Goal 1, Objective 2, Tactic 2	Scotch magic table	\$2.99	1	\$2.99
Goal 1, objective 2, tactic 3	Brochures	\$1.65	400	\$660
Goal 1, objective 3, Tactic 2	Chick Fil A gift cards	\$50	5	\$250

Goal 1 total: \$999.87/\$1134.78

Budget

Totaling all costs for Goal 2

G-O-T	Item	Cost	Quantity	Total
Goal 2, Objective 1, Tactic 2	Starbucks Gift Card	\$10	1	\$10
Goal 2, Objective 1, Tactic 2	Jittery Joes Gift Card	\$10	1	\$10
Goal 2, Objective 1, Tactic 2	Basket	\$4	1	\$4
Goal 2, Objective 2, Tactic 1	Raffle Ticket	\$10.89	1	\$10.89
Goal 2, Objective 2, Tactic 2	Raffle Ticket	\$10.89	1	\$10.89

Goal 2 total: \$45.78

Budget

Totaling all the costs for Goal 3

G-O-T	Item	Cost	Quantity	Total
Goal 3 Objective 1 Tactic 2	Fliers	\$0.40	50	\$20
Goal 3, Objective 1, Tactic 5	Sign Holder	\$69.92	5	\$349.60
Goal 3, Objective 1, Tactic 5	Signs	\$10.80	5	\$54
Goal 3 Objective 2 Tactic 3	Table Sign Holder	\$1.04	10	\$10.40
Goal 3 Objective 2 Tactic 3	4x6 signs	\$0.10	10	\$1.00
Goal 3 Objective 2 Tactic 3	18x24 posters	\$11.62	2	\$23.24
Goal 3, Objective 3, Tactic 3	Museum shop voucher	\$15	1	\$15
Goal 3 Objective 4 Tactic 1	18x24 Foam Posters	\$8.10	4	\$32.40

Goal 3 total: \$505.64



Thank you.