

# AGO Youth Activation Campaign

## Group 8

March, 27, 2024

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Soner Sezer



Augustus Edwin John. The Marchesa Casati, 1919. Oil on canvas, Overall: 96.5 x 68.6 cm.  
Purchase, 1934. © Art Gallery of Ontario

# Meet The Team



Aryan Malhan  
Tinder



Dhruv Manoj Lakhiani  
Youtube , OOH , Media Plan



Deliza Anona Nogueira  
Instagram



Kashish Naresh Kakkad  
Tiktok, Creatives, Media Plan



Malavika Sudarsanan  
Snapchat, Success Metrics, Media Plan



Soner Sezer  
Email, Budget and Strategy

***The youth find museums boring and not inclusive.***

***To counter this trend, more institutions are offering free admission and hosting late-night parties to attract the next generation through the door.***

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CBC, 2019



# AGENDA

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- **Strategy**
- **Creative Concept**
- **Channels**
- **Media Plan**
- **Budget**
- **Success**



# Strategy

## Target Audience

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### Demographics

25-26 years old, slightly more female, students, and young professionals.

### Psychographics

Urban lifestyle; enjoys art, socializing, and learning; appreciates inclusivity, accessibility, and relevance.

### Behavioural

Free Annual Passholder, moderate engagement level with the AGO, active on social media platforms.

### Geographic

Primarily residing in the Greater Toronto Area (GTA).

## Objectives

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### Reach

**75% of the Target Audience**

### Achieve

**15% Conversion Rate**

### Attain

**+10% Engagement Rate**

# Creative Concept



## IDEA

It's not just a museum entrance.

AGO offers engaging special exhibitions, delicious food at its café and bistro, unique shopping at ShopAGO, and fun workshops.



## WHY?

The campaign showcases the genuine value of the Annual Pass, emphasizing access to a diverse range of experiences year-round, thus **enhancing perceived value..**



# Channels



## Instagram



Using sponsored Reels on Instagram, we'll showcase the Annual Pass benefits, encouraging users to swipe up for more and join.

## Youtube



YouTube shorts will feature colorful and playful display ads, capturing AGO's vibrant atmosphere and encouraging viewers to explore its offerings with a paid annual pass.

## Tiktok



TikTok in-feed ad will showcase a fast-paced video featuring diverse experiences at the AGO, urging viewers to purchase an annual pass for ongoing access.

## Snapchat



Snapchat campaign uses interactive filters and spotlight videos to engage users with its "More Than a Visit" theme, showcasing diverse AGO experiences and encouraging pass purchases.

## Tinder



AGO's Tinder ad aims to boost annual pass renewals by creatively engaging pass holders on an unconventional platform, leveraging emotion and visuals for a personal, memorable appeal.

## Email



Through compelling visuals, persuasive messaging, and a clear call to action, we aim to drive engagement and conversions among the target audience.

# Email

## Promotional Emails

The email campaign aims to persuade Free Annual Passholders to upgrade by showcasing diverse AGO experiences and real-life testimonials, driving engagement and conversions with compelling visuals and a clear call to action.

**Email  
Database**

**Week 1  
Week 3**

**No Budget  
Required**

YOUR ANNUAL PASS AWAITS

Unlock a year of inspiration, connection, and cultural exploration. Renew your Annual Pass now and embark on an unforgettable journey with the AGO. Don't miss out – click below to renew today!

GET \$5 OFF NOW

AGO

MORE THAN A VISIT

Current Exhibitions

 Sarindar Dhaliwal

 KAWS: Family

 Keith Haring

What're The **ADVANTAGES**

**Full Year Access**  
Unlimited access to the AGO Collection and all special exhibitions

**Shop, Eat and Learn**  
Get access to artsy gifts at AGO Shop, culinary delights at AGO Bistro, or our diverse range of courses and workshops.

**Be Special**  
Experience all our special exhibitions, immerse yourself in a vibrant cultural community, and unlock the wonders of art.

GET YOUR PASS

“  
**Hear From Greta**  
Being an AGO Annual Pass Holder has been a game-changer. It's not just about visiting; it's immersing myself in art, culture, and community, every moment filled with wonder and inspiration! Join this enriching journey—it's worth it!  
—  
Greta Mae Evans, 27

**AGO**

www.ago.ca

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Home  
About  
Exhibitions  
Contact Us  
FAQ

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# Instagram

## In-Feed Reels

The Instagram strategy utilizes sponsored Reels to strategically highlight the benefits of the AGO Annual Pass, enticing users to learn more and make a purchase, leveraging the platform's engaging nature and precise targeting options to reach our art and culture-focused audience effectively.

**In-Feed  
Sponsored Reel**

**Week 1 to 5**

**3,000\$  
Media Budget**

## AGO "MORE THAN A VISIT"



**SCENE: 1**  
**PEOPLE VISITING AGO:**  
WITH AN AGO MONTHLY PASS! 🎨  
EXPLORE ART THAT REFLECTS OUR  
DIVERSE WORLD."



**SCENE: 2**  
**ART WORK FROM AGO**  
FROM CONTEMPORARY MARVELS TO  
TIMELESS CLASSICS, IMMERSE  
YOURSELF IN ART THAT SPEAKS TO  
YOU.



**SCENE: 3**  
**GROUP OF FRIENDS AT AGO**  
CREATE LASTING MEMORIES WITH  
LOVED ONES AS YOU DELVE INTO  
THE WORLD OF ART TOGETHER.



**SCENE: 4**  
**ATTENDING WORKSHOPS**  
EXPAND YOUR CREATIVITY WITH  
OUR RANGE OF EDUCATIONAL  
PROGRAMS AND WORKSHOPS!



**SCENE: 5**  
**A COZY CAFE WITHIN AGO**  
INDULGE IN CULINARY DELIGHTS AND  
TAKE A BREAK FROM YOUR ART  
ADVENTURE AT OUR CAFÉ



### GET YOUR ANNUAL PASS NOW

The \$35 AGO Annual Pass is valid for one full year from date of sign-up and includes unlimited access to

**SCENE: 6**  
**A PERSON GETTING THEIR ANNUAL PASS**  
GET YOUR AGO MONTHLY PASS NOW FOR  
JUST \$30 (REGULAR PRICE \$35) OR ADD A  
FREE MONTH TO YOUR PASS! VISIT OUR  
WEBSITE FOR MORE DETAILS.

# YouTube

## Display & Shorts

The YouTube campaign employs display ads and YouTube shorts to showcase AGO as a vibrant community hub beyond a museum, using colorful and playful display ads and engaging YouTube shorts to captivate viewers and encourage them to experience AGO with a paid annual pass.

Display & Shorts

Week 1 to 5

2,500\$  
Media Budget

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**PEOPLE VISITING AGO:**  
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AGO

## More than a visit

Gallery | Exhibitions | Workshops | Cafe | Bistro | Shop

Get an annual pass at just \$30

# Tiktok

## In-Feed Ads

The TikTok in-feed ad showcases AGO's vibrant experiences, urging viewers to see it as more than a museum and enticing them to buy an annual pass, leveraging FOMO and TikTok's dynamic nature.

In-Feed Ads

Week 1 to 5

2,500\$  
Media Budget

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# Snapchat

## Spotlight & Filters

The AGO's Snapchat campaign utilizes interactive filters and Spotlight videos to engage a youthful audience, promoting AGO as a dynamic cultural hub beyond a traditional visit, leveraging Snapchat's popularity among younger demographics.

Spotlight & Filters

Week 1 to 5

1,000\$  
Media Budget

### AGO "MORE THAN A VISIT"

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**PEOPLE VISITING AGO:**  
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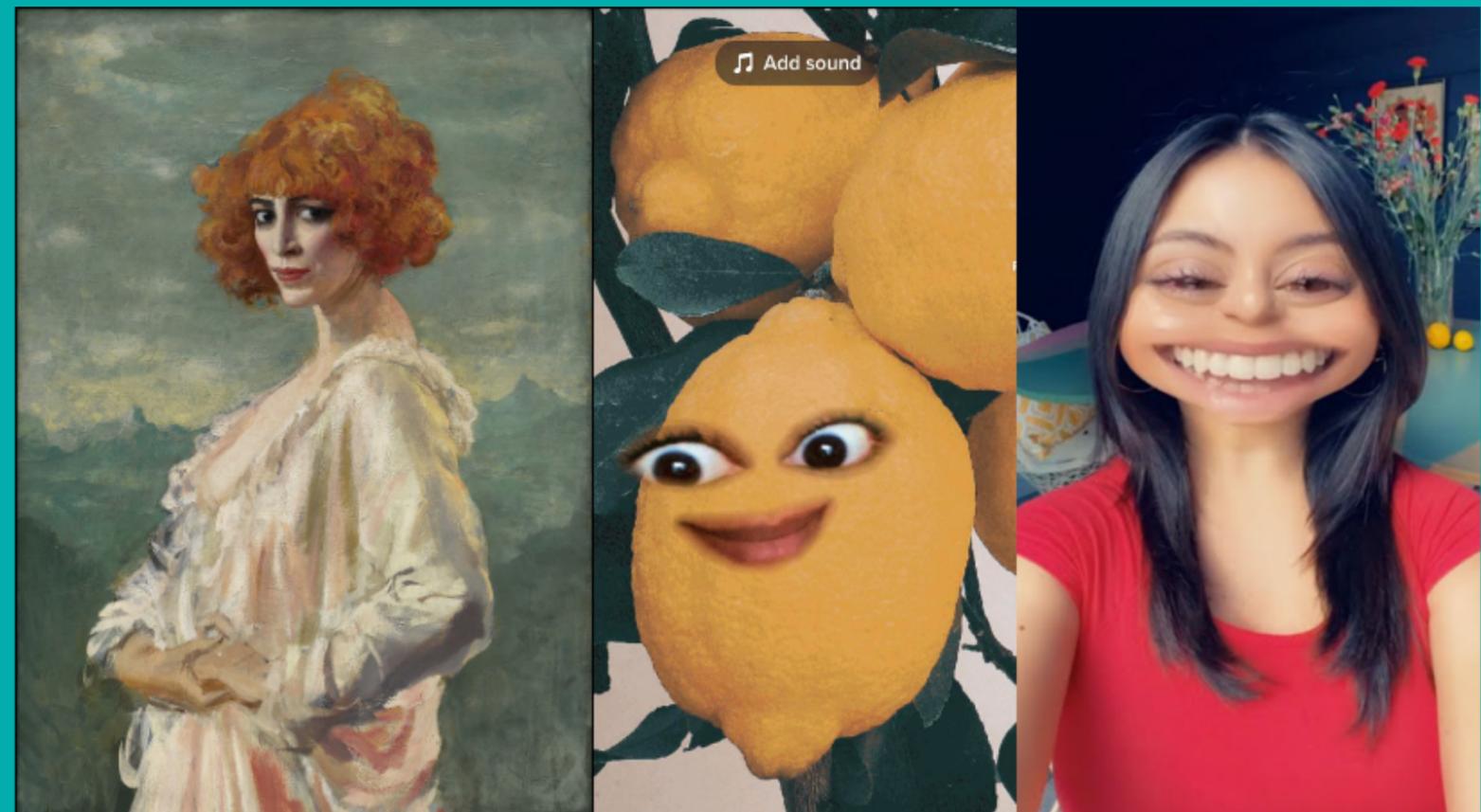
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# Tinder

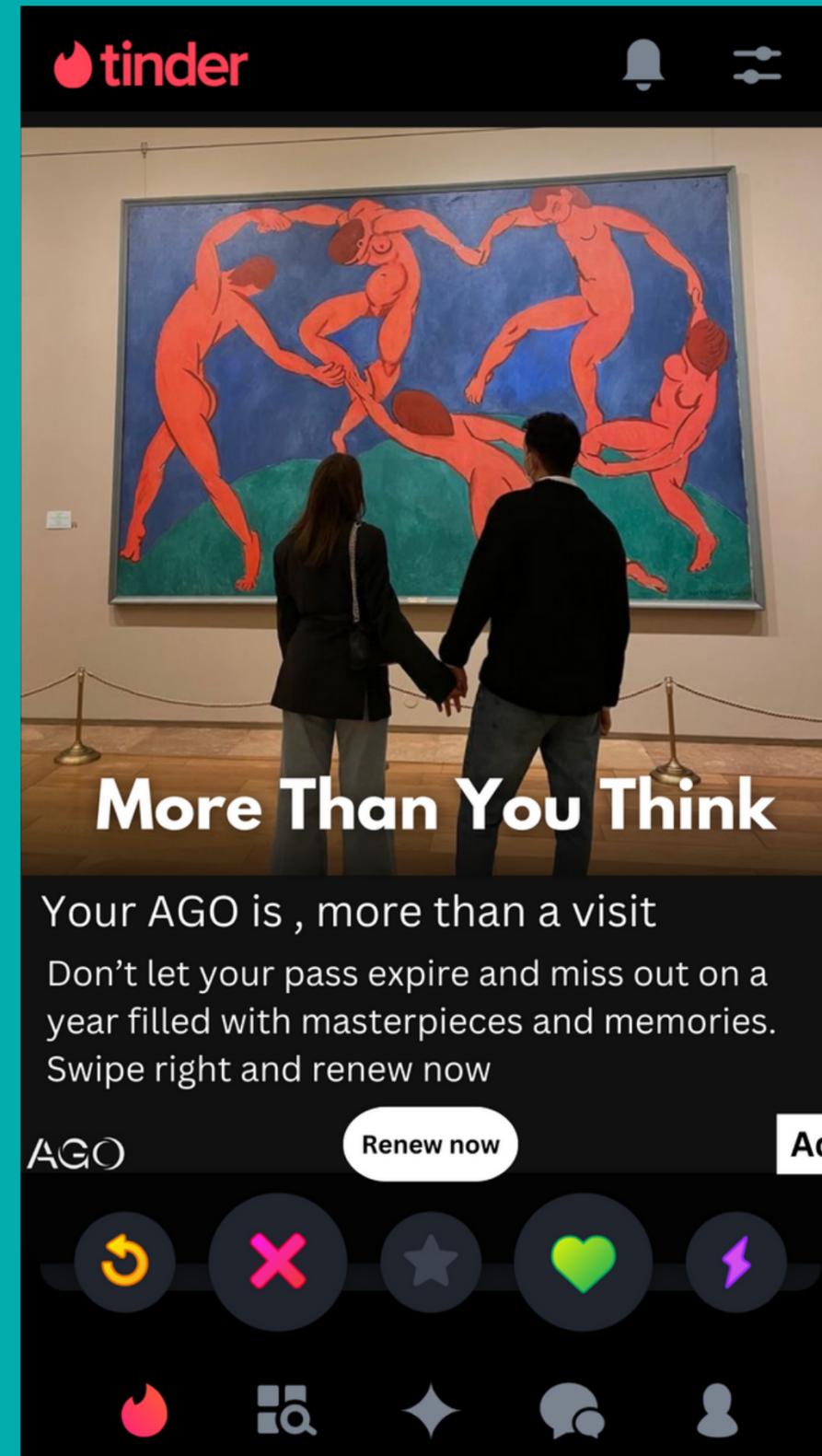
## In-Feed

The AGO's Tinder ad tactic aims to prompt annual pass holders to renew by leveraging emotional and visual engagement, targeting art and culture enthusiasts on the platform and fostering a sense of community and urgency through personal language and a clear call to action, thus ensuring continued support for the gallery.

**Sponsored Display**

**Week 1 to 5**

**1,000\$  
Media Budget**



# Media Plan

Channels	Tactic	Week 1	Week 2	Week 3	Week 4	Week 5
Instagram	Reels	\$700	\$700	\$700	\$700	\$200
Snapchat	Filters	\$120	\$120	\$120	\$120	\$20
Snapchat	Spotlight	\$120	\$120	\$120	\$120	\$20
Tiktok	In-feed Ads	\$600	\$600	\$600	\$600	\$100
Youtube	Shorts	\$350	\$350	\$350	\$350	\$100
Youtube	Display Ads	\$225	\$225	\$225	\$225	\$100
Tinder	Sponsored Ads	\$225	\$225	\$225	\$225	\$100
	<b>TOTAL</b>	<b>\$2,340</b>	<b>\$2,340</b>	<b>\$2,340</b>	<b>\$2,340</b>	<b>\$640</b>

Reach of the  
Total Audience

**75%**

Conversion  
Rate Objective

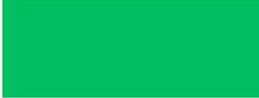
**15%**

**Audience Size: 35,000**

We have allocated a total media promotion budget of 10,000 CAD. This budget is distributed across various platforms as follows: 3,000 CAD for Instagram, 2,500 CAD each for YouTube and TikTok, and 1,000 CAD each for Tinder and Snapchat. The campaign will run for a duration of 5 weeks, with the budget divided accordingly on a weekly basis.



# Budget Summary

 Included

 Not Included

## Instagram:

 Creative Idea, Media Budget	 Video Production
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## Snapchat:

 Media Budget	 Video Production
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## YouTube:

 Static Design, Media Budget	 Video Production
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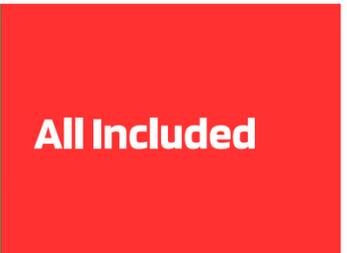
## Tinder:

 Static Design, Media Budget	 Video Production
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## Tiktok

 Media Budget	 Video Production
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## Email:

 Design and Operations	 All Included
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# Success Metrics

## Instagram:

**2.5%**

Engagement  
Rate

**1.5%**

Conversion  
Rate

## YouTube:

**375K**

Video View

**5%**

Click-Through  
Rate

## Tiktok

**200K**

Reach

**3%**

Click-Through  
Rate

## Snapchat:

**200K**

Video View

**20K**

# of Filter  
User

## Tinder:

**154K**

Impression

**2%**

Click-Through  
Rate

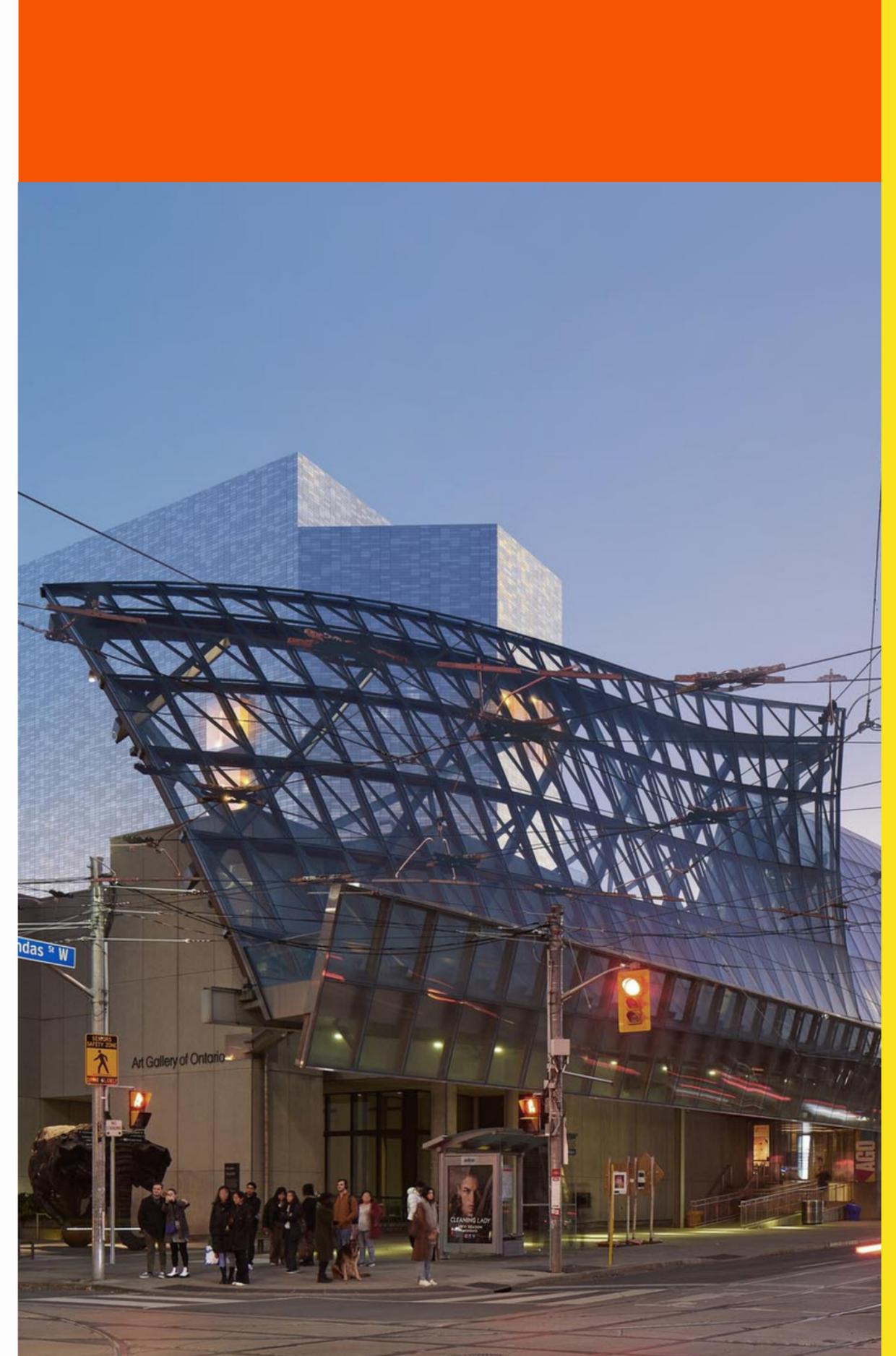
## Email:

**25%**

Open  
Rate

**4%**

Click-Through  
Rate



**Thank  
You**

